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EDITORIAL NOTE

It gives me immense pleasure to present the latest edition of *XIBA Business Review*, a platform that continues to reflect the spirit of intellectual inquiry and the passion for exploring contemporary business and management topics. This edition brings together an eclectic mix of research and perspectives that resonate with current trends, challenges, and opportunities in the global and local business landscape.

The articles in this issue delve into diverse yet interconnected themes. From the influence of Instagram and Korean beauty influencers on consumer behavior to the role of middle managers in logistics and shipping companies, these works address the evolving dynamics of decision-making, marketing, and management. The impact of behavioral biases on investment decisions and the attitude of employees in private schools in Tirunelveli towards financial planning reflect the complexities of human psychology in economic and professional contexts.

In today's volatile, uncertain, complex, and ambiguous (VUCA) world, transitioning into a fragile yet resilient managerial approach in a BANI (Brittle, Anxious, Nonlinear, Incomprehensible) landscape is critical. This issue sheds light on frameworks for resilience and innovation, emphasizing intrapreneurship as a driver of business growth. The review of *Ikigai: The Japanese Secret to a Long and Happy Life* provides a refreshing perspective on finding purpose and balance, offering inspiration to our readers.

As the digital age reshapes consumer behavior, the comprehensive analyses of digital advertising, apparel purchases influenced by young consumers, and the impact of digital content creators present invaluable insights into how businesses can navigate these trends effectively.

This edition stands as a testament to the robust academic engagement at XIBA and our commitment to fostering meaningful discussions that bridge theory and practice. I extend my heartfelt gratitude to the contributors for their rigorous research and creative insights and to our readers for their continued support.

We hope that this collection of articles inspires, informs, and ignites curiosity among researchers, practitioners, and students alike.

Warm regards,

Rev. Dr. A. Michael John SJ

Editor-in-Chief

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COMMON PSYCHOLOGICAL PROBLEMS AND MENTAL HEALTH CRISIS ON COLLEGE CAMPUSES IN CHENNAI

B. Lenin Selvanayagam*, R. Varadharaju**

Abstract. *Mental health is just as important as physical health. Majority of the college students meet the at least one mental health problem or other. The present paper aims at studying the common psychological problems faced by college students and the mental health crisis in higher educational institutions. In order to solve the problem descriptive method was used and survey was employed as the technique of data collection. The population for the present study was the students of Arts and Science colleges and professional colleges in Chennai city limit. A sample of 1047 students was drawn employing stratified random technique. The Psychological Problem Scale and the Mental Health Status Scale were used as research measures to collect the data. The collected data was analyzed using mean, SD, 't' test, F ratio and Scheffe test (Post ANOVA test) Karl Pearson's Product Moment Correlation and Regression analysis. The findings revealed that the female students experience more Anxiety and Adjustment problems than the male students and the students of Arts and Science face more psychological problems than students of Profession courses. The students from rural areas face intensive problems than the students from urban areas. There is no significant difference in Mental Health and its sub constructs with regard to gender and course of study. It is concluded that the Students' Mental Health is determined to an extent of 3.4 percent by Anxiety, Adjustment Problems and Stress. The other 96.6 percent influence may be from other variables which are not under study, but needs to investigate in future*

Keywords *Psychological Problems, Mental Health, College Students*

INTRODUCTION

An individual's psychological, emotional, and social well-being covers mental health. Mental health refers to the cognitive, and or emotional wellbeing - it profoundly influences how one thinks, feels, behave and interacts with others. Mental health is the ability to face and balance the reality of life (Bhatia, 1982). It is as important as is the physical health of a person. When the body and mind is good there maintains good mental health. The harmonious functioning of the personality is considered as mental health (Hadfield, 1952). Mental health challenges pose a major problem for many undergraduate and post graduate college students, and both their health and academic performance are affected negatively (Sara Oswalt, 2013). The prevalence and severity of mental health challenges are increasing in the college student population (Gallagher, 2011). In 1998, 93% of college students seeking treatment through campus counseling services were diagnosed with one mental disorder. This percentage increased to 96% in 2009. During this time period, most students were diagnosed with mood disorders, anxiety disorders, adjustment disorders, or problems related to impaired daily functioning (Kevin Murphy, 2022). As per the latest statistics from National Crime Record Bureau's Accident Death and Suicide in India report 2021, over 13,000 students passed away in India in 2021, averaging more than 35 per day. In 2020 the rate of death increased to 4.5% from

the 12,526 student deaths in 2020, the very sad picture is 864 out of the 10,732 suicides in 2021 attributed to "failure in examination" (<https://varthana.com/>). A poll by TimelyMD revealed that 50% of college students in 2023 identified mental health challenges as their most significant source of stress. Due to heightened awareness and diminishing stigma there is an increased number of reported cases. This underscores the need to further destigmatize mental health and foster a nurturing environment for students.

BACKGROUND OF THE STUDY

Part of this article tries to analyze the reasons for the rapid increase of mental health problems among the students of higher education in recent days. The first among is the academic pressure they endure. To achieve academically, in an intensely unhealthy competitive educational landscape the students face pressure that adversely impacts students' mental health. The fear of failure, unrealistic workload, puffed up expectations can culminate all sorts of stress, anxiety and burnout. The predominant cause for the mental health issue is social media and technological advancement which have changed the pattern of interaction of the students lead to a plethora of challenges. Relentless use of social media let to the feeling of losing self worth, dearth and adverse social comparisons. Overuse of digital interface hampers healthy sleep routine leads to mental health issues.

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Next to add, the soaring costs of education intensify students' stress. Sometimes students have to take up part time jobs or take up loans can create the strain of financial uncertainty precipitating anxiety and depression. Transition and adjustment hurdles are another major issue in creating mental health issues. There is a problem of relocation for majority of the students in seeking admissions in higher educational institutions. Adjusting with unfamiliar situations, completely different academic set up, for some students the language used in the colleges and social hurdles can act as catalysts for mental health problems. An absence of robust support during such shifts can intensify these issues (varthana.com). In the digital era, so called ultra-connected era many students struggle with social isolation and loneliness. Loneliness, a profound risk factor, can pave the way for depression, anxiety, and other emotional disturbances. To add to fuel scarce counseling access, prolonged wait times, and insufficient resources deter students from reaching out. This dearth of essential support heightens their mental health concerns and hampers prompt intervention. Family problems such as raising rate of divorce, single parent homes and frantic schedules of working parents' shrinks the emotional support for students at home. Such conditions aggravate the feelings of desolation, detachment, and heightened anxiety. Lifestyle disorders such as unbalanced diets, inactive habits and unswerving sleep intensify mental health impediments. Persistent connectivity and passive demeanor causes both physical and mental weariness. Cultural prejudices related to caste, gender, religion also negatively affect mental health landscapes of students. Some of these factors may inhibit the students to in getting help at right time worsen their conditions. Lastly the unpredictable socio-economic rift amalgamates the anxiety of the students. Indeterminate future and limited career opportunities and the burden of making life decisions at the inexperienced age disturb students' mental equilibrium.

COMMON PSYCHOLOGICAL PROBLEMS ENCOUNTER BY COLLEGE STUDENTS

Depression and anxiety are common mental health conditions among students. Anxiety disorders are the most prevalent psychiatric problems among college students, approximately 11.9 % of college students suffering from an anxiety disorder. Another common mental health problem among college students is depression, with prevalence rates in college students of 7 to 9 %, (Paola Pedrelli, et al., 2015). Eating disorders such as bulimia, anorexia, and binge eating are common 9.5% of students screened positive for an eating disorder with a greater proportion of females relative to males. Attention-deficit/hyperactivity disorder, 2 and 8 % of college students suffer from social difficulties and an increased risk

for alcohol and drug use that further exacerbate difficulties in college (Khosla et al., 2008). Approximately one in five college students meet the criteria for alcohol use disorder (AUD) in the previous year (12.5% alcohol dependence and 7.8 % alcohol abuse). Among college students, mental health problems not only are common, but they often persist for several years (Pedrelli et al., 2015). The most prevalent problem among college students is the presence of substance use disorders (Jaisoorya et al., 2017, Pedrelli et al., 2015). Psychological problems like procrastination, perfectionism, suicidal thoughts, low self-esteem, test anxiety sleep deprivation and stress are common among college students.

PRELIMINARY RESEARCH

Preliminary research or pre-research is gathering information, usually used to get an idea about a particular topic that needs to be verified and its results are not conclusive. In the present study the investigator conducted a preliminary study to select the appropriate psychological problems of college students, which was often encountered by them for in-depth study. A Problem checklist was used to collect data from the college students. The problem check list consists of a list of psychological problems, which are selected from various sources like journals, books, research articles, web resources and informal discussions with students and teachers. There are 13 psychological problems were categorized by the investigator. The data was collected from a sample of 186 college students of arts, science and professional colleges. The investigator analysed the data and the problems which are have high mean value are selected for study. The selected problems were:

Table 1: Mean Value of the Psychological Problems

Psychological Problems	Count	Mean
Physical stress	186	0.82*
Emotional stress	186	0.73*
Cognitive stress	186	0.72*
Environmental stress	186	0.71*
Academic stress	186	0.78*
Depression	186	0.33
Anxiety *	186	0.90*
Inferiority complex	186	0.27
Emotional imbalance	186	0.10
Frustration	186	0.9
Conflicts	186	0.12
Adjustment problems*	186	0.88*
Anxiety about making new friends	186	0.55

(The items bearing asterisk marks (*) were the selected psychological problems).

METHODOLOGY

The research design employed for this study is descriptive method using survey as a technique of data collection. Descriptive research design is a powerful tool used by scientists and researchers to gather information about a particular group or phenomenon (<https://www.enago.com/>). This type of research provides a detailed and accurate picture of the characteristics and behaviors of a particular population or subject (<https://www.enago.com/>, Shrutika Sirisilla, 2023). This study is on the line of descriptive research method to investigate the common psychological problems faced by college students in relation to their mental health. The study area is Chennai City. The primary data was collected from the sample using Psychological Problems Scale and Mental Health Status Scale developed and validated by B. Lenin Selvanayagam and S. Francisca (2023). The research measure consisted of three sections; first section was to collect the demographic variables; next two sections deal with Psychological Problems Scale and Mental Health Status Scale. The Psychological Problem Scale consisted of three parts measuring Anxiety, Adjustment and Stress. There were 33 items to measure anxiety, 35 to measure adjustment problems and 42 items to measure stress. The Mental Health Status Scale consists of sub constructs namely Attitude towards Self, Perception of Reality, Social

Competence, Regularity of Habits, Emotional Stability and Autonomy, each has 8 items with five alternative responses such as, strongly agree, agree, undecided, disagree and strongly disagree. Cronbach's alpha reliability coefficients were used to measure the internal consistency of each measure, Adam Khatar (2016). Nunnally (1978) suggested that Cronbach's alpha reliability coefficients equal to 0.7 or greater show adequate reliability (<https://www.econstor.eu/bitstream/10419/214253/1/4363.pdf>). Data was collected on qualitative and five-point Likert's scale with a range of 1 (Strongly Disagree) to 5 (Strongly Agree). Data for the survey was collected from the sample respondents from December to February, 2024. Secondary data was collected from the records of the colleges and digital sources. The population for the present study was the students of Arts and Science colleges and professional colleges in Chennai city limit. The sample was drawn employing stratified random optimum allocation sampling technique. The strata were gender, locale of the respondents and the course of study. The size of the sample was 1047. Responses were collected from 1200 individuals and among these, 1047 responses were full and complete, and were deemed suitable for analysis. The data was collected with reference to the objectives of the study and analysed using mean, SD, 't' test, F ratio and Scheffe test (Post ANOVA test) Karl Pearson's Product Moment Correlation and Regression analysis.

ANALYSIS OF DATA

Table 2: Difference between College Students in Psychological Problems with Regard to Gender

Psychological Problems	Gender	Count	Mean	S.D	T-Value	Sig (<i>p</i>)
Anxiety	Male	483	72.21	18.781	5.279	.031
	Female	564	77.92	15.895		
Adjustment Problems	Male	483	86.18	20.296	2.440	.045
	Female	564	89.19	19.565		
Stress	Male	483	121.03	32.640	1.353	.264
	Female	564	123.73	32.106		

It is inferred that the calculated *p* values of Anxiety and Adjustment problems are lesser than 0.05. Therefore, students significantly differ in Anxiety and Adjustment

problems with regard to gender. Comparing the mean scores female students experience more Anxiety and Adjustment problems than the male students.

Table 3: Difference Among the College Students in Psychological Problems with regard to Course of Study

Psychological Problems	Discipline	Count	Mean	Sum of Squares	df	F	Sig (<i>p</i>)	Scheffe
Anxiety	Arts	408	77.54	16879.385 306343.307	2 1045	28.982	.000	1&3 2&3
	Science	368	77.76					
	Professional	271	68.52					
Adjustment Problems	Arts	408	89.68	8678.371 410927.625	2 1045	11.109	.001	1&3 2&3
	Science	368	89.28					
	Professional	271	82.95					

Psychological Problems	Discipline	Count	Mean	Sum of Squares	df	F	Sig (p)	Scheffe
Stress	Arts	408	125.07	5230.162 1098917.33	2 1045	2.250	.065	-
	Science	368	121.75					
	Professional	271	119.59					

From the above table it is clear that the calculated p values for Anxiety and Adjustment problems are lesser than 0.05. It is understood that the college students significantly differ in Anxiety and Adjustment problems with regard to course

of study. The Scheffe test results confirm that the students of Arts and Science face more problems than students of Profession courses.

Table 4: Difference between the College Students in Psychological Problems with regard to Locale

Psychological Problems	Location of Residence	Count	Mean	S. D	t-Value	Sig.(P)
Anxiety	Rural	380	80.01	16.829	6.818	.021
	Urban	667	72.58	17.333		
Adjustment Problems	Rural	380	91.87	21.292	4.902	.043
	Urban	667	85.47	18.767		
Stress	Rural	380	128.05	32.854	4.221	.032
	Urban	667	119.30	31.670		

The calculated p values for Anxiety, Adjustment Problems and Stress are lesser than 0.05. Therefore, students significantly differ in experiencing psychological problems

with regard to their locality. Comparing the mean scores the students from rural areas face intensive problems than the students from urban areas.

Table 5: Difference in Mental Health of College Students with regard to Gender

Sub-Constructs	Gender	Count	Mean	S.D	t-Value	Sig. (p)
Attitude towards self	Male	483	29.92	7.331	0.538	.281
	Female	564	30.17	7.654		
Perception of reality	Male	483	31.02	7.068	0.519	.294
	Female	564	31.04	7.347		
Social competence	Male	483	31.02	7.987	0.034	.643
	Female	564	31.04	7.492		
Regularity of habits	Male	483	29.14	7.351	0.131	.554
	Female	564	29.20	7.316		
Emotional stability	Male	483	29.41	7.033	0.602	.332
	Female	564	29.67	6.886		
Autonomy	Male	483	29.43	8.098	0.946	.237
	Female	564	28.96	7.980		

It is clear from the above table that the calculate p values are greater than .05. Therefore, there is no significant difference

between male and female students in Mental Health and its sub constructs.

Table 6: Difference in Mental Health of College Students with regard to Course of Study

Sub-Constructs	Category	Count	Mean	Sum of Squares	df	F	Sig. (p)
Attitude towards self	Arts	408	30.59	230.018 59120.115	2 1045	2.047	.246
	Science	368	29.92				
	Professional	271	30.99				

Sub-Constructs	Category	Count	Mean	Sum of Squares	df	F	Sig. (p)
Perception of reality	Arts	408	31.54	86.898	2	0.834	.521
	Science	368	30.92	54808.884	1045		
	Professional	271	30.99				
Social competence	Arts	408	31.21	71.374	2	0.598	.325
	Science	368	30.68	62760.715	1045		
	Professional	271	31.24				
Regularity of habits	Arts	408	29.50	101.986	2	0.949	.643
	Science	368	28.78	56507.979	1045		
	Professional	271	29.20				
Emotional stability	Arts	408	29.48	6.174	2	0.064	.982
	Science	368	29.65	50936.964	1045		
	Professional	271	29.51				
Autonomy	Arts	408	29.14	52.549	2	0.407	.435
	Science	368	28.95	67981.360	1045		
	Professional	271	29.51				

It is clear from the above table that the calculated p values are greater than 0.05. So, it is concluded that the college students do not significantly differ in mental health and its sub-constructs with regard to course they study.

Table 7: Difference in Mental Health of College Students with regard to Locale

Dimensions	Location of Residence	Count	Mean	S. D	t-Value	Sig.(p)
Attitude towards self	Rural	380	29.58	7.812	2.262	.043
	Urban	667	30.62	7.209		
Perception of reality	Rural	380	30.72	7.513	2.262	.043
	Urban	667	31.73	6.933		
Social competence	Rural	380	31.51	7.760	1.867	.521
	Urban	667	30.62	7.671		
Regularity of habits	Rural	380	28.66	7.336	2.483	.041
	Urban	667	30.78	7.289		
Emotional stability	Rural	380	29.91	6.962	1.523	.643
	Urban	667	29.25	6.936		
Autonomy	Rural	380	29.47	8.079	1.095	.827
	Urban	667	28.93	7.996		

From the above table it is inferred that the calculated p values for Attitude towards self, Perception of reality and Regularity of habits are lesser than 0.05. Therefore, the college students significantly differ in Attitude towards self, Perception of reality and Regularity of habits. Comparing the mean score the students from urban areas enjoy better mental health than their counterparts. But for other sub-constructs both rural and urban students enjoy the same status.

Table 8: Correlation between Psychological Problems and Mental Health of College Students

Mental Health, Its Sub-Constructs	Count	Psychological Problems		
		Anxiety	Adjustment Problems	Stress
		'r' Value	'r' Value	'r' Value
Attitude towards self	1047	0.018	0.023	0.050
Perception of reality	1047	0.001	-0.013	0.019
Social competence	1047	0.046	0.068	0.084
Regularity of habits	1047	-0.037	-0.013	0.002
Emotional stability	1047	0.009	0.047	0.027
Autonomy	1047	-0.010	0.044	0.050

The table clearly depict that there is positive negligent correlation between adjustment problems, stress and social competence of college students. There is negative correlation

between perception of reality and adjustment problems, regularity of habits and anxiety and regularity of habits and adjustment problems and autonomy and anxiety.

Table 9: Significant Influence of Psychological Problems on Mental Health of College Students

Dependent Variable	Predictors	R	R ²	β	ΔF	R
Mental Health	Anxiety	0.184	0.034	-0.075	6.141	S
	Adjustment problems			-0.046		
	Stress			-0.114		

R the correlation value is 0.184 and R square is degree of determination, its value is 0.034. The degree of determination shows the extent to which Anxiety, Adjustment Problems and Stress influences the College Students' Mental Health. Here the Students' Mental Health is determined to an extent of 3.4 percent by Anxiety, Adjustment Problems and Stress. The other 96.6 percent influence may be from other variables which are not under study, but needs to investigate in future.

DISCUSSION

The study finding bring to the lime light that the female students experience more Anxiety and Adjustment problems than the male students. Jaisoorya et al. (2017) confirm the present finding that the prevalence of psychological distress was predominantly high with female students. The scheffe test results confirm that the students of Arts and Science face more problems than students of Profession courses. The study by Rath, Kar and Kar (2021), came out with similar result that 60.7% of students reported stress which was broadly course-related. The students from rural areas face intensive problems than the students from urban areas. The study draws support from Xiao-Li Mao, Hong-Mei Chen (2023) conclude that students from rural areas was more likely to be abnormal than that of urban students. There is no significant difference in Mental Health and its sub constructs with regard to gender and course of study. The students from urban areas enjoy better mental health and its sub-constructs Attitude towards self, Perception of reality and Regularity of habits than their counterparts supported by Xiao-Li Mao, Hong-Mei Chen (2023).

CONCLUSION

The researcher admits that the psychological problems studied in this research affect mental health only 3.4%. It is essential to consider other personal and psychological problems like substance use, academic anxiety, and depression, eating disorder, sleep disorder and addiction to media which greatly affect the mental health of college students. The colleges must ready physically and manpower wise to provide services to cater to the mental health

issues. Future research will be necessary to probe in to the accessibility, effectiveness and feasibility of promotion of mental health strategies of college students.

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EXPLORING THE INFLUENCE OF INSTAGRAM INFLUENCERS ON CONSUMER PURCHASE INTENTIONS FOR COSMETIC PRODUCTS

Josephine Alice Mary J.*, P. Stella**

Abstract. *In today's digital world, social media has become an essential tool for marketers. Platforms like Facebook, Instagram, Twitter, and YouTube are preferred for promoting products and services due to their strong influence on consumer purchase intention. This study focuses on the impact of Instagram influencers on consumer purchase intentions within the cosmetic industry. With billions of active users, Instagram is one of the most popular social media platforms. The cosmetic industry offers a wide range of products aimed at enhancing or altering individuals' appearance, including skincare, makeup, hair care, and perfumes. Marketers in this industry heavily rely on Instagram influencers to promote their products, as they believe that electronic word of mouth is more impactful than other forms of promotion. The study aims to provide insights for businesses regarding the influence of Instagram influencers on consumer purchase intentions for cosmetic products.*

Keywords Social Media, Instagram, Consumer, Products

INTRODUCTION

Influencers play a crucial role in promoting and persuading customers to buy cosmetic brands through social media. This study utilizes social influence theory to examine the impact of Instagram influencers on consumer purchase intention in the cosmetic industry. The findings show that celebrity Key Opinion Leaders (KOLs) have a noticeable effect on the way young female consumers perceive products and their intention to purchase. Furthermore, there is a clear connection between the attitude toward the product and the intention to purchase (Marjerison et al., 2020). Make Over, has taken the opportunity to collaborate with beauty

influencers. Instagram, YouTube, and Facebook are widely used in Indonesia. Nowadays, instead of traditional celebrities, many businesses in Indonesia are collaborating with influencers to promote their products (Basuki, 2020). Sacco (2023) Marketers are increasingly becoming social media influencers due to heightened consumer awareness. Research shows positive links between consumer attitudes toward beauty products and their purchase intentions, as well as between their subjective norms and purchase intentions.

OBJECTIVE

- To assess the impact of Instagram influencers on consumers' purchase intention for beauty products.

CONCEPTUAL FRAMEWORK

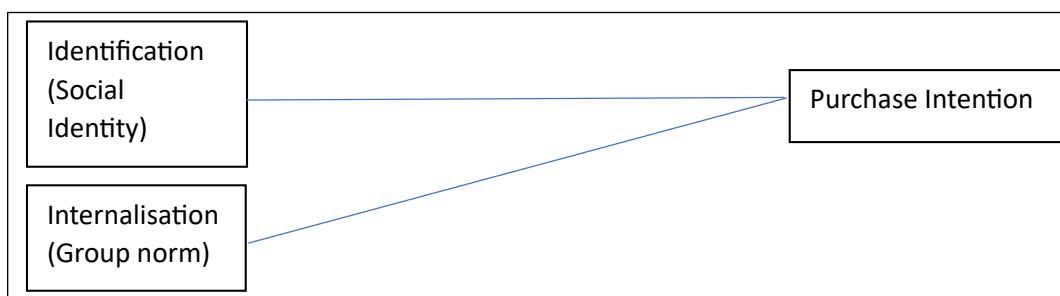


Fig. 1

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ANALYSIS AND INTERPRETATION

I. How Many Instagram Influencers Do Consumers Consult for Recommendations Before Purchasing Cosmetic Products?

Table 1

Consumers Often Turn to Instagram Influencers for Recommendations Before Buying Cosmetic Products	Frequency	Percent
Less than 3	16	32.0
3-5	19	38.0
More than 5	15	30.0
Total	50	100.0

Inference

The study indicates that around 38% of consumers follow 3-5 Instagram influencers and seek recommendations before purchasing cosmetic products. Therefore, marketers can heavily depend on Instagram influencers to promote their brands.

II. Influence of Instagram Influencers on Consumer Purchase Intentions for Cosmetic Products

To test whether there is a significant relationship between the social influence components of Instagram Influencers on consumer purchase intention.

Table 2: Regression Model Summary

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F Value
1	.772	.596	.579	.61254	34.666

Table 3: Regression Table

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.706	.352		2.003	.051
	Identification (social Identity)	.380	.153	.362	2.477	.017
	Internalization (group norm)	.418	.134	.457	3.122	.003

a. Dependent variable: Purchase intention.

Inference

The findings show that social influence components of influencers (Identification = .051, $P < 0.05$, Internalization = .017, $P < 0.05$) on Instagram have a significant impact on consumer purchase intention. Trust, connection, and personal values of Instagram influencers influence consumer purchase intention for cosmetic products.

RESULTS

- The study shows that approximately 38% of consumers follow 3-5 Instagram influencers and seek recommendations before buying cosmetic products.
- The results indicate that identifying and internalizing the Instagram influencer has a strong impact on consumer purchase intention. The trust, beliefs, and

connection the customer has with the Instagram influencer will enable marketers to attract their target group.

CONCLUSION

Social media influencers are often referred to as Key Opinion Leaders in China (Escobedo, 2017; Lawson, 2018). Consumer purchase intention is influenced by various factors such as electronic word of mouth, entertainment, social interaction, and the influencer. With billions of active users, Instagram is an ideal platform to study the impact of influencers on consumer purchase intention. The trust, connection, and beliefs in Instagram influencers strongly impact consumer purchase intention. In future studies, the researcher will explore other influencing factors on consumer purchase intention.

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THE IMPACT OF BEHAVIORAL BIASES ON INVESTMENT DECISIONS: A STRATEGIC APPROACH

J. Sahaya Shabu*

Abstract. Behavioral biases exert a profound influence on investment decision-making, shaping the judgments and actions of investors in financial markets. Despite the prevailing assumption of rationality, human psychology plays a significant role in guiding investment behaviors, leading to systematic patterns of deviation from normative decision-making processes. In this paper, we explore the intricacies of behavioral biases in investment decision-making through a strategic lens. We examine the cognitive, emotional, and social biases that impact investment performance, including overconfidence, loss aversion, herding behavior, and confirmation bias. Through a comprehensive analysis, we elucidate the detrimental effects of these biases on investment outcomes, including suboptimal asset allocation, excessive trading, emotional decision-making, and underperformance during market volatility. Furthermore, we propose strategies for mitigating the influence of behavioral biases, including awareness and education, systematic investment processes, diversification, seeking independent advice, utilizing technology, and maintaining a long-term perspective. By understanding and addressing these biases, investors can enhance their decision-making processes, optimize investment performance, and navigate financial markets more effectively.

Keywords Behavioral Biases, Investment Decision-Making, Cognitive Biases, Emotional Biases, Mitigation Strategies

INTRODUCTION

In the complex world of finance, there exists a prevailing assumption of rationality in decision-making processes, particularly among investors. It's often presumed that these individuals meticulously weigh all available information, analyze it objectively, and then make choices that optimize their financial outcomes. However, beneath this facade of rationality lies a fascinating truth: human psychology exerts a profound influence on investment decisions.

In reality, investors are not always as rational as economic theories might suggest. Instead, they are susceptible to a myriad of behavioral biases—deep-seated tendencies rooted in human nature—that can subtly warp their judgments and actions. These biases, ranging from cognitive shortcuts to emotional responses, have the potential to lead investors astray, diverting them from rational decision-making paths and compromising their long-term financial objectives.

Understanding the intricate workings of these behavioral biases is paramount for investors striving to route the treacherous waters of financial markets. By recognizing and comprehending these biases, investors can equip themselves with the tools necessary to make more informed decisions and, crucially, to anticipate and mitigate the potential pitfalls that arise from irrational behavior.

In this article, we embark on a journey to unravel the mysteries of behavioral biases in investment decision-making. By delving into the depths of human psychology and exploring the nuanced ways in which biases manifest in financial contexts, we aim to shed light on their impact and offer insights into how investors can effectively navigate these psychological pitfalls. Join us as we dissect the intricate interplay between human psychology and investment decisions, uncovering the hidden forces that shape our financial behaviors and ultimately guiding investors towards more rational and strategic decision-making processes.

REVIEW OF LITERATURE

Prospect Theory and Decision under Risk

Prospect Theory, introduced by Kahneman and Tversky (1979), revolutionized the understanding of decision-making under risk by proposing an alternative to the classical expected utility theory. The theory posits that individuals assess potential outcomes based on deviations from a reference point rather than on final wealth levels. This deviation leads to systematic biases in decision-making, affecting risk preferences and choices.

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According to Kahneman and Tversky (1979), individuals exhibit loss aversion, where losses loom larger than equivalent gains, leading to risk-averse behavior in the domain of gains and risk-seeking behavior in the domain of losses. This asymmetry in risk preferences contradicts the rational choice model of expected utility theory, which assumes that individuals make decisions based solely on the expected value of outcomes.

Empirical studies have validated the predictions of Prospect Theory across various domains. For instance, Shefrin and Statman (1985) found evidence of the disposition effect in investor behavior, where investors tend to sell winning stocks prematurely to secure gains (consistent with risk-averse behavior in the domain of gains) and hold onto losing stocks too long (reflecting risk-seeking behavior in the domain of losses). This behavior is attributed to the asymmetrical value placed on gains and losses as outlined in Prospect Theory.

Moreover, Benartzi and Thaler (1995) explored the concept of myopic loss aversion, where investors focus more on short-term losses than on long-term gains, leading to suboptimal investment decisions. This phenomenon aligns with Prospect Theory's predictions of how individuals evaluate and respond to risk, emphasizing the impact of psychological factors on financial choices.

Prospect Theory provides a robust framework for understanding decision-making under risk, highlighting the role of psychological biases such as loss aversion and risk preferences based on reference points. The theory's insights have significantly influenced behavioral finance, challenging traditional economic assumptions and providing a richer understanding of how individuals perceive and respond to uncertainty in financial contexts.

Survey of Behavioral Finance

Barberis and Thaler (2003) provide a comprehensive survey of behavioral finance, outlining key concepts and empirical findings that illustrate deviations from rational decision-making in financial markets. Their work synthesizes decades of research into behavioral biases such as overconfidence, loss aversion, and herding behavior.

Overtrading and Investor Behavior

Odean (1999) explores the phenomenon of overtrading among individual investors, highlighting how excessive trading reduces returns due to transaction costs and poor market timing. This behavior contradicts the efficient market hypothesis, suggesting that investors often trade based on psychological factors rather than fundamental information.

From Efficient Markets to Behavioral Finance

Shiller (2003) traces the evolution from the efficient markets theory to behavioral finance, emphasizing the role of psychology in understanding market anomalies and investor behavior. He argues that behavioral biases contribute to market inefficiencies and impact asset pricing.

The Role of Affect in Decision-Making

Loewenstein and Lerner (2003) examine the role of affect, or emotional states, in decision-making processes. Their research demonstrates how emotional responses influence risk perception and investment choices, offering insights into the emotional underpinnings of financial decision-making.

Behavioral Biases in Consumer Choice

Thaler (1980) develops a positive theory of consumer choice, proposing that individuals exhibit bounded rationality and systematic biases in decision-making. His work lays the foundation for understanding how behavioral biases extend beyond financial markets into consumer behavior and economic decision-making.

Disposition Effect and Investor Behavior

Shefrin and Statman (1985) introduce the disposition effect, which describes the tendency of investors to sell winners too early and hold onto losers too long. This behavior contradicts rational expectations and suggests that investors prioritize avoiding regret over maximizing returns.

Heuristics and Biases in Judgment under Uncertainty

Tversky and Kahneman (1974) analyze heuristics and biases that influence judgment under uncertainty, revealing systematic errors in human decision-making processes. Their findings challenge the efficient market hypothesis and highlight cognitive limitations in processing information.

Market Overreaction and Investor Sentiment

De Bondt and Thaler (1985) provide empirical evidence of market overreaction to news and events, contributing to price anomalies that persist beyond rational expectations.

Their research supports the behavioral finance perspective that investor sentiment drives market movements.

Behavioral Finance: Past, Present, and Future

Hirshleifer (2015) offers a comprehensive review of behavioral finance, tracing its historical development, current challenges, and future directions. He discusses advancements in understanding investor behavior and the integration of psychological insights into financial theory.

Trading Behavior and Wealth Accumulation

Barber and Odean (2000) investigate the performance of individual investors, revealing that frequent trading leads to lower returns and wealth accumulation compared to buy-and-hold strategies. Their findings underscore the detrimental effects of behavioral biases on investment outcomes.

Inefficient Markets and Behavioral Anomalies

Shleifer (2000) explores inefficient markets from a behavioral finance perspective, arguing that psychological factors drive market inefficiencies and influence asset pricing. His work challenges the efficient market hypothesis and advocates for integrating behavioral insights into economic theory.

Asset Pricing Anomalies and Investor Behavior

Fama and French (1992) analyze cross-sectional variations in stock returns, identifying anomalies that challenge the efficient market hypothesis. Their research links asset pricing anomalies to investor behavior and market inefficiencies, supporting the role of behavioral biases in shaping financial markets.

Future Self and Saving Behavior

Hershfield et al. (2011) study the impact of age-progressed renderings of the future self on saving behavior, revealing how psychological distance affects financial decisions. Their findings suggest interventions that enhance future-oriented thinking to promote long-term financial planning.

Investor Psychology and Market Overreactions

Daniel et al. (1998) examine investor psychology and its impact on market under- and overreactions, contributing to price deviations from fundamental values. Their research highlights the role of cognitive biases in market dynamics and asset pricing anomalies.

Myopic Loss Aversion and Equity Premium Puzzle

Benartzi and Thaler (1995) introduce myopic loss aversion as a behavioral bias that explains the equity premium puzzle. Their research shows how investors prioritize avoiding short-term losses over maximizing long-term gains, influencing asset pricing and investor behavior.

Adaptive Markets Hypothesis

Lo (2005) proposes the adaptive markets hypothesis, reconciling efficient markets with behavioral finance by integrating evolutionary principles into financial theory. His framework suggests that market participants adapt to changing environments, influencing market dynamics and investor behavior.

Contrarian Investment Strategies

Lakonishok et al. (1994) analyze contrarian investment strategies that exploit market overreactions and extrapolation biases. Their research demonstrates how behavioral anomalies create opportunities for profitable investment strategies based on market sentiment and mispricing.

This review synthesizes seminal works in behavioral finance, highlighting the pervasive influence of psychological biases on investment decision-making. From prospect theory to the adaptive markets hypothesis, researchers have elucidated how cognitive limitations and emotional responses shape financial markets. Future research should continue to explore new dimensions of behavioral biases and their implications for economic theory and investment practice.

OBJECTIVES OF THE STUDY

- To Identify Common Behavioral Biases.
- To Analyze Impact on Investment Performance.
- To Propose Mitigation Strategies.
- To Empower Investors with Knowledge.

What are Behavioral Biases?

Behavioral biases are systematic patterns of deviation from rationality or normative decision-making in judgment and decision-making processes. They stem from cognitive shortcuts, emotional responses, and social influences that can lead individuals to make suboptimal choices. In the context of investment, these biases can significantly impact decision-making, influencing asset allocation, risk perception, and investment timing.

- *Cognitive Biases*: These biases arise from the inherent limitations and shortcuts in human cognition. They can distort perception, memory, and reasoning, leading investors to make decisions based on flawed or incomplete information. Examples include:
 - *Overconfidence Bias*: Investors tend to overestimate their knowledge, skills, and ability to predict market movements accurately. This bias can lead to excessive trading, undiversified portfolios, and increased susceptibility to speculative bubbles.
 - *Anchoring Bias*: Investors fixate on specific reference points, such as past prices or analyst recommendations, when making investment decisions. This fixation can lead to ignoring new information or adjusting portfolios inadequately in response to changing market conditions.
 - *Confirmation Bias*: Investors seek out information that confirms their existing beliefs or biases while disregarding contradictory evidence. This bias can lead to selective perception, overlooking red flags or alternative viewpoints that may challenge their investment thesis.
- *Emotional Biases*: These biases stem from the emotional responses and reactions that individuals experience in various situations. They can cloud judgment and lead to impulsive or irrational decision-making. Examples include:
 - *Loss Aversion*: The fear of incurring losses often outweighs the pleasure derived from equivalent gains. As a result, investors may hold onto losing investments for too long, hoping for a reversal, or avoid taking necessary risks to optimize returns.
 - *Herding Behavior*: Investors tend to follow the crowd, assuming that others possess superior knowledge or insight. This herd mentality can exacerbate market volatility, create asset bubbles, and lead to irrational investment decisions driven by groupthink rather than individual analysis.
- *Social Biases*: These biases stem from the influence of social norms, group dynamics, and cultural factors on decision-making. They can lead individuals to conform to prevailing attitudes or behaviors, even

if they contradict their own beliefs or preferences. Examples include:

- *Herding Behavior (again)*: Investors may succumb to social pressure and follow the actions of others without conducting independent analysis. This can lead to a lack of diversity in investment portfolios and a heightened susceptibility to market trends or fads.
- *Groupthink*: In group settings, individuals may prioritize harmony and consensus over critical thinking and dissenting opinions. This can inhibit the exploration of alternative viewpoints and lead to suboptimal decision-making outcomes.

Impact on Investment Performance

The influence of behavioral biases on investment performance cannot be overstated. These biases have the potential to significantly impact the outcomes of investment decisions, often leading to suboptimal results and diminished portfolio performance. Understanding the impact of these biases is crucial for investors seeking to achieve their financial goals and navigate the complexities of financial markets effectively.

- *Suboptimal Asset Allocation*: Behavioral biases can distort investors' perceptions of risk and return, leading to suboptimal asset allocation decisions. For example, investors may exhibit a home bias, favoring domestic investments over international opportunities, despite the potential benefits of diversification. This reluctance to diversify can result in portfolios that are overly concentrated in certain assets or sectors, increasing overall risk without commensurate returns.
- *Excessive Trading*: Overconfidence bias and the tendency to seek short-term gratification can lead investors to engage in excessive trading, churning their portfolios and incurring unnecessary transaction costs. This frequent trading activity not only erodes returns through commissions and taxes but also increases the likelihood of making impulsive decisions based on market noise rather than fundamental analysis.
- *Emotional Decision-Making*: Emotional biases, such as loss aversion and fear of missing out (FOMO), can lead investors to make decisions based on temporary market fluctuations or emotional reactions to news events. This emotional decision-making often results in buying high and selling low, as investors panic during market downturns or chase after overhyped trends. Consequently, portfolios may suffer from poor timing and reduced long-term returns.
- *Underperformance during Market Volatility*: Behavioral biases can exacerbate the impact of market

volatility on investment performance. During periods of heightened uncertainty, investors may succumb to panic selling or exhibit herd behavior, exacerbating market downturns and amplifying losses. Moreover, biases such as anchoring and confirmation bias can lead investors to cling to outdated beliefs or ignore warning signs, further exacerbating losses during volatile market conditions.

- *Missed Opportunities:* Behavioral biases can also result in missed investment opportunities. Investors may overlook undervalued assets or dismiss contrarian viewpoints due to confirmation bias, resulting in missed chances for portfolio growth. Similarly, herd behavior can lead investors to follow popular trends without conducting thorough analysis, causing them to overlook potentially lucrative investments that deviate from the consensus.

Mitigating Behavioral Biases

While behavioral biases are inherent to human psychology, investors can adopt various strategies to mitigate their influence and make more rational investment decisions. By recognizing and addressing these biases, investors can enhance their decision-making process and improve their overall investment performance. Here are several approaches to mitigating behavioral biases:

- *Awareness and Education:* The first step in mitigating behavioral biases is to become aware of their existence and understand how they can influence decision-making. Investors should educate themselves about common biases and their potential impact on investment decisions. By developing a deeper understanding of these biases, investors can recognize when they are at play and take steps to counteract them.
- *Developing a Systematic Investment Process:* Implementing a systematic investment process can help mitigate the influence of behavioral biases. By establishing clear investment criteria and guidelines, investors can reduce the likelihood of making impulsive or emotionally-driven decisions. This may involve setting predefined investment goals, adhering to a disciplined investment strategy, and avoiding the temptation to deviate from the plan during periods of market volatility.
- *Diversification:* Diversification is a fundamental principle of investment management that can help mitigate the impact of behavioral biases. By spreading investments across different asset classes, industries, and geographic regions, investors can reduce the risk of individual investments dominating their portfolio and mitigate the impact of any single investment

decision. Diversification can help cushion the impact of market fluctuations and reduce the potential for losses stemming from behavioral biases.

- *Seeking Independent Advice:* Consulting with a trusted financial advisor or seeking independent advice can provide investors with an objective perspective and help mitigate the influence of emotional biases. A financial advisor can offer valuable insights, conduct thorough research, and provide guidance based on their expertise and experience. By working with a professional advisor, investors can make more informed decisions and avoid the pitfalls of emotional decision-making.
- *Utilizing Technology and Tools:* Advances in technology have made it easier for investors to mitigate the impact of behavioral biases. Online investment platforms, robo-advisors, and portfolio management tools can help automate investment decisions and reduce the influence of emotional biases. These tools can provide objective analysis, portfolio rebalancing, and investment recommendations based on predefined criteria, helping investors make more rational decisions.

Maintaining a Long-Term Perspective: Finally, maintaining a long-term perspective can help mitigate the impact of short-term market fluctuations and emotional biases. By focusing on long-term investment goals and avoiding the temptation to react impulsively to market volatility, investors can reduce the likelihood of making detrimental investment decisions driven by fear or greed. Maintaining a disciplined approach and staying committed to the long-term investment plan can help investors navigate through periods of uncertainty and volatility more effectively.

CONCLUSION

In the ever-evolving landscape of investment decision-making, understanding and addressing behavioral biases is paramount for achieving success and optimizing financial outcomes. Throughout this exploration, we have delved into the intricate workings of human psychology and uncovered the hidden forces that shape our financial behaviors. From cognitive biases rooted in inherent limitations of human cognition to emotional biases driven by our innate responses to market stimuli, these biases have the potential to lead investors astray and compromise long-term financial objectives.

The impact of behavioral biases on investment performance is profound and multifaceted. From suboptimal asset allocation and excessive trading to emotional decision-making and underperformance during market volatility, these biases can undermine the effectiveness of investment

strategies and erode portfolio returns. Moreover, behavioral biases can result in missed opportunities and hinder investors from realizing their full potential in financial markets.

However, all is not lost. By recognizing the existence of behavioral biases and adopting proactive strategies to mitigate their influence, investors can enhance their decision-making process and strive for better investment outcomes. Through awareness and education, investors can develop a deeper understanding of behavioral biases and recognize when they are at play. Implementing a systematic investment process, diversifying portfolios, seeking independent advice, utilizing technology, and maintaining a long-term perspective are all effective strategies for mitigating the impact of behavioral biases and making more rational investment decisions.

As we navigate the complexities of financial markets, let us remain vigilant and committed to overcoming the psychological pitfalls that may impede our path to financial success. By harnessing the power of knowledge and adopting a disciplined approach to investment decision-making, we can strive to achieve our financial goals and navigate the ever-changing landscape of investment with confidence and resilience.

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A STUDY ON THE ATTITUDE OF EMPLOYEES IN PRIVATE SCHOOLS IN TIRUNELVELI DISTRICT ON INVESTMENT DECISION

Lakshmi N.*

Abstract. *Investment is the sacrifice of certain present value for the uncertain future reward. Savings and its transformation into investment control economic growth of a country. The objective of the study is to analyse the investment behavior of employees in private schools in Tirunelveli district. The sample size, which is taken for the study, is 204 respondents. The study is based upon primary data, so any wrong information given by the respondents may mislead the findings. The findings of the study indicates that due to low salary in private school, the percentage of investors also less among private school. The study also reveals that mutual funds also treated as Favorite Avenue for Investment along with bank deposit and post office.*

Keywords *Investment Avenues, Investment Pattern, Private School*

INTRODUCTION

The main endeavor of any saver is to do investment, as these small investments made today are to meet their upcoming expenditures. The investor has a number of investment substitutes; from traditional investments to newer options of recent years. Investment may be defined as an employment of funds with the aim of gaining additional growth, in value or additional income. Investment refers to the accumulation of some kind of asset with hope to get a return from it. Savings and its transformation into investment control economic growth of a country. Demographic factors like age, occupation, gender and income of the savers plays a vital role in Investment. We have various investment opportunities available in India like Stocks, PPF, purchase of land, Gold and Fixed Deposit.

The objective of this project is to study the investment attitude of private school employees with reference to Tirunelveli district. This study will help to focus on behavior and pattern of investment by private school employees and to understand the level of awareness about avenues available for investment.

REVIEW OF LITERATURE

A Study on Investment pattern of employees working in public sector, R.E. Walunj, Sinhgad College of Science,

Ambegaon (bk), Pune: This study focused on the investment pattern of employees working in the Public Sector with special reference to the banking sector of Pune. Employees have awareness about various investment avenues available in the market. As per their considerations like safety, liquidity, security, marketability, tax benefits, risk involved etc. they are selecting the best one from their point of view and investing the money in a particular avenue.

Ananthapadhma Achar (2012) paper on “An empirical study on Saving and Investment Behavior of Teachers”. Study shows individual demographic characteristics of teachers such as age, sex, income (Annually), marital status, and lifestyle determined the savings and investment behavior of teaching community.

D. Umamaheswari and K. Suganthi (2015) paper on “Investment Pattern and Savings of Teachers at Sirkali Town in Tamilnadu”: It is evident from the study undertaken that most of the teachers are saving money as bank deposits, gold, post office deposits and LIC.

A Study on Savings and Investment Pattern of Teachers (With special reference to Ramanathapuram district) S. Ayesath Umaira Assistant Professor Department of Commerce Thassim Beevi Abdul Kader College for Women, Kilakarai, Ramanathapuram Distric: The study was undertaken in School and College teachers of women. The data collected from 50 respondents for analysis. Income

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of respondent played vital role in Investment. Most of the teachers preferred Savings bank account for their short term investment. Peoples preferred gold savings scheme is better option when compared to other investment patterns.

A Study on Savings and Investments Pattern of Degree Lecturers with Special Reference to Hyderabad Mitesh Kadakia M. Com, M.B.A., UGC-NET, APSET Associate Professor – Dept. of Commerce, Badruka College of Commerce & Arts Hyderabad, Telangana: This paper aims to study the pattern in which the degree lecturers in the city of Hyderabad save their income and invest it. Since the income of the degree lecturers (Private Employees) is low resulting in the very low level of savings and investments. Lecturers preferred to Invest in banks for security reason.

A Study on Investment of private sector employees with reference to the city Coimbatore: Mrs. Christina Jeyadevi J, Part-Time Ph.D. Scholar, Department of Commerce, CBM College, Kovaipudur, Coimbatore - 641042. Dr. A. Kaboor, Assistant Professor SG, Department of Commerce, CBM College, Kovaipudur, Coimbatore- 641042: The researcher in this paper studied the various types and avenues of investments as well as the factors that are required when selecting the investment with a sample size of 60 salaried employees by conducting a questionnaire survey in Coimbatore, India. The researcher investigated and discovered that salaried employees value safety as well as a good return on investment that is invested regularly.

Awareness Regarding Investment Behaviour among Salaried Class People in The Education Sector Arti, Dr. Inderjeet 1Research Scholar, Faculty of Management and Commerce, Baba Mastnath University, Rohtak, India 2Professor, Faculty of Management and Commerce, Baba Mastnath University, Rohtak, India:” The study data has been collected from some selected districts of Haryana from education sector. It is observed that the people prefer to invest in bank deposits, life insurance schemes, post office saving schemes, gold and real estates.

Investment Behaviour of Government Employees: A Critical Literature Review Afreen Begum PhD Scholar, Department of Management and Commerce, Maulana Azad National Urdu University, Hyderabad, Telangana, India Dr. Md Sadat Shareef Associate Professor Commerce, Directorate of Distance Education, Maulana Azad National Urdu

University, Hyderabad, Telangana, India : The study is conducted on government employees investment behaviour and reveals that a number of factors influence an investor’s choice to invest.

Cheta Pinak Desai and Dr. Jaydip Chaudhari (2018) Paper on “A Study on Investment pattern of school teachers with respect to Surat City: Study shows that most of the teachers invest money for child’s education, marriage & other expense. They prefer safety & security along with assured income while selecting avenues.

OBJECTIVES

- To analyze the investment pattern of private school employees.
- To analyze the awareness of investment avenues.
- To identify the major avenues preferred for Investment.

SCOPE OF THE STUDY

This study is conducted to understand the Investment attitude of private school employees in Tirunelveli district. Study will help us to understand the preferred avenues of the private school employees and their awareness about the avenues available for investment.

LIMITATIONS OF THE STUDY

The study respondents belong to a particular district (Tirunelveli).

The study has been limited to 204 respondents.

METHODOLOGY

The research study is based on primary data. Primary data has been collected by conducting a survey through google form questionnaire among samples of Private school teachers of Tirunelveli district.

The sample size, which is taken for the study, is 204. The statistical tool used for the study is simple Percentage analysis and correlation analysis.

DATA ANALYSIS AND INTERPRETATION

Table 1

Distribution of schools in Tirunelveli District

SLNo.	Type of the Institutions	No. of Institution	Students			Teachers
			Boys	Girls	Total	
(1)	(2)	(3)	(4)	(5)	(6)	(7)
1.	Higher Secondary School	214	90709	87561	178331	6730
2.	High School	120	15160	14245	29405	1339
3.	Middle school	225	15358	15486	30844	1435
4.	Primary school	971	33228	33951	67179	3191
5.	Pre-Primary School	8	97	75	172	20
Matriculation Schools						
6.	Middle School	21	1143	939	2082	108
7.	High School	53	8886	7211	16097	723
8.	Higher Secondary School	82	36509	28057	64566	2511
9.	Pre-Primary School	156	10451	10504	20955	940
CBSE & ICSE Schools						
10.	High School	1	626	524	1150	52
11.	Higher Secondary School	20	10419	8254	18673	808

Based on data collected from respondents with respect to attitude towards Investment following are the analysis.

Table 2:

Family Structure	
Particulars	Percentage
Joint Family	54%
Nuclear Family	46%

Gender	
Particulars	Percentage
Male	13%
Female	87%
Age	
Particulars	Percentage
Between 20-30	32%
Between 30-40	32%
Above 40	36%
Marital status	
Particulars	Percentage
Married	91%
Unmarried	9%
Qualification	
Particulars	Percentage
Diploma	1%
Graduate	40%
Post Graduate	59%
Annual Income	
Particulars	Percentage
Below 2,00,000	37%
2,00,000 – 4,00,000	54%
4,00,000 – 6,00,000	9%

Analysis

Out of 204 respondents, only 29% invest their salary.

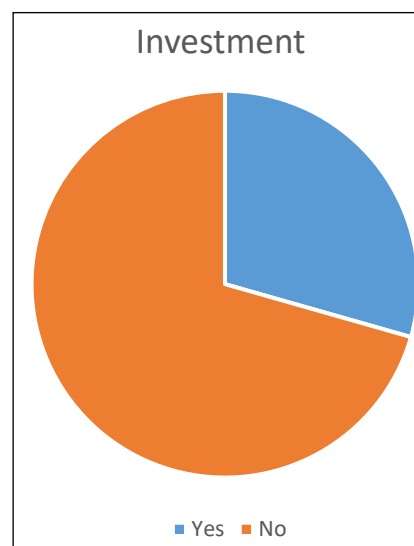


Table 3: Investor's Analysis

Particulars	Percentage
Gender	
Male	25%
Female	75%
Age	
Between 20-30	35%
Between 30 to 40	15%
Above 40	50%
Marital Status	
Married	95%
Unmarried	5%
Qualification	
Diploma	5%
Graduation	40%
Post-Graduation	55%
Income	
Below 2,00,000	15%
2,00,000 - 4,00,000	65%
4,00,000 - 6,00,000	20%
Family Structure	
Joint Family	70%
Nuclear family	30%
Investment %	
0-15%	40%
15-30%	55%
30-50%	5%
Investment Purpose	
Wealth creation	30%
Future Expense	60%
Returns /Income	10%
Factors considered for Investment	
Return/Income	25%
Risk	35%
safety	20%
Maturity period	20%
Time Period	
Short Term (0-1 yrs)	55%
Medium term (1-5 yrs)	30%
Long term (above 5 yrs)	15%
Preferred Investment Avenues	
Bank deposits	20%
Mutual Funds	30%

Particulars	Percentage
Post Office	25%
Real Estate	5%
Gold/Silver	20%
Investment Knowledge Source	
Newspaper	35%
Internet	45%
Family & Friends	20%

Table 4: Relationship between Annual Income & Investment

Annual Income	0-15%	15-30%	30-50%	Total
Below 2,00,000	2	1	-	3
2,00,000 - 4,00,000	5	7	1	13
4,00,000 - 6,00,000	1	3	-	4
Total	8	11	1	20

Above table reveals:

- Percentage of investment is more with annual income 2, 00,000-4, 00,000 and percentage of investment is high between 15-30%
- Investor's preference for Investment is less for range 30-50%.

Table 5: Relationship between Age & Time Period of Investment

Age	Short Term (0-1 yrs)	Medium Term (1-5 yrs)	Long Term (Above 5 yrs)	Total
Between 20-30	4	2	1	7
Between 30 to 40	1	1	1	3
Above 40	6	3	1	10
Total	11	6	3	20

Above table reveals:

- Short term (0-1 yrs) investments are preferred by all the age group mentioned above.
- Least preferred is the long term (above 5 yrs) investment.

Table 6: Relationship between Gender & Purpose of Investment

Gender	Wealth Creation	Future Expense	Returns/Income	Total
Male	-	4	1	5
Female	6	8	1	15
Total	6	12	2	20

Above table reveals:

- Both the Genders prioritize future expenses for the purpose of Investment.
- Females invest their Income for wealth creation whereas males for Returns/Income.

FINDINGS

- Only 29% invest their Income.
- 87% respondents are females and 75% invest their income.
- 70% investors are from Joint family and 95% respondents are married.
- 50% are above 40 yrs & 55% respondent invest their 15-30% annual Income.
- 60% invest their income for future expense & Risk considered as an important factor while planning their investment.
- Short term investment (0-1 yrs) highest favorite time period with 55% respondent.
- Preferred investment avenues include Mutual funds, post office, Bank deposit & Gold/Silver.
- Internet plays a significant role among the investors to explore the sources of Investment avenues.
- 55% respondent has given concern to include Investment as a mandatory subject in academic.

SUGGESTION

- Saving habits should be developed through various attractive schemes.
- To enhance Investment, tailor made investment schemes should be provided based on Investor's preference.
- Training to employees will create awareness for investment and will explore the avenues available in the market.
- Hurdles involved in investment should be removed through continuous survey & systematic solution for the same.

CONCLUSION

Investment improves the overall standard of living making an individual independent to face their future financial requirement. It has been observed that the private school employees do not prefer investing their income because of less salary. Majority of them being a female married investors whose basic need is to support the male in the family with additional income fails to explore various avenues available in market to avoid risk. Further it has been observed that due to low income, investment is not considered as an important factor in life therefore it is necessary to create awareness among the private school employees to invest their minimal percentage of their income that would be helpful for their uncertain financial requirement in future.

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FRAGILITY TO RESILIENCE: MANAGERIAL APPROACHES IN A BANI LANDSCAPE - A CASE REVIEW

R. Christina Jeya Nithila*, R. Jeya Kodeeswari**

Abstract. *The VUCA paradigm has been superseded by the BANI (Brittle, Anxious, Nonlinear, and Incomprehensible) framework in today's rapidly changing business environment, necessitating that managers modify their approaches to leadership. BANI draws attention to the emotional strain and unpredictability that people experience when navigating issues like the transition to hybrid work patterns and the quick speed of change. This is an especially intimidating atmosphere for new managers, who have to handle both new leadership demands and previous peers. In order to succeed in a BANI environment, one must cultivate strong leadership abilities, comprehend team dynamics, and redefine positions in order to remain adaptable and flexible. The adaptive strategies that managers must implement in order to succeed in this challenging environment are examined in this abstract.*

Keywords Leadership, BANI, Paradigm, Resilience, Strategies

INTRODUCTION

The world we live in today is described as being in the BANI environment (Brittle, Anxious, Nonlinear, and Incomprehensible). As the old VUCA (Volatile, Uncertain, Complex, Ambiguous) paradigm gives way to this new one, management and leadership approaches must change as well.

The abbreviation BANI captures the emotional state of individuals as well as the difficulties of predicting the lightning-fast pace of events (telecommuting and confinement yesterday, hybrid offices and work/personal balance today). There is no turning back or looking ahead. In order to tackle these problems, managers must modify their procedures.

A challenging and frequently perplexing environment awaits novice managers. In addition to managing former coworkers, they also need to meet management standards and adjust to new roles. Success is mostly dependent on the development of leadership abilities, comprehension of team requirements, and precise job definition.

COPING STRATEGIES FOR MANAGERS IN A BANI SETTING

Brittle: Never count on plan A to work; always have a backup plan. The company is not as strong and solid as it believes.

A culture of cooperation, openness, and communication is therefore required.

Anxious: When everything is in control, we tend to feel happy and less overwhelmed and powerless. This calls for empathy and tact.

Non-linear: maintaining an open mind to better adapt, as “set in stone” plans will just add to the workload and slow down the group or company. We define non-linearity as unpredictable. Managers must separate themselves from the idea of predictability and get ready for any unforeseen events.

Incomprehensible: Since it won't always be feasible to track things back to their beginnings before making a judgment, we must allow for openness and intuition to make up for this issue. The lesson is that you are fooling yourself if you believe you know the world.

Maybe BANI describes us more than the environment we live in.

Agility within the Organization and Leadership

To succeed in the BANI environment, an organization needs to be agile. Systemic knowledge, leadership growth and sharing, resilience, emotional and collective intelligence, and effective communication are all necessary. Additionally,

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in order to thrive, managers must use adaptable and inventive ways.

Handling Commitment and Change

Effective management of commitment and change is a must for managers. This entails figuring out their management style, being aware of the organizational culture, and conforming to the standards and values of the company. It's crucial to be able to adjust and react to the shifting needs of your customers.

Working Remotely and Hybrid

Managers face particular difficulties when it comes to hybrid and remote working. In order to properly coordinate and interact in a virtual setting, they must acquire the necessary abilities. Organizing online collaboration, conducting remote meetings, and adjusting to various personalities and working styles are all included in this.

Techniques for Newly Hired Managers

To succeed, new managers must concentrate on several essential areas:

Managing expectations is knowing what is expected of you and coordinating it with the team and management.

Developing a systems mindset entails seeing beyond one's direct responsibilities and learning how to impact the organization as a whole.

Collaboration and Communication: Provide efficient channels for communication and promote cooperation within the team.

Making sure the team has the tools and resources necessary to function well, particularly when working remotely, is known as resource and tool management.

Getting to know and adjust to the culture of the organization while sticking to your own management style is known as organizational culture adaptation.

CASE STUDY: TATA CONSULTANCY SERVICES (TCS)

Context: COVID-19 Pandemic – A BANI Environment

Tata Consultancy Services (TCS) is a prime case of an Indian business adjusting under BANI (Brittle, Anxious, Nonlinear, and Incomprehensible) leadership. By using adaptable

leadership techniques and creative business tactics, TCS, one of India's biggest IT services firms, demonstrated incredible endurance and flexibility during the COVID-19 pandemic—a classic BANI scenario.

An ideal BANI environment for international enterprises, including the Indian IT sector, was created by the COVID-19 epidemic. The crisis was characterized by:

Brittleness: The ability of an organization to quickly pivot due to unforeseen disturbances in business operations.

Uncertainty regarding upcoming client wants, market demands, and staff well-being can cause anxiety.

Nonlinearity: Unpredictable results when little adjustments (lockdowns, changes in regulations) have a significant negative impact on worldwide operations.

Incomprehensibility: Businesses struggled to make sense of the swift changes due to the complex dynamics of altering global marketplaces, health issues, and technological shocks.

Leadership Difficulties TCS, a multinational IT conglomerate, had notable obstacles within the pandemic:

Disruption of Operations: Lockdowns and social alienation suddenly made the company's extensive reliance on centralized offices problematic. Physical presence in offices was prohibited.

Client Uncertainty: Due to significant interruptions, clients around the world experienced erratic demand and abrupt changes in project specifications.

Employee Well-Being and Retention: It became imperative to protect the security, well-being, and productivity of its sizable workforce in the midst of uncertainty and fear.

Impact on the Global Supply Chain: Project schedules and delivery methods were impacted by significant disruptions to complex international operations and the outsourcing of IT services.

Innovative Techniques for Leadership TCS's Adoption of Agile Work Models: With only a few weeks, TCS's Secure Borderless Workspaces (SBWS) concept allowed 95% of its employees to work remotely. This approach to remote working preserved project delivery and data security while assisting in maintaining business continuity. This was an adaptive reaction to the situation's brittleness, which rendered actual offices unviable.

Managing Anxiety with Policies Focused on Employees: TCS addressed employee anxiety proactively by:

Allowing for flexible work schedules and encouraging mental health awareness through wellness initiatives.

Regular and open communication with staff members can allay worries about workload and job security.

Digital Transformation and Nonlinear Innovation: TCS took advantage of the pandemic to encourage its clients to undergo digital transformation. To satisfy the increased demands of clients who were also adjusting to remote operations and unpredictable market conditions, the company accelerated its development of automation, cybersecurity services, and cloud-based solutions. It created more value-driven, agile solutions that could handle erratic and non-linear market shifts by leveraging its expertise in AI and machine learning.

Leadership Prioritizes Long-Term Vision and Resilience: TCS's leadership, particularly CEO Rajesh Gopinathan, encouraged a resilient culture by emphasizing long-term objectives over immediate disruption. Through the use of continuous learning initiatives and investments in digital infrastructure, TCS was able to upskill staff members and provide a more flexible workforce that could respond to sudden market shifts.

Relationships with Clients and Flexibility: TCS prioritized the needs of its worldwide clientele, many of whom were severely disrupted, by providing flexibility. In order to match the shifting demands of its clients, the company modified its service delivery models, reevaluating deadlines and contracts. Relationships and trust were preserved during a tense and uncertain period because of this attentiveness to customer demands.

Data-Driven Decision Making: TCS used a data-driven approach to decision-making in order to address the situation's ambiguity. To negotiate the complications brought about by the pandemic, it used real-time monitoring of personnel productivity measures, client needs, and worldwide market trends along with advanced analytics.

OUTCOMES

Business Continuity: During the pandemic, TCS maintained a high level of operational continuity, ensuring that client projects were not significantly disrupted and that services were delivered on time.

Employee Satisfaction: Despite global uncertainties, TCS maintained excellent employee engagement and retention by implementing adaptable rules that guaranteed the well-being of its workers.

Revenue Growth: TCS demonstrated its ability to adjust to non-linear changes in demand by reporting robust financial performance even during the epidemic, with digital services accounting for over 50% of its total revenue.

Therefore, TCS's leadership approach during the pandemic exemplifies how a company can thrive in a BANI world. By focusing on resilience, adaptability, and a long-term vision, TCS turned a brittle, anxious, and incomprehensible situation into an opportunity for innovation, growth, and employee empowerment.

This case study highlights the importance of leadership strategies that embrace flexibility, empathy, and foresight, critical to navigating the challenges posed by a BANI landscape. Thus TCS's experience underscores how agile leadership and a resilient workforce are crucial for thriving in a BANI world.

CONCLUSION

In the BANI setting, leadership and management call for adaptability, creativity, and empathy. To successfully negotiate this intricate and ever-changing terrain, managers must hone their communication, problem-solving, and change management abilities. Being a leader in an uncertain and unpredictable world requires flexibility, learning, and evolution. This is the secret to success. A world where managers, as noted by McKinsey, are crucial

Businesses that maximize the potential of their middle managers give their stockholders profits that are three times higher. Effective middle managers possess deep industry expertise and a grasp of business strategy, making them talent magnets, trainers, and navigators who know how to bring out the best in their team members. Last but not least, by offering the framework, direction, resources, and psychological assurance needed to do the task at hand with purpose.

However, nobody has managerial abilities from birth. In addition to investing in coaching and training leadership skills, managers must also empower, trust, and most importantly, value their middle managers in order to foster an atmosphere where middle managers can perform their duties properly. Businesses should view middle managers as professionals in their own right, offering them better pay, incentives for good leadership, and other benefits. The organizational transformation that is necessary in these times can be greatly aided by managers having more authority at the intermediate level.

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IKIGAI - A JAPANESE MANAGEMENT PHILOSOPHY ON REASON TO LIVE

M. Vignesh*

Abstract. *Despite the ICT revolution with the inventions of gadgets and AI technologies, employees as well as the common people are being plagued with the strenuous work, stress and complexity life styles. Does emotional intelligence fails? Do people fail to maintain the work-life balance? As lot of words enter the lexicon, ikigai- the Japanese origin, envisages the value and joy to life. The book enthalls happy mind and healthy body for a well-being. The term Ikigai was traced back when Japanese psychiatrist and academic Mieko Kamiya popularized the concept of ikigai in her 1966 book On the Meaning of Life. Hope ikigai, will change the mindset of the global citizens just as the concept of Toyota production systems, which revolutionized the global industries.*

Keywords *Ikigai, Mieko Kamiya, Management Philosophy*

ABOUT THE AUTHORS

Héctor García was a software engineer, he worked at CERN in Switzerland before moving to Japan. He developed voice recognition software and the technology needed for Silicon Valley start-ups and entered the Japanese market. He is the creator of the popular blog kirainet.com and the author of *A Geek in Japan*, a #1 bestseller in Japan.

Francesc Miralles is a lecturer and he authored many books in arena of health and spirituality. He authored *Jet Lag*, *Barcelona Blues* and so on. His novel “Love in Lowercase” has been translated into 28 languages.

EVALUATION

Ikigai, is a Japanese word, which translated literally would mean: “what is worth living for.” It is a practical tool for all people who want to discover the meaning of life, or what makes you wake up with excitement every day. The contents are based on the key factors which can be contributed for longer life of people in Italy, Japan, California, Costa Rica and Greece as lessons from the *The Blue Zones* authored by Dan Buettner. Aging’s escape velocity and the rabbit is a good parable. Short case studies highlight the need for self-realization and the purpose of life. Concepts of logotherapy, Morita therapy, Naikan meditation reminds us of the Japanese traditional.

CONTEXT

The concept of ikigai exposes the person’s purpose of life and to lead a happy and long life. Various concepts and Japanese theories are discussed in this book. The Ikigai answers four key questions ., passion (what do I love), vocation (what am I good at), profession (what I can be rewarded for) and mission (what the world needs). The four key components of human life are interrelated as shown in the diagram.

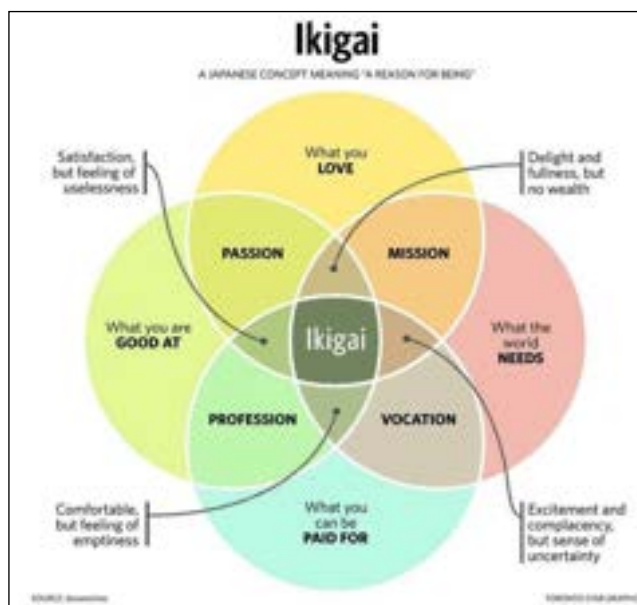


Fig. 1: Ikigai Venn Diagram

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The authors of Ikigai developed their ten rules of Ikigai:

- Stay active; don't retire.
- Take it slow.
- Don't fill your stomach.
 - Surround yourself with good friends.
 - Get in shape for your next birthday.
 - Smile.
 - Reconnect with nature.
 - Give thanks.
 - Live in the moment.
- Follow your ikigai.

OPINION AND CRITICISMS

The thematic approach of ikigai coincides with the Japanese concept of "Oubaitori", which depicts the trees that bloom in spring as related to the human beings grow and flower at their own pace and there is no comparison with the others. In Indian context, Ikigai at some instance reminds of the Buddhism. The concept of "Fit your belly to 80 percent" resembles 80-20 rule. Consumption of green tea, shikuwasa citrus fruit may keep us younger as stated has no proof. Ikigai venn diagram is often misunderstood and it doesn't highlight the career upliftment or financial freedom. It never lets the individual to go for social activities outside of the work, which may lead to the social isolation. Few chapters deals with the diet regimen and balanced diet in name of ikigai diet is our traditional concept. Sun salutation is not a newer concept to us, where the procedures are explained in detail.

The improper follow of Ikigai may leads to "ikigaimayoi" where the individual may feel lost or live without purpose. Illustrating the finding the purpose reminds of the need for mission statements for an organization. This must be avoided. The concept of Morita therapy once again revises the concepts of occupational therapy.

The chapter – "Find flow in everything you do" stresses a continuum in action and it highlights coping up of stress techniques. Excerpts from the world's longest survivors will boost the readers.

STYLE AND LANGUAGE

The words are quite understandable in simple English. Even though, the essence of the book is based on the Japanese concepts, as many number of Japanese vocabulary are being translated in English. Even though, the book is adapted from many excerpts by other authors, many concepts related to the art of living is collated.

CONCLUSION

In no doubt the book enthralls the Japanese self-management to cope up stress and to lead a self-sustainable long life. Long and happy life is the ultimate desire of everyone, however, mere reading of this book, won't yield any fruitful results, but must be practiced. It must be realized that the reading through the chapters will rejuvenate everyone. The contents envisages the concept of mindfulness and no one can stop the continual reading. In other words, this book aims at a holistic approach for the global citizens to lead a longer and purposeful life.

AN OVERVIEW OF INTRAPRENEURSHIP FOR BUSINESS

N. Pradeep Kumar*

Abstract. *In modern global, entrepreneurship has taken centre stage with respect to boom and sustenance of the economic system. Entrepreneurship is usually taken into consideration as being practiced by means of standalone entrepreneurs either as a boots trapped task or as an investor sponsored startup. If one assesses nowadays financial improvement and strains it again for say the ultimate five or ten degades one realises that there are a few organizations which have started out off as entrepreneurial ventures, but many others which have grown and sustained themselves over lengthy durations of time. During the path of such long periods of existence, the nature of the enterprise the place where in the business is practiced the products and services being provided the diverse geographies wherein the corporations feature the wishes that the provider and the way they service them inter alia have passed through attractive adjustments. Those changes had been introduced about with the aid of the control and leadership in those institutions to make sure the survival and sturdiness. It's also important to notice that a number of those firms which have survived over so many years are not handiest sustaining themselves but additionally ensuring that steady growth is carried out. Even as and entrepreneur is frequently visible as a person who is going out to create a corporation round a brand new opportunities. Many existing enterprises or turning in words to their entrepreneurial personnel to discover and provide you with methods to capitalize on rising possibilities developments. The gadget that revolves around businesses or employer leveraging the entrepreneurial quotient inside them is referred to as intrapreneurship. The employees who with their entrepreneurial thoughts set move approximately developing new solutions and fashions even as operating for their existing organizations are known as intrapreneurs. This article highlights the need as well as the advantages of intrapreneurship.*

Keywords *Business, Entrepreneur, Intrapreneurship*

INTRODUCTION

As institutions develop, they're forced to discover newer opportunities which they might eventually deal with the intention to preserve the growth of the enterprise. some of them have resorted to new product advent and studies and development as gear to assist them obtain the required growth. While this presents for incremental increase, it does now not provide coverage towards big scale disruptions that would take place within the market. Intrapreneurship which honestly makes an enterprise agile flexible and sturdy from inner to address such modifications is lamentably much less understood or even less practiced.

NEED FOR INTRAPRENEURSHIP

Previous to the 1980s or 1990s the scenario for business businesses changed into quite solid and the need for entrepreneurship become exceptionally constrained. The price of change inside the marketplace surroundings was quiet low. But with the appearance of technological development and the exquisite communication mechanism that we've got put in vicinity, it has emerge as simpler these days to duplicate and scale something that is available.

For this reason the velocity at which competition arises, and the speed at which markets shape or disappear have created such an effect that is vital for institutions to be sincerely agile and equipped to adaptor them to more modern market situation.

Entrepreneurship is a powerful device that permits the agency to reap this. Huge companies normally recognition their interest at the growth of the pinnacle line and bottom line. In maximum cases, the boom is done from existing merchandise offerings or markets. Therefore, best little attempt is taken to identify new opportunity areas and this is typically executed via the in residence research and improvement activities. Sensitivity to the outside is crucial. Most firms do not anticipate adjustments inside the external environment to take vicinity unexpectedly however this assumption has been venture again and again in the latest years. Small establishments have suddenly entered the fray from now in which and have challenged existing businesses, actually carry them on your stand still. Therefore, these days, a whole lot of massive companies have started out analyzing how they can be greater entrepreneurial on the way to thrust back dangerous to their very life.

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ADVANTAGES OF INTRAPRENEURSHIP

Intrapreneurship is an essential exercise in chatting and establishments ordinary commercial enterprise approach. It's far a device that may be used to achieve the lengthy range dreams of the business enterprise.

Finding Opportunities

Whilst incremental innovations and thoughts for upgrades may also come from throughout the organisation one specific benefit that Intrapreneurship brings to the business enterprise is the identity of new possibilities that exist in the marketplace that may be handled pretty independently of the engagement with current groups. A related dimension is that an Intrapreneurship will also perpetually spotlight any crucial adjustments which are taking location in the outside environment.

Making the Most of Disturbance

Ideally a company entrepreneurship application, via being vigilant, might feel any kind of disruption on the Horizon that point out essential developments in the surroundings that could pressure challenges for its survival. This would cause a scenario where the company seeks actively to leverage its current strengths and function to gain from the disruption and reap increase.

Recruiting People with Entrepreneurial Talents

In big businesses, the intrapreneurship programs provide a putting for character's private growth that is so as it will become very tough to continuously provide new challenges

with the intention to test the skills of the prevailing leadership groups so that they will grow. For someone who has an ardent desire to move up the ladder by taking up unmet demanding situations, an intrapreneurship crew may be an ideal region to be in.

Providing a Competitive Advantage

A competitive benefit consequences from a state of affairs while an institution has a superior products or services, or does something thoroughly which cannot be without problems replicated. This could be carried out to the intrapreneurship additionally. If intrapreneurship is practiced properly continuously, the evolution of such an exercise itself could be termed a sustainable aggressive benefit for the enterprise. This leads to higher identification of more recent opportunities, higher reason for investments and extra green capitalization of disruptive changes etc., thereby placing the enterprise continually in advance of opposition. Good intrapreneurship as a result translates to a sustainable competitive benefit.

CONCLUSION

A constant intrapreneurship practice could suggest several avenues for growth. With the aid of adopting nimbleness, agility and pace of action, which are characteristics of hit small entrepreneur-led businesses, intrapreneurship groups' offer the right answers to strategic demanding situations. The management of modern large establishments has understood that intrapreneurship, if practiced constantly, tiled rich dividends and guarantee a secure future.

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MIDDLE MANAGERS' ROLE AND CHALLENGES AT LOGISTICS AND SHIPPING COMPANIES

M. Fatima Lucia Sheeba*, T. Rita Rebekah**

BACKGROUND OF THE STUDY

In today's fast paced world, the convenience of online shopping and doorstep delivery have great influence on the present society. Customers expect a faster delivery of goods with flexible payment methods. In this world of immediate gratification, customers have good impression and brand loyalty for the agents who deliver the goods faster in an efficient manner, it also increases the chance for repeated purchase. However, behind every smooth delivery lies a group of real heroes working tirelessly to ensure the products are delivered at the right time with the right product to the right person.

Logistics management becomes an essential part of the supply chain that deals with planning, implementation, control of movement and storage of goods and services from one point to another point of consumption. This study focuses on the role of middle managers in logistics and shipping companies. The study aims to explore the factors affecting middle managers in logistics and shipping companies. It also identifies the challenges faced by middle managers today in this sector.

Jack Hoxie, Jan 17, 2024, Logistics in today's world, is a highly complex process where there is greater expectation across various market channels in-store, online, wholesale, retail and drop shipping. To meet these expectations it requires very high co-ordination and integration between various agents involved in the process. In International trade, there are more complexities, more alerts on inventory level, alignment with strategies of various governments, its unique tariffs, trade agreements and regulations. These procedures consume more time and cost, hence effective management of time, cost and resources is more significant in this sector. Multi-modal (sea, air, road and rail) transport requires careful planning in co-ordinating the sequence in transporting without delay and reaching customers in time. All these activities are responsibilities of the middle managers in logistics and shipping companies. They communicate the strategic goals aligning it with day-to-day activities to the

frontline employees. Furthermore, they are the ones who bridge the gap between upper management and operational employees. They oversee and monitor all the process and check whether they are in the right track and if any issues arise they take immediate actions and provide alternate ways to resolve the problems. Their efficiency in handling teams and tasks assigned have significant impact on supply chain process. Hence, the researcher aimed to analyse the challenges faced by the middle managers of the logistics and shipping sector.

LOGISTICS MANAGEMENT

Francisca explains the "logistic management as the integration process involved in facilitating smooth movement of goods from sellers to buyers". As such the orchestration of logistic demands, astute oversight from managers and professionals responsible for the logistics system and organisation.

EVOLUTION

History of logistics evolves from simple trade system to global networks:

- Ancient civilisations of Mesopotamia, Egypt, China used animal driven modes and manual systems to move goods. Silk Road served as a connecting link between Asia and Europe.
- Military logistics then played a significant role in supplying armies with food, medicines, weapons across a vast distance.
- World Wars I and II brought in innovations in the military logistics. This served as a base for development of global logistics.
- In 1950's invention of shipping containers revolutionised cargo handling by effective management of costs and shipping times.
- Technology Integrations:

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Recent days technology integrations such as CRM - managing customer interaction and client communication, EDI (Electronic data interchange) helps in fast customs clearance and container tracking, IoT and GPS tracking systems that check timely delivery, optimal routing and fuel efficiency and Cloud-Based systems for handling supply chain operations and communicating with multiple locations has major transformations in accessing the materials.

Shipping is the process of physical movement of goods and involves the activities done as goods move throughout the supply chain. It includes documentation, working with carriers, tracking handling, delivery times, transportation. Logistic deals with synchronised operations that includes procedures on acquiring products, storage and transporting to reach the final destination, thereby shipping is just a process in logistics.

IMPORTANCE OF LOGISTICS MANAGEMENT

In India, logistics management play a vital role in country's economy. Indian logistics market size is calculated at 317.3 billion USD in 2024 and expected to be 546.6 billion USD by 2030. In India, the logistics sector cover road, rail, port and air transport, supported by investments in infrastructures and multimodal logistics parks.

Shipping generally described as the backbone of the global trade, is responsible for the transport of raw materials, components and finished products that drive the economy. Shipping companies contribute 95% on India trade by volume and 70% by value. Shipping facilitates trade, making foreign countries to export and import goods, raw materials and industrial products. It handles around 1.3 billion metric tonnes yearly.

It is one of the most energy saving modes of transport in context to reduction of carbon emissions enabling sustainability in transport of goods to a longer distance.

It is one of the cost efficient modes where large volume of goods can be exported or imported in a reasonable cost when compared to other modes of transport.

Another significant role of logistics is providing career opportunities, creation of industries like ship building, manufacturing companies for spare parts of ship and repair services and port services.

In today's trending world customers frequently use their smartphones Compare the price, quality and order products, they receive in a very quick time period from 24 to 48 hours. To meet these expectations companies must optimise logistics efficiently. Arrange the orders dispatch it in the right time to the reliable source in a cost-effective and timely mode. A well organised logistics plan is the major part of

success. The mantra for Logistics 'Right product, right place, right time to the right person.

TYPES OF SHIPPING LOGISTICS

They are broadly classified into three major categories.

Inbound Logistics

Inbound logistics is the process of moving raw materials to the company from the supplier to the warehouse. The process involved in sourcing the products receiving storing transporting and managing supplies. Inbound logistics helps to build customer satisfaction by providing the goods as and when the customer requires the product.

Outbound Logistics

Outbound logistics is the process of moving finished goods to the end consumer. It involves packing shipping and delivery of goods and its ultimate aim is to reach the right destination in right quantities and at right time.

Reverse Logistics

Traditional flow of goods start from suppliers to customer is bad, reverse logistics, the flow of goods start from customers to suppliers

FUNCTION OF LOGISTICS

Order Processing: Is one of the important factor of logistics function is the processing of orders. It can be placed through various modes of communication (i.e) mail, computers, sales people, etc.

Certain things to be noted while processing orders are is there any change in negotiated terms, check for the availability of stock, and if shortage occurs arrangement for the orders to be fulfilled.

Transportation: It is one of the crucial process involved in logistics. Once the order is placed, the goods are allowed to move from provider to the buyer. There are various modes of communication involved: they are road, rail, water and truck.

Inventory Management: Inventory management is overseeing and having control over the stock. It's major function is to check that the stock is not overflowed nor out of stock. Proper inventory management leads to efficient cost utilisation, ensuring stock availability at the right time that leads to customer satisfaction.

Demand Forecasting: for an effective inventory management, one should possess good demand forecasting skills. It is the process of accurately predicting the demand of a particular product or service. It increases the overall supply chain regulating demand and supply. Accurate demand forecasting is essential in logistics to meet the customer demands

Warehousing: It plays a key role in storing and managing goods or products until they reach the final destination. Warehousing improves supply chain efficiency and ensures customer satisfaction by providing ordered goods when they are required.

Packaging: Products are maintained due to its proper packaging until its delivery to the customer. It protects goods from environmental factors that affect the product due to moisture, heat or shock. Effective packaging balances durability and cost effectiveness in accordance to the standards set by the manufacturers to meet the customer expectation.

MIDDLE MANAGERS

Middle managers are employees who hold managerial positions in an organisation. They are paved below executive level and above frontline supervisor. They act as a bridge between senior leadership and operational staff. Their main role is to ensure goals set by the organisation and is executed efficiently by the lower level employees. They play a key role in making employees meet the expected performance and standards targeted by the organisation.

Common Duties and Responsibilities

Middle managers handle day-to-day activities in the organisation. Managers focuses on building strategies. Long-term planning for sustainability of business. Some duties are:

- Develop and implement strategic plans of top management.
- Assigning and supervising specific work task.
- Monitoring the performance of employees.
- Make sure that tasks are aligned with organisational goals.
- Inspiring and motivating employees to perform well.
- Reporting issues and performance of the employees to the top-level management.

Qualities of Good Middle Manager

- Leadership

- Interpersonal Skills
- Communication Skills
- Abilities to delegate task
- Flexibility to manage immediate events or unexpected emergencies.
- Conflict Management
- Motivation
- Empathy
- Decision-Making Skills

Designations of Middle-Managers in Logistics and Shipping Companies

Operations Manager

An operations manager is responsible for increasing productivity and cost reduction. He monitors the inventory, warehouse and transportation. The manager manages budget and cost effectively.

He co-ordinates with all departments (i.e) sales, production and procurement.

Warehouse Manager

Warehouse manager takes care of the product storage, its maintenance and optimise space utilisation. His duty is to ensure timely provision of goods and safeguarding it from receiving till dispatch.

Logistics Manager

Logistics manager makes strategic plans , optimise routes and monitor performance. The manager frequently communicate with various departments involved in flow of goods from supplier to buyer. He ensures effective cost and supply chain flow by optimising transportation routes and methods.

Distribution Manager

Distribution manager oversee the distribution of goods to customers or retailers. They are responsible for optimising delivery routes and proper scheduling for timely deliveries.

They collaborate with warehouse department for dispatching and it continues until the procurement reaches the customers. Furthermore he looks after the issues on deliveries.

Transportation Manager

Transportation manager manages the fleet operations, fuel consumption, compliance with laws and regulations. He check the availability of drivers and schedules routes. He also looks after the safety of drivers and Vehicle maintenance.

Role of Middle-Managers in Logistics and Shipping Companies

- Develop and Execute plans for logistics, warehousing, transportation and customer Service operations.
- Oversee and monitor the order fulfilment process.
- Effective Communication with suppliers, manufacturers, retailers and customers especially negotiating with all parties for cost efficiency.
- Train and mentor staffs in warehouse for proper maintenance of stock.
- Ensure on-time delivery, cost-efficiency and C racy in all sectors of logistics management.
- Identify and resolve conflicts, issues or any complaints that arise.
- Tracks key performance metrics, data analysis and keep on continuous improvement.
- Ensure compliance with relevant laws and regulations and ISO Standards.

Challenges Faced by Middle-Managers in Logistics and Shipping Companies

Middle managers play a dual role both as sub-ordinate and supervisor, balancing upper management and operational staffs ensuring there is good flow of communication among the departments. Certainly, it becomes hectic during some circumstances.

Talent Management and Skill Development

In Logistics and Shipping Companies, one of the major challenge is shortage of skilled labour force. Middle Managers are the ones, who are responsible for recruiting the right person, for the right job. After selecting, they ought to look after the employees are trained for their assigned job role, track on their competency level, observing their performance. They are responsible in retaining skilled workforce by pertaining their needs and motivational acts to keep their employees engaged towards the work and the organisation. It becomes the major challenge in retaining talented workforce in this competitive sector.

Co-Ordination with Multiple Stakeholders

Middle managers are highly responsible in maintaining good relationships with suppliers and vendors. They negotiate terms on cost and delivery schedules. They keep track on activities in suppliers. Adding to, they solve problems occurred due to delayed deliveries, issues on service and quality difference.

Transport Facilities

Middle managers always check on the availability of transport, different modes for transporting goods in a smooth flow in order to deliver goods at the right time.

As multimodal transport is more significant in Thoothukudi district, it has become a major challenge for the middle managers to keep track on all modes of connectivity ensuring the right flow of goods in time.

Rapport with Various Department

Another significant role of middle manager is to have a good rapport between all departments involved in the logistics services. The department include warehouse department, Procurement department, inventory control and Technology department. Effective management relies on efficient communication network with all departments, this strengthens the organisation presenting strikes, lockouts or miscommunication.

Crisis Management

Middle managers are often first line defence during crisis or natural disasters, damage or delay due to weather conditions, they take care of goods and services suggesting alternate ways to transport the goods or providing advise on different routes ensuring safe deliveries of required procurement. They also take responsibility in informing customers or buyers on reason for delay and the approximate time of delivery.

Technology Updation

In this technology integrated world, middle managers should be able to adapt themselves to learn the advancements in technology, implement the changes in collaborating with the help of IT department. They train the employees on the adopted technology providing the details of the inventory, its flow and status of shipment. Even customers are able to track the shipment. If the problem arise in getting information, the customers gets dissatisfied with the service. Hence middle managers are accountable to update customers on the state of shipment.

How Middle Managers Solve Complexities in Logistics Sector?

Communication between Team

They decode the task assigned by the higher authorities and delegate them into actionable task to the frontline employees. This alignment keep employees engaged with organisation task.

Monitor/Overseeing

They are responsible for the smooth operations of transportation, warehousing, inventory control and distribution process. They monitor regulatory costs, incurred, order fulfilment time and customer satisfaction level.

Risk Mitigation

These are the people who are in the place of handling operational risks, Their decisions on crisis plans are crucial in maintaining the flow of operation.

Human-Resource Management

They take responsibility in managing teams, operation driver, distribution heads, co-ordinations, and warehouse staff. They provide guidance, training, feedback, motivate them to be more productive.

Effective Middle managers insist ethics, morale, and harmony at workplace reducing occupational stress.

Alignment with Customer Satisfaction

They always keep customers first, and meet their expectation for longer sustainability.

The main aim of middle managers is providing the procurement to the customers according to their expectation.

Ensuring Efficient Process

Middle managers identify the inefficiencies in logistics processes and recommend improvement strategies. As they are experts in operations they can easily identify the bottlenecks and how they can be streamlined. Overseeing that all operations are happening rightly they up-skill employees by training the staff to do the assigned activities efficiently. Middle managers today are supposed to implement lean logistic practices that reduce waste, effective time management, and cuts operational cost.

Change Management

New strategies, market change, cost, savings plan, technology upgradation are all the key roles of middle managers. They always take initiative in training the employees with changed or upgraded advancement through the affective communication. They make alterations, fill requirements according to the employers' expectation and minimise the disruptions in operations.

CONCLUSION

Today people prefer services rather than quality. And most of the organisations rely on third party logistics for better and

fast services in delivery of products to the retailer or buyer. Hence effective performance is ideal for any organisation is ideal to compete in this logistics sector. Through the study, the researcher identified that in logistics, where a load of skills including communication, interpersonal skills, with various departments and assuring the products are delivered in right time to the customers. They make strategies into execution, through efficient cost management, right selection of modes of transport, correct inventory control, and aligning with the organisational goals assuring logistics is done smoothly within the expected time limit. Most of the challenges of middle managers are set right by upgrading themselves in adopting to new strategies, new technology, maintain good co-ordination with various departments, practising empathy towards employees and being a moderator while reporting issues on behalf of them to the higher authorities and making innovative and develop strategies for the betterment of employees. Though technology integration make major advancements in every field, the role of middle managers stands as the secret of success behind every efficient organisation. Effective middle manager role directly impacts the performance of the organisation, rendering a good flow in supply chain services.

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SHAPING STYLE: HOW INFLUENCERS DRIVE APPAREL PURCHASES AMONG YOUNG CONSUMERS

M. Benita*, T. Rita Rebekah**

Abstract. *This review article explores the profound impact of influencers on the buying behavior of young consumers in the apparel industry. Social media platforms such as Instagram, TikTok, and YouTube have allowed influencers to become key players in shaping fashion trends, promoting brand loyalty, and driving consumer purchases among youth. This article investigates how influencers use relatability, trust, and social proof to influence the fashion choices of young buyers. It further examines the role of micro- and macro-influencers, the psychological motivations behind youth purchasing decisions, and the ethical considerations of influencer marketing in fashion, including concerns over fast fashion and consumer trust. The review highlights existing research on the subject and offers insights into the future trajectory of influencer marketing in the apparel sector, especially targeting young consumers.*

Keywords *Influencers, Consumer Behavior, Young Customers, Apparel Industry, Social Media, Fashion Marketing, Micro-Influencers, Brand Loyalty, Fast Fashion, Ethical Concerns*

INTRODUCTION

In recent years, the apparel industry has experienced significant changes due to the rise of influencer marketing, particularly among younger consumers. Social media influencers have become powerful voices in shaping the tastes and preferences of young buyers. These individuals, who curate and share content about fashion, trends, and lifestyle, have altered traditional marketing models, making them integral to fashion brands' strategies. Young customers, who are highly active on platforms like Instagram and TikTok, often rely on influencers for style inspiration, product recommendations, and validation of their fashion choices. This review examines how influencers have changed young consumers' behavior in the apparel industry, focusing on factors such as trust, authenticity, and the psychology behind their buying decisions.

ROLE OF INFLUENCERS IN YOUTH APPAREL BUYING BEHAVIOR

Relatability and Trust

Influencers are often seen as more relatable and trustworthy compared to traditional celebrities. This is particularly true among younger audiences, who perceive influencers as "real" people who share honest opinions about products. Unlike conventional advertising, which can feel distant

and corporate, influencer endorsements create a sense of personal connection with their followers, making them highly effective in encouraging purchases. A study by Mintel (2020) showed that 45% of young consumers trust recommendations from influencers over brands, highlighting the significant role trust plays in this dynamic.

Young consumers, particularly Gen Z, are more likely to engage with influencers who share similar lifestyles, tastes, and values. These influencers are not just brand ambassadors but are seen as friends or mentors, who provide fashion tips and inspiration in an informal and personalized manner. As a result, when influencers endorse a brand or product, young consumers are more inclined to trust their recommendations, leading to increased purchases in the apparel sector.

Social Proof and Peer Validation

Social proof, or the idea that people tend to follow the actions of others in uncertain situations, plays a significant role in influencing young customers. Influencers provide this proof by showcasing apparel in ways that appeal to their audience's sense of style and identity. According to SocialMediaToday (2021), young consumers are more likely to buy an item if they see their favorite influencer wearing it, as this gives them social validation and aligns them with current trends. In this sense, influencers act as a bridge between the fashion industry and consumers, translating trends into accessible, real-life examples.

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The fast-paced nature of social media trends also means that fashion items endorsed by influencers can quickly become “must-haves.” Influencers often post images, videos, or stories of their latest fashion purchases, making their followers feel the pressure to stay up-to-date with the latest styles. For young consumers, staying relevant and fashionable among their peers is critical, and influencers provide a guide for them to achieve this.

The Rise of Micro-Influencers

While mega-influencers with millions of followers certainly impact youth fashion choices, micro-influencers, who have smaller but more engaged audiences, are becoming more important in shaping the buying behavior of young consumers. Research by Influencer Marketing Hub (2021) shows that micro-influencers (those with 10,000 to 100,000 followers) tend to have higher engagement rates and a more authentic relationship with their followers than larger influencers, which leads to more effective marketing.

Young consumers are increasingly looking for genuine interactions and honest reviews, something that micro-influencers are better able to provide. Micro-influencers often collaborate with smaller or emerging apparel brands, offering a fresh perspective and more relatable content that resonates with younger audiences. Their recommendations, even if less flashy than those of mega-influencers, are seen as more trustworthy, driving sales for apparel brands targeting the youth market.

PSYCHOLOGICAL FACTORS IN YOUTH CONSUMER BEHAVIOR

Fear of Missing Out (FOMO)

One of the key psychological drivers behind the influence of social media on young customers is the Fear of Missing Out (FOMO). Influencers often create a sense of urgency by promoting limited-time offers, exclusive collections, or trending styles. Young consumers, who are particularly sensitive to social trends, feel the pressure to participate in these trends to avoid being left out. This leads to impulsive buying behaviors, especially in the apparel industry, where trends change rapidly.

A survey by Deloitte (2020) found that 60% of Gen Z consumers feel compelled to purchase products endorsed by influencers to “fit in” with their social circles. Influencers play into this psychological need by frequently posting

about their latest purchases and making fashion appear more accessible and desirable.

Self-Expression and Identity

For young consumers, fashion is not just about clothing—it is a means of self-expression. Influencers often embody certain lifestyles or aesthetics that young consumers aspire to, making apparel an extension of their identity. Through influencer marketing, apparel brands tap into this desire for self-expression by promoting clothing that aligns with different personal styles, whether it be streetwear, athleisure, or high fashion.

A study by Harvard Business Review (2021) emphasized that young consumers use fashion to communicate who they are and what they stand for. Influencers help shape these identities by introducing new trends, styles, and brands that resonate with the values and personalities of their followers.

ETHICAL CONSIDERATIONS

Promotion of Fast Fashion

One of the most controversial aspects of influencer marketing in the apparel industry is the promotion of fast fashion. Many young influencers collaborate with fast fashion brands, which are criticized for their unsustainable practices and negative environmental impact. Fast fashion brands often capitalize on trends created by influencers, encouraging young consumers to buy more frequently and discard items just as quickly. This raises ethical concerns about the environmental footprint of such consumption patterns.

Consumers are becoming more aware of the ethical implications of their purchasing decisions. As a result, influencers are under increasing pressure to promote sustainable fashion and encourage responsible consumption. However, balancing the demands of fast fashion with ethical marketing remains a challenge.

Authenticity and Trust Issues

Another issue with influencer marketing is the question of authenticity. As more influencers engage in sponsored content, young consumers may question the sincerity of their endorsements. Research from Forbes (2022) revealed that 54% of Gen Z consumers are skeptical of influencer promotions, particularly when influencers fail to disclose

their partnerships with brands. This can lead to a decline in trust, negatively impacting both the influencer and the brand's reputation.

CONCLUSION

Influencers have revolutionized the way young consumers approach fashion, particularly in the apparel industry. By leveraging their trust, relatability, and ability to provide social proof, influencers have become critical drivers of buying behavior among young consumers. However, the challenges of maintaining authenticity and addressing ethical concerns, such as fast fashion, cannot be ignored. Moving forward, both influencers and apparel brands will need to strike a balance between promoting trends and encouraging responsible consumption, while continuing to engage young consumers in meaningful ways.

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EFFECT OF KOREAN BEAUTY INFLUENCERS ON BUYING BEHAVIOR OF BEAUTY PRODUCTS AMONG COLLEGE STUDENTS IN TIRUNELVELI

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Abstract. *This study looks into how Korean beauty influencers affect college students' decisions to buy beauty products in Tirunelveli, Tamil Nadu. The study focusses on the rising popularity of Korean beauty standards and products and examines how factors like brand loyalty, product awareness, and perceived effectiveness affect students' purchasing decisions. The study used a quantitative methodology to interview 120 college students in order to determine how much Korean beauty influences their attitudes, preferences, and purchase intentions. The results show that Korean beauty influencers have a big impact on buying patterns, and students show a preference for Korean beauty products because of their distinctive aesthetic appeals, effectiveness, and social media support. These findings highlight how important social media and global beauty trends are in influencing local consumer behaviour and offer insightful information to marketers and brand strategists looking to break into comparable markets.*

Keywords *IKorean Beauty Influencers, Buying Behaviour, Beauty Products*

INTRODUCTION

One of the few, if not the only, nations in the world with a clear objective to become the world's top exporter of popular culture is South Korea. Korea is using it to hone its "soft power. The Hallyu effect has been tremendous, contributing to 0.2% of Korea's GDP in 2004, amounting to approximately USD 1.87 billion. With South Korean firms expanding into a variety of markets, Korean beauty, or K-beauty, has become increasingly popular globally in recent years. Influencers on social media, particularly those from Korea, have been crucial in spreading K-beauty concepts and goods. South Indian women's growing interest in K-beauty is a reflection of shifting consumer preferences and beauty standards. This study looks at aspects such as perceived product efficacy, brand perception, and cultural appeal to determine how Korean beauty influencers impact college student's purchasing decisions.

LITERATURE REVIEW

- *The Impact of Black Female Influencers on Transnational Korean beauty*

A case study of two black beauty vloggers: From this paper it is understood that black beauty vloggers managed to influence the Korean beauty industry to be more inclusive.

- *The impact of K-Beauty Social Media Influencers, Sponsorship, and Product Exposure on Consumer Acceptance of New Products*

(Lei Wang & Jin Hwa Lee, 2021) A consumer was most likely to accept and buy a new product when three factors (general public influencer, sponsorship displayed, and product exposed) were combined. The results show that the social media posts that made consumers most likely to accept a new product were made by a general public influencer and did not display any sponsorship affiliation with the product. Additionally, there was a significant interaction between the influencer type, sponsorship display status, and product exposure method regarding consumers' acceptance intention towards a new product.

- *Influence of Korean Beauty Standards on Global Markets*

The global beauty industry has experienced a cultural shift due to the influence of K-beauty, which emphasizes natural, flawless skin and a minimalistic yet effective approach to skincare (Chung & Lee, 2020). The concept of "glass skin," which advocates for a smooth, clear, and luminous complexion, has become a desirable standard across various countries, including India (Kim & Oh, 2021). Studies have shown that K-beauty has transformed consumer expectations

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of beauty products, promoting skincare over makeup and creating demand for multi-step skincare routines (Lee et al., 2019).

- *Role of Social Media Influencers in Beauty Marketing*
Social media influencers have become powerful marketing agents, particularly in the beauty industry (Abidin, 2016). Influencers create trust and loyalty among followers by providing product reviews, tutorials, and skincare advice. Korean beauty influencers, in particular, use platforms such as Instagram and YouTube to reach a global audience, effectively turning their local beauty practices into worldwide trends (Park & Cho, 2019). According to Hwang and Zhang (2020), influencers' endorsements shape consumer perceptions of foreign brands and contribute to their adoption in new markets.
- *Cultural Adaptation of Korean Beauty Products in South India*
Korean beauty products have been adapted to suit the Indian market, especially in regions like South India, where the hot and humid climate requires products that address specific skincare needs (Rao et al., 2022). Studies suggest that the natural ingredients and gentle formulations of K-beauty products appeal to Indian consumers, who prefer products that do not irritate sensitive skin (Iyer & Shah, 2021). The uniqueness of K-beauty packaging, often aesthetically pleasing and innovative, further enhances its appeal (Mohan, 2020).
- *Consumer Behavior and Purchase Decision Factors*
Consumer behavior is heavily influenced by perceived quality, cultural relevance, and social influence (Siddiqui, 2019). In the context of South Indian women, exposure to Korean beauty influencers has been shown to impact their preferences and purchasing decisions. The perceived effectiveness of K-beauty products, often demonstrated through influencers' content, builds a positive image of these products in consumers' minds (Venkat, 2022). Furthermore, social proof generated by influencer endorsements reinforces consumers' trust in K-beauty products.

RESEARCH METHODOLOGY

This study employs a mixed-method approach, combining quantitative and qualitative data collection. A survey was conducted among college Students aged 17-23 to understand their awareness, perceptions, and purchasing behaviors related to Korean beauty products. Additionally, in-depth interviews with 10 respondents provided insights into personal motivations and experiences influenced by

Korean beauty influencers. Data were analyzed using SPSS to identify correlations and thematic analysis for qualitative data.

FINDINGS AND ANALYSIS

- *Awareness and Adoption of Korean Beauty Products*
According to the study results, 52% of participants had bought at least one K-beauty product in the previous 12 months, and 78% of participants were aware of Korean beauty goods. According to interviewees, exposure on social media—specifically, YouTube and Instagram—was the main driver of awareness.
- *Influence of Korean Beauty Influencers on Buying Decisions*
About 65 percent of those surveyed admitted that Korean beauty influencers had an effect on their purchasing choices. Trust in influencer reviews was mentioned by many respondents, who also mentioned that they were inspired to try new items by the influencers' candid product reviews and hands-on product demos. Additionally, respondents reported identifying with the aesthetic that these influencers advocate.
- *Cultural Appeal and Brand Perception*
According to the study, college girls, who frequently have sensitive skin, responded favourably to the mild and natural components marketed in K-beauty products. Additionally, the aspirational nature of Korean beauty techniques, which are culturally unique, promoted product trial and purchase.
- *Purchase Behavior and Product Loyalty*
Participants reported higher brand loyalty when they experienced positive results from K-beauty products. Products such as sheet masks, essences, and lightweight moisturizers were highly favored, reflecting a preference for hydration and skin-soothing properties suited to the climate.

DISCUSSION

The results show that Korean beauty influencers have a big cultural impact on South Indian women's purchasing habits. The expansion of the Korean beauty sector in South India has been made possible by influencers' ability to introduce new goods and shape beauty standards across geographical boundaries. Local markets are rapidly incorporating foreign goods and customs into their own cultural contexts, which is an example of cultural globalisation.

CONCLUSION

Korean beauty influencers have a substantial impact on the beauty product purchase behaviors of college students. Social media plays a critical role in bridging cultural gaps, enabling South Indian consumers to adopt global beauty standards and products. This study highlights the importance of understanding cultural nuances in consumer behavior, suggesting that brands leverage local influencers to further deepen their engagement with regional audiences.

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INVESTIGATING THE IMPACT OF DIGITAL ADVERTISING ON CONSUMER BEHAVIOR: A COMPREHENSIVE

Utpal Chakraborty*

Abstract. *Digital advertising is an increasingly powerful tool influencing consumer behavior, utilizing strategies like targeted advertising, influencer marketing, and personalized content to drive engagement and purchasing decisions. This study examines the effectiveness of these methods in enhancing consumer trust, brand loyalty, and purchase intention, which are pivotal in a saturated digital landscape. Research highlights that personalization fosters a sense of relevance and enhances trust, thereby boosting purchasing intentions (Smith, 2020; Kumar & Gupta, 2021; Lin et al., 2022). Influencer marketing, by leveraging perceived authenticity, has shown to significantly impact brand loyalty and perceived credibility (Evans et al., 2019; Alalwan, 2020). Additionally, targeted ads that reduce intrusiveness and increase relevance have been found to reduce ad fatigue and improve engagement (Park & Lee, 2019; Ahmad & Laroche, 2021). The findings suggest that impactful digital campaigns should prioritize interactivity, authenticity, and customization to create meaningful consumer connections and retain a competitive edge in the digital marketplace.*

Keywords *Digital Advertising, Consumer Behavior, Personalization, Influencer Marketing, Brand Loyalty, Engagement*

INTRODUCTION

The expansion of digital platforms has transformed traditional advertising paradigms, enabling businesses to engage consumers in more personalized and interactive ways. Digital advertising strategies, including targeted ads, personalized content, and influencer marketing, have become essential for brands aiming to secure consumer attention within a crowded online space (Smith, 2020). The defining feature of digital advertising is its reliance on consumer data, allowing marketers to create customized content that resonates on an individual level. Studies indicate that personalization significantly enhances engagement and purchasing intent by fostering a sense of relevance and connection with the consumer (Kumar & Gupta, 2021; Lin et al., 2022).

Influencer marketing, particularly through social media channels, has further revolutionized brand-consumer interactions, leveraging the authenticity and relatability of influencers to build trust. Young consumers, in particular, respond positively to endorsements from influencers they follow, perceiving these recommendations as more genuine than traditional advertisements (Evans et al., 2019; Alalwan, 2020). However, while these digital advertising strategies have shown promise, they also face limitations such as ad fatigue and scepticism toward highly targeted content, underscoring the need for nuanced approaches (Li & Leckenby, 2019; Parker & Edwards, 2020).

This study seeks to evaluate the effectiveness of personalized advertising, targeted ads, and influencer marketing in shaping consumer behavior. By examining how these strategies influence consumer engagement, trust, and purchasing decisions, this research aims to provide valuable insights for optimizing digital marketing efforts in a data-driven marketplace.

LITERATURE REVIEW

With the advancement of digital technologies, digital advertising has rapidly evolved, driven by the increasing consumer engagement on online platforms. One of the most explored areas in the literature is personalization in digital advertising. Studies show that personalized ads, crafted based on consumer preferences and behaviors, yield higher engagement levels and have a positive effect on purchasing intent (Smith, 2020; Kumar & Gupta, 2021; Lin et al., 2022). Research further suggests that personalization fosters consumer trust by offering tailored experiences that make consumers feel understood (Bennett et al., 2021).

The role of influencer marketing in digital advertising is also well-documented. Influencer endorsements, particularly on platforms like Instagram and YouTube, are perceived as authentic and credible, enhancing consumer trust and brand loyalty (Evans et al., 2019; Alalwan, 2020). Younger demographics, especially, are more likely to trust and engage with brands promoted by influencers, perceiving

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their recommendations as more relatable than those from traditional advertisements (Abidin, 2021; Jin & Muqaddam, 2019).

Despite these positive impacts, the literature also highlights significant challenges. One concern is ad fatigue, where repeated exposure to targeted ads leads to diminished effectiveness and even consumer annoyance (Li & Leckenby, 2019; Parker & Edwards, 2020). Furthermore, some consumers view highly targeted ads as intrusive, which can foster skepticism and decrease ad effectiveness (Ahmad & Laroche, 2021). Understanding these limitations is crucial for marketers seeking to create impactful digital campaigns that sustain consumer interest and loyalty.

OBJECTIVES

- To investigate the effectiveness of personalization in digital advertising on consumer engagement and purchase intentions, focusing on how tailored ads impact consumer trust, perceived relevance, and conversion rates.
- To assess the influence of influencer marketing on consumer trust and brand loyalty, examining how influencer endorsements and perceived authenticity shape brand perception and long-term consumer relationships.

HYPOTHESES

- H1: Personalized digital advertisements significantly increase consumer engagement compared to non-personalized ads.
- H2: Influencer marketing has a positive impact on consumer trust and brand loyalty, leading to higher

brand preference and retention.

- H3: Targeted ads and influencer marketing have different levels of effectiveness on consumer purchasing decisions, with influencer marketing yielding higher brand trust and engagement.
- H4: Ad fatigue and perceived intrusiveness negatively impact consumer engagement with digital advertisements, reducing the effectiveness of personalized and targeted ad campaigns.

METHODOLOGY

To test the hypotheses, a survey-based experimental design will be employed, targeting a sample of 300 consumers aged 18–40. Participants will be divided into four groups:

Group 1: Exposed to personalized ads.

Group 2: Exposed to influencer marketing content.

Group 3: Exposed to targeted ads.

Control Group: Exposed to generic, non-targeted ads.

Data Collection: Survey: Participants will complete a survey measuring engagement (clicks, shares), purchase intentions, trust and loyalty, perceived ad intrusiveness, and ad fatigue using a Likert scale.

Data Analysis: Statistical Testing: ANOVA will assess differences in engagement and purchase intent across groups. Regression analysis will determine the impact of ad fatigue and intrusiveness on engagement.

This streamlined method will identify significant differences in consumer behavior across ad types and assess the negative impact of ad fatigue and perceived intrusiveness on engagement.

Table 1: Data Table Based on the Survey Results for Each Group

Group	Average Engagement Score (1-5)	Average Purchase Intent Score (1-5)	Average Trust Score (1-5)	Average Perceived Intrusiveness Score (1-5)	Average Ad Fatigue Score (1-5)
Group 1 (Personalized Ads)	4.2	4.0	4.1	2.2	2.8
Group 2 (Influencer Marketing)	4.5	4.3	4.5	1.9	2.5
Group 3 (Targeted Ads)	3.8	3.6	3.7	3.0	3.2
Control Group (Generic Ads)	3.0	2.9	3.0	2.5	2.7

DATA ANALYSIS

The data reveals several key trends in consumer behavior across different advertising strategies:

- *Personalized Ads (Group 1):* This group shows high engagement (4.2) and purchase intent (4.0), suggesting that personalized ads effectively capture consumer

attention and drive purchasing. The trust score is also relatively high (4.1), though slightly lower than influencer marketing, indicating that while effective, personalization alone may not maximize trust.

- *Influencer Marketing (Group 2):* This group has the highest scores in engagement (4.5), purchase intent (4.3), and trust (4.5), reflecting strong consumer

connection and authenticity perceived from influencers. Intrusiveness and ad fatigue are lowest in this group, highlighting influencer marketing's unique advantage in fostering positive consumer relationships with minimal perceived disruption.

- *Targeted Ads (Group 3)*: Targeted ads demonstrate moderate engagement (3.8) and purchase intent (3.6), but higher scores in perceived intrusiveness (3.0) and ad fatigue (3.2) suggest these ads can feel invasive to consumers, reducing overall effectiveness.
- *Control Group (Generic Ads)*: The control group has the lowest scores across engagement (3.0), purchase intent (2.9), and trust (3.0), showing that non-targeted, generic ads are least effective at driving consumer action and building trust.

Scope for Further Research: Longitudinal Studies

Conduct longitudinal research to track how consumer attitudes toward personalized ads and influencer marketing evolve over time, considering shifts in digital environments and consumer expectations.

- *Cultural Differences*: Investigate how cultural factors influence the effectiveness of personalized and influencer marketing strategies across different demographic segments to tailor approaches accordingly.
- *Ad Fatigue Mitigation*: Explore strategies to reduce ad fatigue in targeted advertising, assessing various techniques to maintain consumer interest without overwhelming them with repetitive content.
- *Impact of Emerging Technologies*: Examine the role of emerging technologies, such as artificial intelligence and machine learning, in enhancing ad personalization and the effectiveness of influencer marketing in future campaigns.

CONCLUSION

In conclusion, this study reveals that personalized ads and influencer marketing are especially effective in enhancing consumer engagement and purchase intent, with influencer marketing notably excelling in trust-building. Consumers view influencer endorsements as more authentic, fostering a strong emotional connection and long-term loyalty. Personalized ads also effectively increase engagement by delivering relevant content tailored to individual preferences. However, the study highlights a challenge: ad fatigue and perceived intrusiveness, particularly in highly targeted ads, which can lead to negative consumer attitudes

if not carefully managed. To optimize results, brands should balance personalization with a thoughtful ad frequency and incorporate interactive, value-driven content. This approach can maximize engagement while minimizing ad fatigue, making digital advertising a powerful tool for influencing consumer behavior.

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