

# AGC-JOURNAL OF MANAGEMENT STUDIES (AGC-JMS)

A Peer-Reviewed Bi-Annual Journal

Volume 1, Issue 1  
January - June 2026



# AGC-JOURNAL OF MANAGEMENT STUDIES

(AGC-JMS)



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## AGC- Journal of Management Studies

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### F O C U S   A N D   S C O P E

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#### About the Journal

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The AGC- Journal of Management Studies (JMS), published by the Department of Management Studies, Amritsar Group of Colleges, is a peer-reviewed academic journal dedicated to advancing the understanding of management theory, practice, and research. The journal serves as an intellectual platform for scholars, educators, researchers, practitioners, and students engaged with the field of management and its allied disciplines.

AGC-JMS is committed to fostering rigorous academic inquiry and bridging the gap between management theory and real-world business practice. It welcomes original research contributions, empirical studies, conceptual frameworks, and case analyses that address contemporary challenges and opportunities in the management domain. Since its inception, the journal has endeavoured to reflect the evolving nature of business environments and to contribute meaningfully to the global body of management knowledge, with particular sensitivity to the Indian economic and social context.

#### Focus

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The Journal of Management Studies is focused on publishing high-quality, original, and impact research across the broad spectrum of management studies. The journal is committed to promoting innovative and rigorous research in management and allied fields, providing a credible platform through which academics, researchers, and practitioners can share knowledge, exchange insights, and contribute to the collective advancement of the discipline. It aims to bridge the gap between academia and industry by fostering a culture of intellectual dialogue and collaboration among scholars, researchers, practitioners, and policymakers.

A central concern of JMS is encouraging interdisciplinary research that draws productively on commerce, economics, psychology, sociology, information technology, and related fields to enrich management knowledge plethora. The journal recognizes that management problems are rarely one-dimensional, and it therefore values contributions that bring together multiple perspectives to generate nuanced understanding. Equally important is the journal's commitment to bridging theoretical frameworks with practical managerial applications, ensuring that published research has relevance beyond the academic community.

JMS actively fosters intellectual dialogue between industry and academia on pressing management challenges, and supports the professional development of management educators, students, and researchers in the region and beyond. The journal places particular emphasis on research that has practical relevance to organisations operating in dynamic, competitive, and emerging market environments, with sustained attention to the Indian business landscape and its interface with the global economy. By achieving these objectives, the AGC-JMS aspires to become a trusted source of information and innovation, contributing to the growth and sustainability of the global management community.

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The AGC-JMS will provide a comprehensive platform for publishing high-quality research, reviews, case studies, and conceptual papers in the domain of management and related disciplines. Its scope is designed to address the diverse interests of academicians, researchers, students, practitioners, and policymakers while fostering innovative thinking and actionable solutions in management practices.

**The journal has following thrust areas:**

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- Strategic Management
- Marketing Management
- Financial Management
- Human Resource Management
- Operations and Supply Chain Management
- Business Analytics

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- Digital Transformation and Industry 4.0
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- Healthcare Management
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- Leadership Development and Talent Management
- Knowledge Management and Organizational Learning
- Corporate Social Responsibility, Sustainability of Business

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- Integration of Economics, Sociology, Psychology, and Technology in Management Practices
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- Business Ethics and Compliance
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- AI and Management

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The Journal of Management Studies accepts several types of scholarly contributions. Research Articles present original empirical or analytical studies with new findings in management, typically ranging from 5,000 to 8,000 words. Review Articles provide comprehensive surveys of existing literature that synthesize knowledge on a management topic. Case Studies offer in-depth analysis of real-world management problems grounded in theory with practical implications. Conceptual Papers are theory-building submissions that propose new frameworks, models, or conceptual insights. Short Communications, report preliminary findings, replication studies, or research notes. Book Reviews provide critical evaluations of recent publications relevant to management studies and practice.

Contribution Type	Word Count / Notes
<b>Research Articles</b>	Original empirical or analytical studies presenting new management findings.
<b>Review Articles</b>	Comprehensive literature surveys synthesising knowledge on a management topic.
<b>Case Studies</b>	In-depth analysis of real-world management problems with theoretical grounding.
<b>Conceptual Papers</b>	Theory-building papers proposing new frameworks, models, or conceptual insights.
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All manuscripts submitted to the Journal of Management Studies undergo a rigorous double-blind peer review process. The editorial team is committed to maintaining the highest standards of academic integrity, originality, and scholarly excellence throughout the publication process. Upon receipt, all submissions are first screened by the Editor-in-Chief for alignment with the journal's scope and for baseline quality. Manuscripts that meet the initial threshold are assigned to two independent expert reviewers with relevant subject expertise.

Authors are notified of the editorial decision, whether acceptance, revision, or rejection of submission. Where revisions are required, manuscripts are re-evaluated by the original reviewers to ensure that reviewer comments have been adequately addressed. Accepted manuscripts subsequently undergo copy-editing, proofreading, and author approval before publication. Authors must submit the Copyright Form after acceptance.

The journal follows a strict anti-plagiarism policy. All submissions are screened using standard plagiarism detection tools prior to peer review. Authors are expected to confirm the originality of their work at the time of submission and to disclose any potential conflicts of interest.

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We publish Bi-annually in English, ensuring high editorial standards and meaningful review for each submission.

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## MESSAGE FROM THE EDITOR-IN-CHIEF

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### **Dr. Pooja Puri**

Professor & Head, Department of Management Studies  
Amritsar Group of Colleges, Amritsar, Punjab, India

It gives me immense pleasure and a deep sense of pride to welcome you to the inaugural issue of the AGC-Journal of Management Studies (JMS), a peer-reviewed academic journal published by the Department of Management Studies, Amritsar Group of Colleges, Amritsar.

This journal has been specifically designed with the sole purpose of creating a credible, rigorous, and accessible platform for the dissemination of original research in the broad domain of management and business studies. It represents a collective aspiration of our faculty, our students, our institutional leadership, and the wider academic community to contribute meaningfully to the advancement of knowledge in management science.

The Department of Management Studies at Amritsar Group of Colleges has, since its inception, been guided by the values of academic excellence, professional integrity, and community engagement. Our faculty bring together deep domain expertise and a genuine commitment to pedagogical innovation.

I would like to extend my heartfelt gratitude to the Editorial Board for their tireless efforts in bringing this first issue to fruition. I also thank all the authors, reviewers, and institutional supporters whose contributions have made this publication possible.

I hope that this journal will serve as a bridge between the academy and practice, between the local and the global, and between the present and the future of management thought. With your continued support and encouragement, I am confident that it will grow into a distinguished voice in management research in India and beyond.

*Warm Regards,*

**Prof. (Dr.) Pooja Puri**

Head, Department of Management Studies  
Amritsar Group of Colleges, Amritsar.

**AGC- Journal of Management Studies**  
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# THE IMPACT OF GREEN MARKETING ON CONSUMER PURCHASING DECISIONS

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## Abstract

This study explores the impact of green marketing on consumer purchasing behavior, emphasizing factors such as awareness, perceptions, behavioural tendencies, pricing sensitivity, and product accessibility. Data was gathered from a sample of 100 respondents using a structured questionnaire. The results indicate that a majority of consumers are aware of green marketing practices, view sustainability as a significant factor in their buying decisions, and have experience purchasing environmentally friendly products. Furthermore, the analysis highlights a positive relationship between consumers' familiarity with green marketing, their level of trust, their willingness to pay a premium, and their overall purchase intentions. The study concludes by outlining key implications for marketers and offers practical recommendations to improve the effectiveness of green marketing strategies.

**Keywords:** Green Marketing, Consumer Behaviour, Sustainability, Eco-friendly Products, Perception, Purchasing Decisions, Environmental Awareness.

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## I. Introduction

Rising environmental challenges such as climate change, pollution, and the depletion of natural resources have significantly influenced consumer preferences, leading to a growing inclination toward sustainable consumption. In response to this shift, green marketing has emerged as an important strategic tool for organizations aiming to achieve a competitive advantage while fulfilling their environmental responsibilities. Increasing awareness among consumers regarding environmental issues has further encouraged businesses to adopt sustainable marketing practices.

Green marketing, also known as environmental or ecological marketing, refers to the promotion of products that are considered environmentally safe. According to the American Marketing Association, it encompasses the marketing of products designed to minimize negative impacts on the environment. This approach includes a wide range of activities such as product modification,

adoption of eco-friendly production processes, sustainable packaging, and responsible advertising practices that reduce environmental harm. In the current global context, where environmental concerns are intensifying, it has become essential for companies to position themselves as environmentally responsible. Green marketing is gaining prominence as an effective promotional strategy due to increased consumer awareness and sensitivity toward ecological issues. It involves promoting products based on their environmental benefits, including energy efficiency, recyclable materials, ethical sourcing, and reduced carbon footprints. This study aims to examine how green marketing practices influence consumer behavior. It focuses on understanding the role of eco-friendly initiatives, sustainable production methods, and green branding in shaping consumer purchase decisions, supported by empirical evidence collected through survey-based research.

## **II. Green Products and Marketing Practice**

Despite the growing importance of green marketing, there is no universally agreed-upon definition of what constitutes a “green” product. This lack of standardization arises because different scholars, industries, and regulatory authorities interpret the concept based on their own environmental priorities, sustainability goals, and evaluation frameworks. As a result, the definition of “green” may vary across contexts and sectors. However, by integrating various perspectives on green marketing, researchers have identified a set of common attributes that are generally associated with environmentally friendly products. These characteristics help in understanding and evaluating the “greenness” of a product. Typically, green products exhibit the following features:

1. **Energy-efficient** – Designed to consume minimal energy during both production and usage stages.
2. **Water-efficient** – Require reduced water consumption in manufacturing and operation.
3. **Low-emitting** – Generate fewer pollutants or hazardous emissions, thereby minimizing environmental harm.
4. **Safe and healthy** – Do not pose risks to human health and contribute to overall well-being.
5. **Recyclable or made from recycled materials** – Either capable of being recycled or produced using recycled inputs.
6. **Durable** – Have a longer lifespan, which helps in reducing waste generation.
7. **Biodegradable** – Can naturally decompose without causing environmental damage.
8. **Renewable** – Made from resources that can be replenished over time.
9. **Reusable or repurposable** – Can be used multiple times or adapted for alternative uses, reducing the need for new products.

10. **Third-party certified** – Verified by recognized external organizations (such as organic or forest certification bodies) to ensure environmental compliance.

11. **Locally produced** – Manufactured within a local region, thereby lowering transportation-related carbon emissions.

These characteristics collectively provide a framework for identifying and promoting green products, while also helping consumers make more informed and environmentally responsible purchasing decisions.

### **III. Industry Adoption of Green Marketing Practices**

The growing environmental awareness among consumers has prompted companies across various sectors particularly the consumer durables industry. This incorporates green marketing strategies into their core business practices. Organizations increasingly acknowledge that adopting environmentally responsible initiatives not only enhances brand image but also significantly influences consumer purchasing decisions in a competitive market environment. Consequently, firms are positioning their products as sustainable, energy-efficient, and eco-friendly to appeal to the expanding segment of environmentally conscious consumers.

A notable example is the promotion of Energy Star–certified products, which emphasize reduced energy consumption along with long-term cost savings. Such certifications act as reliable indicators of environmental performance, enabling consumers to make informed choices regarding energy-efficient appliances. By highlighting these attributes, companies are able to build trust and strengthen the perception that their products contribute to environmental sustainability. In addition, companies like Godrej Consumer Products have successfully integrated green marketing into their strategies by introducing exchange programs that encourage consumers to replace outdated appliances with more energy-efficient alternatives. These initiatives not only promote responsible disposal and waste reduction but also motivate consumers to adopt products with lower energy consumption and reduced environmental impact. Through such efforts, the company reinforces its commitment to sustainability and positions itself as an environmentally responsible brand. Moreover, modern advertising campaigns within the consumer durables sector increasingly focus on promoting sustainable lifestyles. Marketers highlight how individual consumption choices—such as opting for energy-efficient products, minimizing waste, and adopting eco-friendly habits—can collectively contribute to environmental preservation. These campaigns often aim to create an emotional connection by linking personal responsibility with environmental well-being, thereby enhancing consumer engagement with green products. Overall, the integration of green marketing practices in the consumer durables industry illustrates how companies are leveraging sustainability not only to

meet regulatory requirements but also as a strategic approach for differentiation, value creation, and customer retention. By emphasizing eco-friendly product design, energy efficiency, and responsible consumption, businesses are shaping a market where environmental considerations play a crucial role in influencing consumer behaviour.

#### **IV. Review of Literature**

Previous studies have identified several key factors influencing green purchasing behaviour, including environmental concern, eco-labelling, trust, corporate social responsibility (CSR), and perceived product value. Green marketing has emerged as a vital strategic approach for organizations seeking to respond to increasing environmental challenges and changing consumer expectations. Recent research emphasizes the positive impact of green marketing on consumer trust, brand loyalty, and purchasing decisions. Mohammadi, Barzegar, and Nohekhan (2024) found that genuine and transparent sustainability initiatives significantly strengthen brand loyalty, whereas greenwashing practices undermine consumer confidence. Similarly, Chea (2024) highlights that eco-friendly product design, sustainable pricing strategies, and responsible branding enable firms to gain a competitive edge by appealing to environmentally conscious consumers. Mohapatra (2024) further supports this view, noting that credible eco-branding, transparent environmental claims, and sustainable supply chain practices play a crucial role in shaping purchase intentions, with eco-labels and certifications enhancing both trust and willingness to pay. The role of transparency and CSR has also been widely recognized in shaping consumer perceptions. Rajeswari and Suganya (2023) conclude that environmental certifications, CSR initiatives, and honest communication positively influence consumer trust and loyalty, while misleading claims diminish credibility. In contrast, Kumar (2022) identifies a gap between corporate green claims and actual practices, leading to consumer skepticism and highlighting the need for stricter monitoring and accountability. Green product positioning has also been identified as a critical factor in influencing purchasing behavior. Ashoush and Kortam (2022) found that eco-labels, verified claims, and sustainable positioning significantly enhance consumer willingness to purchase, although skepticism persists when claims lack authenticity. Studies by Juhi and Chellasamy (2021) indicate that while consumers show strong interest in eco-friendly products, actual purchase decisions are often constrained by price sensitivity and limited availability. Supporting this, Tsai and Lin (2020) demonstrate that green marketing enhances brand image and trust, thereby increasing purchase intentions, particularly when environmental claims are supported by verifiable evidence. Earlier research also highlights the importance of environmental awareness, CSR initiatives, and sustainable packaging in shaping consumer behavior. Bhalerao and Bite (2019) emphasize that transparent sourcing, ethical practices, and certified eco-labels are key determinants of consumer acceptance. Mokha (2018) identifies eco-

labels as one of the most influential tools in building consumer trust and driving purchase decisions, although environmental advertising alone is less effective unless supported by genuine sustainability efforts. Additionally, Shamim and Ali (2017) argue that green marketing not only influences purchasing behavior but also enhances environmental awareness, encouraging long-term engagement with sustainable lifestyles. Theoretical contributions by Groening, Sarkis, and Zhu (2017) provide deeper insights into the psychological, economic, and social dimensions of green consumption. Their findings suggest that consumers are influenced not only by environmental concerns but also by personal benefits such as health, safety, and product quality. Regional studies, including those by Ranjan and Kushwala (2017), indicate that cultural values, transparency, and eco-labeling significantly affect consumer decisions in local markets. Foundational studies by Saini (2013) and Bukhari (2011) further establish that honest communication of environmental benefits enhances brand reputation, strengthens consumer trust, and positively influences purchase intentions.

## **V. Objectives of the Study**

1. To evaluate the level of consumer awareness regarding green marketing practices.
2. To examine consumer perceptions toward green marketing initiatives.
3. To assess the impact of green marketing on consumer purchasing decisions.
4. To analyze the role of price and availability in influencing the adoption of green products.
5. To understand how environmental concerns shape consumer preferences for eco-friendly products.

## **VI. Research Methodology**

The methodology adopted in this study is systematic and structured to examine the impact of green marketing on consumer purchasing decisions. The key components of the research methodology are as follows:

### **1. Research Design**

The study is based on a descriptive and analytical research design. A quantitative approach has been employed to assess consumer awareness, attitudes, and behavioral patterns related to green marketing practices.

### **2. Sampling Technique**

Convenience sampling was used for data collection due to its accessibility and practicality. A total of 100 respondents were selected to participate in the study.

### **3. Data Collection Methods**

Both primary and secondary data sources were utilized. Primary data were collected through a structured questionnaire designed to capture relevant consumer insights. Secondary data were

obtained from academic journals, research articles, published reports, and credible online databases to support and contextualize the study.

#### **4. Measurement Scale and Variables**

A 5-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree) was used to measure respondents' opinions. The key variables examined in the study include consumer awareness, perceived product quality, trust, willingness to pay, product availability, and purchase intention. A pilot study was conducted prior to the main survey to ensure clarity, reliability, and consistency of the questionnaire items.

#### **5. Data Analysis Techniques**

The collected data were analyzed using statistical tools such as Microsoft Excel and SPSS. Both descriptive and inferential statistical methods were applied. Descriptive statistics, including mean, percentage, and frequency distribution, were used to summarize the data. Inferential techniques such as the Chi-square test and correlation analysis were employed to examine relationships between variables.

#### **6. Reliability and Validity**

To ensure the reliability of the measurement scale, internal consistency was evaluated using Cronbach's Alpha. This helped confirm the accuracy and dependability of the collected data.

#### **Hypotheses Development**

Based on the literature review and research objectives, the following hypotheses were formulated:

- H1: There is a significant relationship between consumer awareness of green marketing and their likelihood of purchasing eco-friendly products.
- H2: A higher level of consumer trust in green marketing claims leads to stronger purchase intentions..
- H3: Consumers' perception of the quality of green products significantly influences their likelihood of purchasing them..
- H4: Consumers' perception of price plays a significant role in their decision to prefer eco-friendly products over conventional alternatives.
- H5: Greater availability and easier access to green products positively affect consumer buying behavior.
- H6: Environmental concern acts as a significant mediating factor between green marketing practices and consumer purchasing decisions.

### **VII. Consumer Awareness Regarding Green Marketing Practices**

The findings indicate that respondents demonstrate a moderate level of familiarity with green marketing concepts.

The mean score (Mean = 1.66) suggests that participants possess a basic understanding of green marketing practices. Additionally, the median and mode values being positioned toward the lower end of the scale imply that while most respondents are aware of the concept, their knowledge is not highly advanced. This reflects a general awareness rather than in-depth expertise. With regard to the usage of green products, the low mean value (Mean = 1.22) indicates that a majority of respondents have previously purchased or used eco-friendly products. This highlights that consumers are not only aware of such products but have also had practical exposure to them. Similarly, the mean score for noticing eco-friendly brands (Mean = 1.21) suggests that respondents frequently encounter brands promoting environmental sustainability. This may be attributed to increased visibility of green marketing through packaging, labeling, advertising, and in-store promotions. Furthermore, the mean value for perceived environmental responsibility (Mean = 1.23) reveals that consumers believe green marketing initiatives enhance their sense of responsibility toward the environment. This indicates that such campaigns are effective in encouraging environmentally conscious behavior among consumers. Overall, the results suggest that consumer awareness of green marketing is relatively strong. Most respondents are familiar with the concept, have engaged with eco-friendly products, and perceive green marketing as a factor that promotes environmental responsibility. This level of awareness provides a solid foundation for the continued growth and acceptance of green products in the market.

### **VIII. Consumer Perceptions of Green Marketing Initiatives**

The results indicate that consumers generally hold favorable yet cautious perceptions toward green products. The mean score for perceived quality (Mean = 2.21) suggests that respondents consider green products to be somewhat better than conventional alternatives, although the difference is not strongly pronounced. This reflects a moderate level of agreement regarding the superior quality of eco-friendly products. In terms of trust in green marketing claims, the mean value (Mean = 2.48) highlights a degree of skepticism among consumers. While some level of trust is present, many respondents appear uncertain about the authenticity of environmental claims made by companies. This cautious attitude may stem from concerns related to green washing and misleading promotional practices. Regarding pricing, the mean score (Mean = 1.46) indicates that most respondents perceive green products as reasonably priced. This finding challenges the common belief that eco-friendly products are always expensive, suggesting that price may not be a significant barrier to their adoption. Additionally, the mean value for perceived effectiveness (Mean = 1.76) shows that

consumers generally believe green products perform as well as traditional alternatives. This positive perception of functionality plays an important role in encouraging purchase intentions. Overall, the findings suggest that consumer perceptions toward green products are largely positive in terms of quality, pricing, and effectiveness. However, a certain level of hesitation remains, particularly in relation to trust in marketing claims. Strengthening transparency and credibility in green communication could further enhance consumer confidence.

### **IX. Impact of Green Marketing on Purchasing Decisions:**

This section discusses the impact under different subheadings.

#### **Influence Over Traditional Advertising (Mean = 2.23):**

The findings suggest that green marketing has a greater influence on consumer purchasing behavior compared to traditional advertising methods, although the strength of this impact remains moderate. Environmental messaging tends to resonate more with consumers by creating a sense of personal relevance and responsibility, thereby encouraging more conscious purchasing decisions.

#### **Likelihood of Choosing a Green Option (Mean = 2.03):**

The results indicate that consumers show a moderate preference for green products when they offer benefits comparable to conventional alternatives. In such situations, sustainability acts as an additional value factor that can influence and ultimately sway the purchasing decision in favor of eco-friendly options.

**Influence of Green Marketing on Decision-Making (Mean = 1.81):** The findings indicate that respondents recognize the role of green marketing in influencing their purchasing decisions. Although its impact is not particularly strong, it remains steady and significant enough to contribute meaningfully to consumer choice behaviour

The results suggest that green marketing has a noticeable influence on consumer purchasing decisions; however, the strength of this impact is moderate rather than substantial. Environmental messaging contributes additional value to products and plays an important role in shaping consumer preferences in many situations.

### **X. Role of Price and Availability of Green Products:**

#### **Willingness to Pay More (Mean Values = 2.12 and 2.52):**

The findings indicate that consumers exhibit a moderate willingness to pay a premium for environmentally friendly products. However, the variation in responses suggests that this willingness is influenced by factors such as the type of product and the individual's financial capacity. This

highlights that while sustainability is valued, price sensitivity continues to play an important role in purchasing decisions.

**Perception of Fair Pricing (Mean = 1.46):** Its reveal that a significant proportion of respondents perceive green products as reasonably priced. This suggests that although price remains an important consideration, consumers do not consistently view eco-friendly products as excessively expensive, indicating a more balanced perception of their affordability.

**Avoidance Due to Price (Mean = 1.30):** Although many consumers perceive green products as reasonably priced, a segment of respondents has refrained from purchasing them due to cost-related concerns. This indicates that consumers remain sensitive to price differences, even when the variation is relatively minimal, highlighting the continued importance of affordability in purchase decisions.

**Extra Willingness to Pay (Mean = 1.94):** The findings indicate that consumers demonstrate a moderate willingness to pay a premium when they are convinced of the environmental benefits of a product. However, variations in responses suggest that this willingness is not uniform, emphasizing the need for firms to adopt competitive and carefully balanced pricing strategies.

**Availability Influencing Buying Habits (Mean = 2.28):**It indicate that product availability plays a significant role in shaping consumer purchasing behavior. When green products are readily accessible, consumers are more likely to select them, highlighting the importance of distribution and market presence in promoting eco-friendly choices.

Price and availability significantly shape consumer behaviour. Although most respondents find prices acceptable, cost remains a barrier for some. Availability works as a crucial facilitator for green purchasing.

## **XI. Environmental Concern on Consumer Preferences**

**Actively Seeking Sustainable Products (Mean = 2.28):** It indicates that a considerable number of respondents consciously look for eco-friendly alternatives, reflecting a growing segment of environmentally aware consumers.

**Recommendation to Others (Mean = 1.75):** shows that respondents are generally willing to suggest such products to others. This reflects positive attitudes and a satisfactory level of experience with eco-friendly options.

**Comparison to Regular Products (Mean = 1.79):** reveals that green products are often viewed more favorably when evaluated alongside regular alternatives. This reinforces the perception that environmentally friendly products can compete effectively in terms of value and performance.

**Environmental Influence on Preferences (Mean = 1.81):** It indicates that ecological concerns moderately affect consumer purchasing decisions. While not the sole determining factor, sustainability considerations contribute significantly to product choice

Overall, the results highlight that environmental concern is an important determinant of consumer preferences. Consumers not only show a preference for green products but also demonstrate proactive behaviours such as seeking them out and recommending them to others, indicating a positive orientation toward sustainable consumption.

## **XII. Reliability Analysis**

The analysis confirms that all 100 responses were valid and included in the reliability assessment, with no missing values or excluded cases. This ensures that the reliability results are derived from a complete dataset, thereby enhancing the precision and credibility of the findings.

### **Reliability Statistics**

- **Cronbach's Alpha:** 0.754
- **Number of Items:** 21

A Cronbach's Alpha value of 0.754 indicates an acceptable level of internal consistency. In the context of social science research, a value exceeding 0.70 is generally considered reliable, suggesting that the items in the questionnaire are sufficiently correlated and effectively measure the intended constructs.

The key implications of this result are as follows:

#### **1. Adequate Internal Consistency**

The obtained alpha value demonstrates that the 21 items in the questionnaire are reasonably interrelated and collectively capture dimensions such as green marketing awareness, consumer perceptions, purchasing behavior, pricing considerations, and environmental concern.

#### **2. Response Consistency**

The consistency in responses indicates that participants clearly understood the questions, and the instrument was well-designed and aligned with the objectives of the study.

#### **3. Appropriateness for Further Analysis**

Since the reliability coefficient meets the acceptable threshold, the dataset is suitable for advanced statistical analyses, including descriptive statistics, correlation analysis, and hypothesis testing.

#### 4. Support for Validity

A reliable measurement scale strengthens the construct validity of the research, ensuring that the results accurately reflect respondents' views and can be interpreted with confidence.

#### Implications for Research Quality

Overall, the reliability score is shown in Table 1. It confirms that the data collection instrument is dependable and contributes positively to the robustness, accuracy, and overall quality of the research findings.

Table 1 : Reliability score

Case Processing Summary			
		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0
a. Listwise deletion based on all variables in the procedure.			
Reliability Statistics			
Cronbach's Alpha		N of Items	
.754		21	

#### XIII. Correlation

The correlation coefficient ( $r = 0.425$ ) indicates a moderate positive relationship between the variables under study. This suggests that as consumers' familiarity with green marketing increases, their tendency to actively seek eco-friendly products also rises. In other words, greater awareness is associated with more proactive sustainable purchasing behaviour. •Significance (Sig. 2-tailed) = 0.000. Since the p-value is less than 0.01, the correlation is statistically significant at the 0.01 level. This means there is a very low probability that this relationship occurred by chance.

•Sample size (N) = 100

Data from 100 respondents were used for this analysis.

People who are more familiar with green marketing are significantly more likely to seek out eco-friendly or sustainable products when making purchases. The relationship is statistically significant and moderately strong as shown in Table 2.

Table 2 : Pearson Correlation of variables under study

		How familiar are you with the concept of green marketing ( advertising of eco-friendly products and practices)?	How often do you actively seek out eco-friendly or sustainable products when making a purchase?
How familiar are you with the concept of green marketing ( advertising of eco-friendly products and practices)?	Pearson Correlation	1	.425**
	Sig. (2-tailed)		.000
	N	100	100
How often do you actively seek out eco-friendly or sustainable products when making a purchase?	Pearson Correlation	.425**	1
	Sig. (2-tailed)	.000	
	N	100	100
**. Correlation is significant at the 0.01 level (2-tailed).			

**2. Correlation Coefficient (r) = 0.533**

This indicates a moderately strong positive correlation. It suggests that individuals who are more willing to pay extra for eco-friendly marketing are also more willing to pay extra for green products over regular ones.

- Significance (Sig. 2-tailed) = 0.000

The p-value is less than 0.01, so the correlation is statistically significant at the 0.01 level. This means the relationship is unlikely to be due to chance.

- Sample Size (N) = 100

The analysis was conducted on responses from 100 participants.

As indicated in table 3 , there is a significant and moderately strong relationship between how much consumers are willing to pay for eco-friendly marketing and how much extra they are willing to pay for green products. This indicates a consistent consumer attitude those who value eco-friendly messaging also tend to place financial value on environmentally conscious products.

Table 3 : Pearson Correlation Table

Correlations			
		How much more would you be willing to pay for a product that is marketed as eco-friendly?	How much extra are you willing to pay for a green product compared to a regular product?
How much more would you be willing to pay for a product that is marketed as eco-friendly?	Pearson Correlation	1	.533**
	Sig. (2-tailed)		.000
	N	100	100
How much extra are you willing to pay for a green product compared to a regular product?	Pearson Correlation	.533**	1
	Sig. (2-tailed)	.000	
	N	100	100
**. Correlation is significant at the 0.01 level (2-tailed).			

**3. Correlation Coefficient (r) = 0.366**

This reflects a moderate positive correlation, suggesting that as the importance of sustainability in brands increases for a consumer, their likelihood of recommending eco-friendly products to others also increases.

- Significance (Sig. 2-tailed) = 0.000

This value is less than 0.01, indicating the result is statistically significant. There is strong evidence that this correlation is not due to chance.

- Sample Size (N) = 100

The analysis is based on 100 respondents.

There is a statistically significant moderate positive correlation between valuing eco-friendly practices in brands and the likelihood of recommending eco-friendly products. This suggests that individuals who place high importance on brand sustainability are also more inclined to advocate for environmentally friendly products to others—indicating a potential word-of-mouth effect driven by eco-conscious values.

Table 4 : Pearson correlation of eco- friendly practices and recommendation of eco-friendly products

Correlations			
		How important is it to you that the brands you buy from use sustainable or eco-friendly practices?	How likely are you to recommend eco-friendly products to others ?
How important is it to you that the brands you buy from use sustainable or eco-friendly practices?	Pearson Correlation	1	.366**
	Sig. (2-tailed)		.000
	N	100	100
How likely are you to recommend eco-friendly products to others ?	Pearson Correlation	.366**	1
	Sig. (2-tailed)	.000	
	N	100	100
**. Correlation is significant at the 0.01 level (2-tailed).			

#### XIV. Findings & Discussion

1. High Level of Awareness: A majority of respondents are familiar with green marketing concepts and eco-friendly practices..
2. Widespread Adoption of Green Products: Approximately 83% of respondents have used eco friendly products, indicating significant market penetration..
3. Influence on Brand Preference: Consumers show a strong inclination toward brands that demonstrate environmental responsibility.
4. Positive Perception of Quality: Many respondents perceive green products as offering equal or superior quality compared to conventional alternatives..
5. Moderate Trust in Marketing Claims: While consumers generally trust environmental claims, a degree of skepticism persists.
6. Price Sensitivity: Although consumers are willing to pay a premium, it is typically limited to a range of 5–10%, reflecting cautious spending behaviour.

7. Impact of Green Marketing: A substantial proportion of respondents acknowledge that sustainable marketing practices influence their purchasing decisions..
8. Importance of Packaging and Certifications: Eco-friendly packaging and credible certifications are identified as the most influential green marketing elements..

The results highlight that green marketing serves as an effective mechanism for influencing consumer behavior. High levels of awareness and favorable perceptions of product quality indicate that consumers increasingly associate sustainability with reliability, safety, and ethical value. The growing preference for eco-friendly alternatives reflects a broader shift toward responsible consumption patterns .However, the findings also reveal certain challenges. Trust remains a critical concern, as many consumers exhibit caution due to the prevalence of green washing practices. Neutral responses in trust-related measures suggest that consumers require greater transparency and authenticity in environmental claims .Additionally, the study confirms the presence of a price–value trade-off. While consumers appreciate the benefits of sustainable products, their willingness to pay higher prices is limited. This indicates that affordability continues to be a key factor influencing purchasing decisions, consistent with global research trends. Overall, the findings suggest that organizations that genuinely integrate sustainability into their core operations rather than relying solely on promotional tactics which are more likely to build consumer trust, enhance brand loyalty, and achieve long-term competitive advantage.

## **XV. Conclusion**

Green marketing plays a significant role in shaping consumer purchasing behavior in today’s environmentally conscious market. Consumers demonstrate a high level of awareness and a growing preference for sustainable products, supported by their positive attitudes toward eco-friendly packaging, credible certifications, and transparent communication. At the same time, certain barriers continue to influence consumer decisions. Price remains a key constraint, as many consumers are hesitant to adopt green products when costs are perceived as high. Furthermore, concerns related to the authenticity of environmental claims highlight the importance of avoiding green washing and maintaining transparency. The study concludes that green marketing is most effective when it is supported by genuine sustainability practices, affordable pricing strategies, and trustworthy communication. When these elements are aligned, consumers are more likely to adopt eco-friendly products, leading to both environmental benefits and enhanced business performance.

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## MANAGEMENT LESSONS FROM PANCHATANTRA NARRATIVES

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### **Abstract**

Storytelling, a communication tool, is used unconsciously and consciously in routine life at different levels- personal and professional levels. The Panchatantra stories focus on the values and life skills that every learner and professional needs to learn to enhance the learning experience and make wise decisions in life and the world of work. The power of storytelling mirrors the timeless influence of the Panchatantra.

**Keywords:** Panchatantra, Narratives, Life skills, Professional Skills, Management

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### **I. Introduction**

In the fast-paced AI era, we are rapidly advancing, but we risk losing touch with our roots-culture, heritage, language, and values. While adjusting and adapting to change is essential, it shouldn't come at the cost of one's own identity, values, and belief systems. There must be harmony between tradition and modernity. This idea facilitates preparing young minds not only for different subjects like sciences, mathematics, business, and languages, but also to familiarize them with ancient wisdom from the Vedas and Scriptures. For this, disseminating indigenous knowledge by integrating it with the core subjects of learning is significant. Besides, it will enable learners to understand the underlying contemporary societal issues and address these issues through research. It will foster the growth and understanding of rich and diverse indigenous knowledge among various stakeholders and rejuvenate traditional ways of transmitting knowledge with the help of modern technology. By embracing our roots, we can

- Foster a sense of identity and belonging
- Appreciate the contributions of our motherland and its great saints
- Develop a holistic understanding of the world
- Address current and future challenges
- Prepare young leaders for a brighter and sustainable future

So, the stakeholders at all levels need to ensure that they have an understanding of our rich Indian heritage and then must take the initiative to share it with the younger generation.

The present paper focuses on lessons, especially management lessons that one can learn from Panchatantra stories.

## II. Management Lessons from Panchatantra Stories

Blessed are the human beings as they can speak, think, and organize their experiences, intentions, and memories of life events. They convey and express their feelings, thoughts, work, and experiences through stories. Storytelling is the most common way people use to communicate with each other. We use this form of communication unconsciously to convey what is going on around us. We as parents tell the lessons of life through stories to our children, as teachers introduce classroom lessons through stories to the students, as actors engage the audience through our dialogues, as influencers hook people to our accomplishments, and so on. Similarly, companies use stories intentionally to communicate with their consumers about their products and services.

Just as modern brands frame stories to shape how consumers understand their products and services, the Panchatantra was designed to teach and persuade through narrative the lazy and unwise three sons of a King in ancient India. It is a collection of moral fables written in Sanskrit. These stories have been narrated in dialogue form using mainly the animal characters to make learning entertaining. The Panchatantra stories, more than 2000 years old that are attributed to Scholar Vishnu Sharma, are interesting and relevant even today. Every story conveys a thought-provoking and insightful message on *Nitishastra* (wise code of conduct). These stories focus on five tantras or strategies. These are

- *Mitra-bheda* (Conflict amongst friends): Most of the stories from Panchatantra fall into this section of Tantra. The basic theme story is of a lion and a bull. This tantra begins with a verse: “A great friendship had developed in the jungle, Between the lion and the bullock, But it was destroyed, By a very wicked and avaricious jackal” (Panchatantra, 2011, p.3). The story conveys that when the members of a team do not have faith in each other, it is vulnerable to external threats. Leaders need to promote unity and resolve internal conflicts to ensure that teams remain focused on shared objectives. A strong, united manpower is a company’s greatest asset against competition and disruption.
- *Mitra-lābha or Mitra-samprāpti* (Winning of friends): The basic theme story is the friendship among a dove, a crow, a mouse, a tortoise, and a deer. This highlights the relevance of having and retaining good friends. This tale teaches the role of leadership and teamwork. One of the verses included in the story is “Small things united become strong: Even delicate threads of

cotton, Woven together, Are very hard to break” (Panchtantra, 2011, p.89). The story conveys that the team either succeeds in the mission working together or lags due to poor leadership. Moreover, it encourages reflection on effective leadership and highlights team dynamics, delegation, and communication, which are essential for organizational success.

- *Kākolūkīyam* (Crows and owls): The basic theme story is about crows and owls. “Never trust a man, Who has always been your enemy, And suddenly turns friendly towards you. This was the mistake the owls made, And the crows burnt them all alive in their cave” Panchtantra, 2011, p.125) It talks about the situation of war and peace, and the strategies of handling enemies. The story teaches that implementing a planned strategy can defeat a powerful enemy. It tells that cooperation and unity are more powerful than conflict and division. At the same time, one needs to recognize the strengths of opponents for the greater good.
- *Labdhapraṇāśam* (The forfeit of profits): The basic story is about a monkey and a crocodile. It tells how foolishness can lead to the loss of what has been gained previously. The tantra opens with the verse “A man who does not lose his head, In the face of calamities, Shall overcome them, Just like the monkey in the midst of the sea” (Panchtantra, 2011, p.175). The story teaches the importance of swift thinking and smart decision-making under pressure. These skills are crucial in life and especially in business. Through the story, one learns values like honesty, loyalty, consequences of greed or deceit, decision-making strategies, ethics, and integrity in business. These values are significant for building a foundation in business ethics and encourage responsible entrepreneurship.
- *Aparīkṣitakāraṇam* (Action without due consideration): The basic theme story begins with the verse, “No wise man should follow the barber's example, Pursuing what he has neither accurately observed, Nor properly understood: Neither correctly heard, Nor sufficiently considered” (Panchtantra, 2011, p.211). The story explains that hasty deeds can lead us to permanent loss of things or people. It also focuses on making the efforts thoughtfully without imitating blind fully. Otherwise, the action may lead to harmful situation that at times may be fatal. It focuses on understanding the context of the situation before making any action. The strategies that are applicable in one situation may not be appropriate in another.

### III. Conclusion

The Panchatantra is a garland of pearls, offering a rich treasure of wisdom resonating deeply with modern management principles. These stories highlight cooperation, collaboration, strategic thinking, flexibility, communication, and ethical leadership qualities that are essential in today's dynamic business and corporate environment. By applying these timeless lessons, business persons,

managers, and leaders can inspire their teams to work as a team, have trust and faith, make wise decisions, and create an environment that fosters growth, innovation, and success. Incorporating these ancient pearls of wisdom into contemporary practices not only bridges the gap between tradition and modernity but also adds a human touch to management strategies. These stories remind us that the essence of great leadership and its team lies in simplicity, wisdom, and values. Let these stories guide our professional journey in understanding people, making reliable and trustworthy friends, making wise decisions at times of difficulties, and living in peace and harmony in the face of hypocrisy.

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# **BRANDING AND MARKETING OF MAHUA (MADHUCA LONGIFOLIA): OPPORTUNITIES AND CHALLENGES IN BASTAR DISTRICT, CHHATTISGARH**

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## **Abstract**

For tribal people, mahua (*Madhuca longifolia*), which is indigenous to the Bastar district's woodlands, is significant from an ecological, cultural, and economic standpoint. Despite its potential in the food, beverage, pharmaceutical, and cosmetics industries, its commercialization is still restricted because of inadequate infrastructure, bad branding, and legislative obstacles. This study explores Mahua's marketing potential in Bastar, pointing out obstacles and chances for aggressive and sustained branding. Low consumer awareness, a lack of uniformity, and insufficient market connections are revealed by the study, which used a mixed-method approach that included surveys, stakeholder interviews, and secondary data. Recommendations include geographical indication (GI) tagging, digital marketing, and cooperative-based branding to enhance the socio-economic status of local communities while promoting sustainable forest livelihoods.

**Keywords:** Mahua, Bastar, Branding, Tribal Economy, Sustainable Marketing, Non-Timber Forest Products (NTFPs)

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## **I. Introduction**

Mahua tree (*Madhuka Longifolia*) is a high-value and culturally important tree species that occurs in the forests of central India, specifically in Chhattisgarh's Bastar district. The tree provides a critical building block for the tribal people, which have been depending on its constituents for generations. The Mahua's ecological, economic, and cultural value cannot be estimated, particularly in Bastar, where it's a critical ingredient in maintaining the livelihoods of the local people. From its scented flowers, which are employed in the manufacturing of traditional beverages, scents and sweets, to seeds that give oil, Mahua is a valuable product that can be an asset in the betterment of the socio-economic status of the region.

As Mahua and its products are beneficial, their marketing and branding potential has not been achieved to a great extent. Although Mahua is used very intensely in the traditional setting, it is

restricted in its availability in the market, and its commercial potential has not been adequately grabbed. It is also expected that this study would evaluate the existing branding and marketing position of Mahua in Bastar, examine obstacles to its advancement, and suggest ways of improving its commercial acceptability.

Mahua tree contributes largely to the local culture and life of Bastar tribal people. Flowers were used traditionally for manufacturing Mahua liquor, part of local ritual ceremonies, festival rituals, etc. The tree also serves as an adequate food material in terms of Mahua flower sweets, locally consumed. Aside from being a source of food, the tree is also a source of oil from seeds, which is used for various purposes from cooking to medicine. Ecologically, Mahua trees provide forest diversity and the environmental equilibrium of the area. Economically, the tree provides scope for sustainable income generation from the sale of Mahua flowers, oil, and other by-products. This is shown in table 1. The opportunities are, however, restricted because of the absence of systematic promotion, infrastructure, branding and good strategies.

Table1 : Medicinal Properties

Medicinal properties	Type of extract	Remarks	References
Hepatoprotective activity	Methanolic	Methanolic extract of flower showed potential protective effect by lowering the levels of SGOT, SGPT, ALP and total bilirubin by increasing serum level of total proteins and albumins.	Umadevi et al., (2011) Patel et al., (2014) Sinha et al., (2017)
Antihelmenthic activity	Both methanolic and ethanolic	Among both extracts methanolic extract of flower demonstrated best anti helmenthic activity against Indian earth worm.	Katiyar et al., (2011) Yadav et al., (2012) (a) Sinha et al., (2017)
Antibacterial activity	Both aqueous and methanolic	Aqueous extract showed more antibacterial activity than methanolic one	Verma et al., (2010) Patel et al., (2014) Yadav et

		for Bacillus subtilis and Klebsiella pneumonia	al., (2012) Sinha et al., (2017)
Analgesic activity	Both aqueous and alcoholic	Analgesic effect was studied through tail flick, hot plate and chemical graded doses on mouse which shows analgesic effect as per dose value.	Chandra, (2001) Saluja et al., (2015) Yadav et al., (2012) (a) Ekka and Ekka, (2014) Verma et al., (2014) Sinha et al., (2017)
Antioxidant activity	.....	As concentration of flower extract and ascorbic acid increases, the ferric reducing antioxidant power increases.	Indu and Annika, (2014)
Anticancer activity	.....	Cell viability was found to decrease as the concentration of floral extract increases and cytotoxic effect was found to increase.	Indu and Annika, (2014)

Table 2: Uses of the plant

Sr. No	Uses	Key points	Remarks	References
<b>Non-fermented flowers</b>				
1	As a sweetener	Mahua flower used as a sweetener in many dishes like halwa, meethi puri, barfi.	Due to presence of high amount of sugars (sucrose, fructose, arabinose, maltose, rhamnase.	Patel, (2010)

2	Preparation of cake	It is made from mahua flowers rice or other cereals or root crops.	Pre-soaked rice and mahua flowers are mixed and grinded, paste is covered with Sal leaves and burned on fire to make cake.	Behera et al., (2016)
3	As a substitute for staple grains	It is generally used by poor tribal people.	Sundried flowers are boiled with seeds of tamarind and Sal and stored.	Amia and Ekkka, (2014)
4	As a cattle feed	Spent flowers (Flowers left after fermentation and distillation) are used.	Spent flowers are fed to cattle, reported improvement in cattle health and increase in milk production.	Sinha et al., (2017)
<b>Fermented flowers</b>				
5	Preparation of “mahua daaru”	Produced from dried mahua flowers by tribal people,	Alcohol content of “mahua daaru” ranges from 20-40 (%).	Kumari et al., (2018)
6	“Mahuli” preparation	Traditionally made by local people of Orissa.	Alcohol content of “mahuli” is reported between 30-40 (%).	Kumari et al.(2018) Behera et al., (2016)

Mahua (*Madhuca longifolia*) is a culturally and economically significant tree of Bastar district, Chhattisgarh. The Mahua tree is an important part of the life of tribal people, as they use its flowers and seeds for food, beverage, and medicine. Mahua tree has always been linked with tribal customs, rituals, and local livelihood, and thus it is a valuable non-timber forest product (NTFP). Yet, because of its deeply rooted importance, Mahua is still largely unbranded and under-marketed in conventional markets, thus restricting its economic value and sustainable development.

Increased demand for organic and traditional foodstuffs over the past few years has created new opportunities for Mahua-based products. Yet, lack of systematic branding and marketing initiatives

has prevented it from entering bigger regional and national markets. Most of the Mahua products, including dried flowers, alcohol, oil, and confectionery, are marketed informally without branding, quality control, or standard packaging. Low levels of consumer knowledge and low promotion discourage producers, especially indigenous communities, from benefiting from increasing demand for indigenous and natural products.

One of the main difficulties in marketing Mahua is the negative perception of its alcohol. Mahua alcohol has been traditionally consumed by tribal communities, but it has been negatively perceived by society as a whole. Owing to social and legal restrictions, Mahua liquor has found it difficult to get official sanction and acceptance in the formal market. On the contrary, other country-produced alcoholic drinks like Feni of Goa or Toddy in Kerala have been well branded and marketed as cultural and heritage products. Lack of such branding exercise on Mahua liquor has kept it from becoming more popular and commercially successful.

Mahua's value chain is also poorly developed, with no systematic procurement, processing, and distribution networks. Small farmers and collectors sell Mahua flowers and seeds at low value because they have poor access to higher value markets and value-added processing facilities. Insufficient processing infrastructure ensures that the majority of products obtained from Mahua remain at a primitive level, thus excluding them from high-value markets like herbal medicine, cosmetics, and health foods. With the right branding and value addition, Mahua can be sold as a superfood or green drink, as is being done with other foods like quinoa or aloe vera in the rest of the world.

The other critical point is the lack of policy favor and investment in Mahua. Although there are various government plans for Bastar that include conservation and harvesting minor forest products, not much is done on the lines of Geographical Indication (GI) tagging or certification and large-scale marketing of the Mahua crop. Lacking GI or organic certification currently diminishes its viability in national or overseas markets too. Mahua items would be able to increase consumer trust and value pricing if they received such certificates.

Mahua's marketing and branding must also alter public perceptions. Mahua-based products might carve out a niche market with a compelling narrative, appealing packaging, and strategic placement. Mahua can be positioned as a high-end product with tribal culture, sustainability, and health implications by learning from the success of branding development of similar indigenous products in India and around the world. The cooperation of food and beverage firms, social media marketing, and online marketing can increase the product's popularity and demand among urban customers.

This study looks at the best ways to brand and market Mahua in the Bastar district in an effort to close these gaps. The study will look at the current marketing landscape, identify gaps in customer

awareness and value addition, and develop new branding strategies. In order to create a lucrative and sustainable Mahua business, the study will look at the effectiveness of government policies, the potential of private sector investment, and community involvement.

The study intends to reveal Mahua's economic potential and improve the welfare of Bastar's tribal people with a focus on branding and promotion. Mahua may be positioned as a well-liked commodity in India and abroad with a strategic branding approach that guarantees its sustainable growth and cultural preservation.

## **II. Objective**

- To analyze the existing applications and marketing of Mahua in Bastar.
- To assess challenges in branding and market access.
- To explore the potential of Mahua-based products in domestic and international markets.
- To propose strategies for sustainable and ethical Mahua branding.

## **III. Literature Review**

Shiva et al. (2013) emphasize the economic significance of Mahua as a crucial NTFP that gives millions of tribal households in central India seasonal income in their study on forest-based livelihoods. Mahua's commercial significance is hampered by disorganized markets and a lack of institutional support, despite its abundance.

According to Mishra et al. (2018), Mahua flowers and seeds have significant economic potential for alcohol, confections, and oil; nevertheless, a sustainable Mahua-based economy cannot be developed due to a lack of branding and market exposure. They advocate for government assistance and collaborative marketing strategies.

Mahua is one of the most important forest-based livelihood species, according to the Indian Council of Forestry Research and Education (ICFRE, 2020). However, the lack of formal branding, certification, and organized value chains prevents Mahua from entering wider markets. The council recommends product diversity and GI marking.

Patil (2017) Patil's case study on Goa's Feni shows how government support, luxury packaging, and Geographical Indication (GI) labeling can turn traditional country liquors into high-end heritage brands. This serves as a model for Mahua branding.

Rao et al. (2021) Rao and associates describe the success of Araku Coffee, demonstrating how Andhra Pradesh's tribal communities worked with private companies and non-governmental organizations to build a natural worldwide brand. The study demonstrates how sustainability, ethical sourcing, and storytelling may improve domestic goods.

The social stigma attached to Mahua liquor, which is frequently perceived as a beverage for the poor, is examined in Singh et al. (2019). It highlights the need to reposition Mahua as a cultural heritage beverage, similar to how Feni and Toddy have been rebranded successfully in Goa and Kerala. Jain and Agarwal (2021) describe how certification and narrative were used to sell tribal honey from Jharkhand as an organic product. The same ideas can be used to market Mahua to health-conscious consumers.

In their discussion of market fragmentation in NTFP trading, Sharma et al. (2020) highlight how having several middlemen lowers tribal producers' revenues. In order to guarantee fair trade for Mahua collectors, the report suggests creating cooperatives and direct-to-market tactics.

Chatterjee (2020) Chatterjee talks on how Geographical Indication (GI) helps make local goods like Darjeeling tea and Basmati rice seem more credible and upscale. GI protection for Mahua would guarantee authenticity and differentiate the brand.

In their policy analysis, Mehta and Sharma (2022) contrast traditional liquor laws in various Indian states. They discover that government procurement assistance, tax breaks, and flexible excise regulations have all contributed to Feni and Toddy's expansion. They propose comparable frameworks for the commercialization of Mahua.

TRIFED (2022) According to the Tribal Cooperative Marketing Development Federation of India, Mahua's current marketing is informal despite the company's substantial potential for value-added products (such as oil, chocolates, and herbal tonics). For Mahua products, TRIFED suggests export-focused branding and digital marketing.

According to Prasad et al.'s (2023) assessment of Van Dhan Vikas Kendras under the Ministry of Tribal Affairs, the majority of programs concentrate on primary processing but do not include branding and marketing training. For Mahua-based businesses, the authors advocate incorporating value addition, digital literacy, and market connection components.

The examined literature constantly highlights that institutional and marketing shortcomings, rather than Mahua's resource basis, are what limit its economic potential. Indigenous product success is largely facilitated by GI tagging, sustainable storytelling, and community branding, as demonstrated by comparative success stories such as Araku Coffee, Feni, and tribal honey. Therefore, standardization, brand identification, cooperative marketing, and e-commerce integration for Mahua products should be the main topics of future study and regulation.

#### **IV. Methodology**

Both qualitative and quantitative methods were combined in a mixed-method research design. In addition to 20 stakeholder interviews, questionnaires of 120 respondents—including tribal collectors,

producers, and consumers—were used to gather primary data. Government publications, TRIFED, and earlier scholarly research were the sources of secondary data. Descriptive statistics were used to evaluate quantitative data, while thematic analysis was used to discover cultural, economic, and marketing patterns in qualitative data.

## V. Result and Discussion

The results show that despite Mahua's cultural and economic significance, its market presence and awareness are minimal. Although 67% of respondents knew about Mahua, their understanding was restricted to its traditional applications. Approximately 44% of consumers regularly used Mahua items, while 52% did so occasionally, indicating a moderate level of interest. Although 43% of consumers rated the products as excellent, the lack of certification and subpar packaging undermined consumer confidence.

Inadequate branding infrastructure, low awareness, weak market connections, and the social stigma attached to Mahua liquor are the primary issues noted. Mahua can, however, be positioned as a high-end organic and cultural product for both domestic and foreign markets. Its customer reach and brand equity can be increased through e-commerce, storytelling, and sustainability certifications.

## VI. Guidelines and Strategic Suggestions

- To guarantee authenticity and regional identity, use Geographical Indication (GI) labeling.
- Encourage fair-trade and cooperative branding to strengthen indigenous communities
- To increase visibility, support social media and digital marketing initiatives.
- Create a variety of Mahua items, such as cosmetics, confectionery, and herbal drinks
- Make excise laws simpler and provide Mahua processing facilities with incentives.

## VII. Conclusion

Government, business, and community stakeholders must work together to turn Mahua from an underutilized forest resource to a premium eco-brand. The indigenous people of Bastar may make money while maintaining their cultural legacy through standardization, certification, and creative marketing. Mahua can become a long-lasting emblem of regional identity and rural prosperity by taking inspiration from successful indigenous branding projects like Araku Coffee and Feni.

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# TEACHER OVERLOAD: EXPLORING IMBALANCED WORKLOAD AND ITS EFFECT ON TEACHING EFFECTIVENESS

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## Abstract

Over the recent years, the problem of teacher overload has become more and more widely acknowledged as one of the significant issues in the educational facility. Imbalanced workload has also been realized with some teachers being given too many responsibilities as others have been relatively relieved. Administrative reporting, file management, clerical work, among others, are usually foisted on teaching personnel taking away precious time and energy which could be used in teaching. Consequently, the standards of teaching, planning, and interaction with the student are negatively influenced. This unprofessional distribution of work has been compounded in most learning institutions by increasing accountability pressures, large groups, and ever-changing curriculum changes. Educators are also being overburdened with non-academic activities which do not add much value to pedagogical enhancement but are very stressful and exhausting. This is leading to the decline of teaching effectiveness, job satisfaction and general professional well-being. The scenario forms a flaming challenge in the current education situation and it needs a structured review and reorganization of work load policies to provide equity, efficiency and sustainability in the teaching occupation. The current review paper examines the notion of the imbalanced workload among the teachers and its impact on teaching effectiveness, professional well-being and academic outcomes.

**Keywords:** Imbalanced, Pedagogical, Sustainability, Well-being.

## I. Introduction

The teaching is a noble, vibrant and a complicated process involving the teacher, the learner and the curriculum, whose ultimate objective is to provide a significant and sustainable as well as progressive thought to the learner. It is a voluntary and interactive process whereby the teachers facilitate learning, develop curiosity and also enable the students to learn life-important skills.

Teaching is a reflective collaborative act which is not only the simple relay of information but also helps develop critical and liberal thinking, and maintains the ongoing interest in learning.

Teacher overload, defined as the state in which workload is perceived to exceed the available resources of time, energy, or skill (Hussain & Adeyemi, 2014; Kyriacou, 2011), has been identified as a major factor influencing the decline in teacher satisfaction and effectiveness, as well as the increase in attrition from the profession (OECD, 2020).

Although numerous studies have been conducted in this field. Workload has generally been addressed as a collective burden and attention/focus is limited to the comparison between overload on elementary school teachers' and burden on college teachers. However, given the tough and challenging circumstances in modern teachings, thorough and focussed examination of workload is badly needed irrespective of school or college teachers.

During the course of pandemic COVID-19, teachers had to quickly switch from teaching in person to teaching online very often without having enough time, training, or help from their schools. Because many did not have proper technological support or resources, their workload became even heavier as they had to learn how to use new digital tools like video call platforms, learning management systems, and online testing programs (Allen et al., 2020).

Besides teaching online classes, teachers also had to redesign their lessons for virtual learning, had challenge to keep students engaged through digital platforms, and fix technical issues on their own. To fulfil their increased responsibilities, teachers have to devote extra time to the usual scheduled work.

## **II. Unequal Distribution of Work: -**

In certain institutions, many duties are given to new teachers apart from teaching. Duties like organizing school events, handling documentation, coordinating online platform, file work or serving on various committees. Meanwhile many duties are relieved to the senior teacher or to the favored teachers.

The result is that some teachers have more work to do than others, even though expectations and contracts are the similar. This leads to burnout and resentment among overburdened staff.

# Teachers Are Burning Out on the Job

## Teachers' top sources of job-related stress

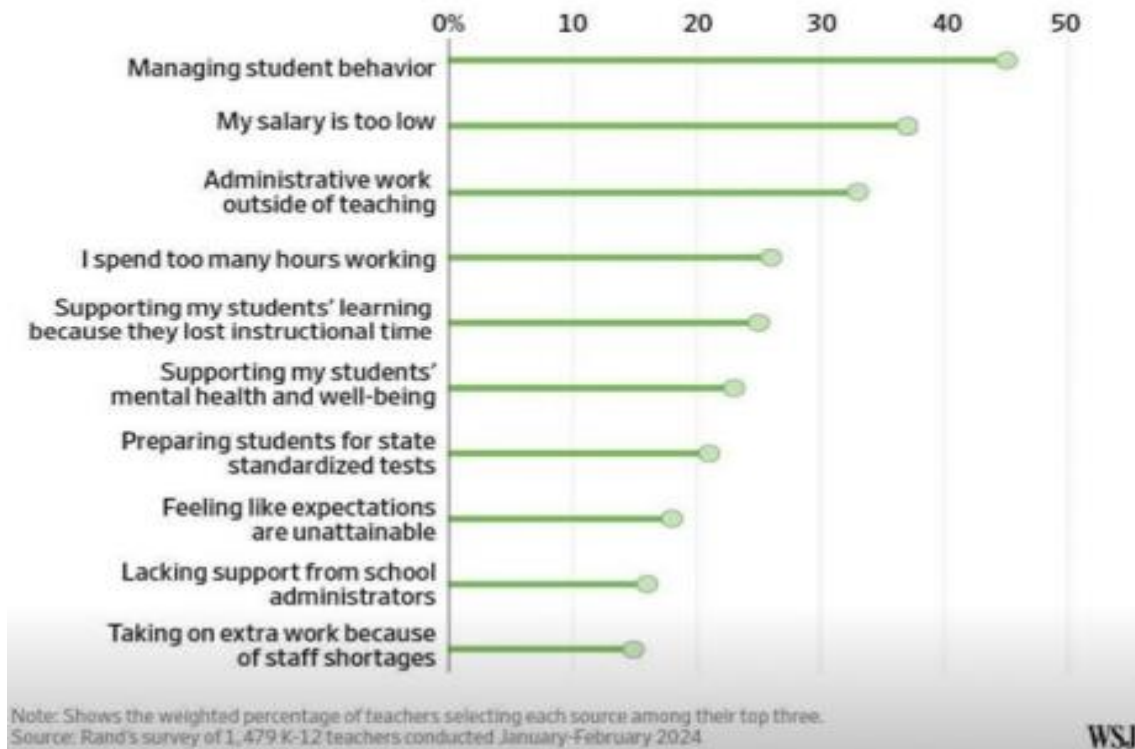


Figure 1: Teachers Top sources of stress

Source: Rand's Survey conducted in January- February 2024

### III. Impact on Teacher Morale and Teaching Quality: -

When large portion of workloads are assigned to only certain teachers, it has been reported that motivation may decrease and a feeling of exhaustion regarding teaching may occur. Quality delivery has an adverse effect on teaching as there is very little time for lecture preparation and time for updating oneself. In contrast, teachers who have less responsibility feel detached from team efforts and this reflected in their inconsistent performance. Over time, this imbalance will weaken teamwork, harm staff relationships and negatively impact students learning experiences.

#### Reasons Behind the Imbalance

Several factors have been noted as contributing to workload imbalance:

- **Cronyism/ Clique:**
- Teachers whose relationships are good with higher authority or senior teachers get less work.
- **Lack of clear role definitions:** Many schools do not provide transparent workload policies, which creates ambiguity.

- **Assumption of competence:** Hardworking teachers are often burdened with additional tasks because they are perceived as capable, further increasing their stress levels.

#### **IV. Impact on Teachers' Well-being: -**

**Stress and burnout** are seen when there is a heavy workload, such as administrative duties, clerical duties, large class sizes, extracurricular activities, maintain complete student records, and blaming teachers for mistakes in managing all of these tasks.

**Mental and physical health** - Overwork can lead to mental and physical health issues such as depression, insomnia, migraines, anxiety hypertension etc.

**Reduced job satisfaction** - Teachers who feel overburdened and unsupported have lower job satisfaction, which leads to poorer morale, higher absenteeism, and higher turnover rates.

#### **V. Impact on Teaching Quality**

**Instructional effectiveness** Instructional efficacy is sometimes lowered when excessive workloads are allocated, as less time is available for lesson planning, grading, and the creation of new or varied teaching approaches.

Feedback and student assistance are lowered when excessive tasks are imposed on teachers, making it difficult for personalized attention or timely feedback to be offered to students.

Innovation is diminished when engagement in professional development or the adoption of new technology and teaching practices is less likely to be undertaken by exhausted instructors.

#### **VI. Impact on Students**

Lower academic performance is noticed when teachers preoccupied, as a drop in instructional quality directly affects student learning results.

Decreased engagement happens in classrooms where lower excitement or energy is expressed by stressed teachers, leading to lower levels of student motivation.

Weaker teacher–student connections are created when insufficient time is provided for trust-building, mentoring, or providing emotional support due to instructors being flooded with work.

## VII Impact on the School/College and Education System

- Rising teacher turnover and workforce shortages: Persistent workload obstacles lead teachers to leave the profession, resulting in staffing shortages and institutional instability.
- Inconsistent quality is typically noted when new or substitute teachers are unable to maintain established teaching standards, consequently affecting the continuity of learning.
- A toxic school/ college culture may be established as a result of disproportionate workloads, leading to diminished staff morale, more disagreements, and reduced collaboration among colleagues.

## VIII. Possible Solutions

To alleviate teacher overload and unevenness in workload distribution, various approaches can be taken. Here are some actions that can be made to tackle the issues of teacher workload and lack of fairness in task distribution:

Firstly, there would be an annual review on workload to make certain responsibilities are assessed and shared evenly among staff members.

Additional support staff such as teaching employees and administrative staff need to be hired to relieve the pressure on teachers.

Providing teachers with training courses pertaining to time management and stress relief would allow them to deal more successfully with their workload.

There shall be adjustments in regulations where non-teaching duties have been reduced, and the school maintains adequate class sizes.

In addition, mental health care services should be made readily available through professional counselling services and wellness programs to ensure that emotional well-being of teachers is taken care adequately.

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# MCDONALD'S STRATEGIC APPROACH: AN EXAMINATION OF ITS GLOBAL IMPACT

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## Abstract

The objective of this report is to assess the global presence of McDonald's, its historical background and the current operations. This report also throws a light on the marketing strategies that are adopted by McDonald's to strengthen its presence across global markets and what measures it takes to adapt to the local requirements of the country in which it operates. This report also highlights the marketing campaigns that have been launched by McDonald's to increase its sales and reach more customers. The technological considerations of the fast-food chain have also been brought to limelight and a description has been given regarding the CSR activities that are undertaken by the fast-food chain and recommendations to improve the same. It has been analysed that McDonald's gives utmost importance to those CSR activities that are customer oriented like responsible food operations, community and employee practices, along with Ronald McDonald Charities. Few suggestions have also been made in the areas of Corporate Social Responsibility that McDonald's can consider to improve its CSR activities.

**Key words:** McDonald's, Marketing Mix, Consumer, international marketing, Services, Fast-Food, Global.

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## I. Introduction

McDonald's is a multinational fast-food restaurant working successfully around the globe since 1940. This leading chain is serving 69 million customers per day. McDonald's brothers started their journey by opening its first fast food restaurant at San Bernardino. In 1953, McDonald's launched its first franchised restaurant in Phoenix. Two years later, entrepreneur Ray Kroc joined the business as a franchise agent; he eventually acquired the company from the McDonald brothers and led its expansion across the globe. McDonald's mission is to "*make delicious feel-good moments easy for everyone*". Company runs approximately 40,031 stores independently worldwide.

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## **II. Global presence of McDonalds**

Since 1973, McDonald's Corporation started scattering locally in entire United States and gained brand recognition. It became well-known quickly for its tasty hamburgers and friendly service. As per the opening strategy of company, it started marketing for the upper- middle class for the countries like India, China, US etc. China was the first international country in which McDonalds opened its first fast food restaurant. With the global phenomenon, McDonald's was able to follow the most excellent marketing strategy, i.e customizing food, with which company was able to target the different class of people, regions and nation. Company works on various parameters namely social, cultural, technological, political, and economic dimensions before opening location-based restaurants. McDonald's best expansion rule is to concentrate on the local market keeping in view the global environment. This has led the company to gain financial success in every regional restaurant. McDonald's is able to earn high profit from Indian market regardless of hard government policies and regulations. This Indian government nature is so that it can protect its local business and jobs for their citizens. McDonald's has penetrated in India since 1996 by opening its first restaurant in New Delhi. After that 60 more McDonald's restaurants have been opened. McDonalds work on the most consecutive strategies prior to opening up its stores is research and development of its foods. There is significant variation in consumer tastes and preferences across global markets; therefore, the company carefully studies local preferences to ensure its offerings align with cultural norms and sensitivities. For instance, in India, beef consumption is widely avoided due to religious beliefs. In 2022, McDonald's generated total revenue of 23.18 billion U.S. dollars.

## **III. Research Objectives**

1. Evaluate McDonald's market position and trends in the Indian fast-food industry.
2. Apply Neil Borden's marketing mix framework to analyze the competitive environment for McDonald's in both global and Indian contexts.
3. Perform a SWOT technique to understand McDonald's strengths, weaknesses, opportunities, and threats in global and Indian markets.
4. Evaluate McDonald's product and service offerings, market share, and competitive landscape globally.
5. Carry out a CSR model to examine McDonald's operations globally.

## **IV. Review of Literature**

The fast-food sector has experienced remarkable growth and transformation, with McDonald's emerging as a dominant force in the industry. The company's expansion across international markets has significantly influenced contemporary food service practices and consumer preferences. Watson (2006) discusses the historical development of McDonald's, highlighting its progression from a local

restaurant into a globally recognized brand and examining the factors that contributed to its worldwide success. In a similar vein, Love (2008) explores the company's impact on eating patterns across different countries and analyzes how it modifies its products and operations to suit local cultural and market requirements. Together, these studies offer valuable insights into McDonald's global growth strategy and provide a useful framework for understanding its operations and adaptation within the Indian market.

Pradhan (2018) discusses the unique characteristics of the Indian market, focusing on factors such as varied food preferences, cultural considerations, and the increasing awareness of health and nutrition among consumers. The study provides important insights into the challenges and opportunities faced by McDonald's while tailoring its products and services to local needs. Building on this perspective, Pai (2021) investigates the company's approach to localization in India, highlighting menu modifications and promotional strategies developed to align with Indian tastes, traditions, and consumer expectations.

More recently, Fatyandri (2023) examined changing consumer preferences toward healthier food choices and assessed their implications for McDonald's conventional product offerings. Similarly, Liu (2023) explored the potential for the company to strengthen its market position through menu diversification and the adoption of technological innovations aimed at enhancing customer interaction and overall service experience. Together, these studies demonstrate how McDonald's continues to adapt its strategies in response to evolving consumer demands and market trends.

Thompson (2017) identifies several challenges confronting McDonald's, including increasing competition within the fast-food industry and the impact of evolving regulatory policies on business operations. The study highlights the need for the company to continuously adapt its strategies to maintain its competitive position in the global market.

Focusing on India, Subramanian (2023) evaluated McDonald's promotional and branding approaches, emphasizing how the company engages with Indian consumers through targeted marketing initiatives. Sahay and Banerjee (2021) explored the operational and market-related challenges faced by McDonald's in India, including changing consumer preferences and competitive pressures. Additionally, Pangarkar and Yadav (2021) examined the growing demand for healthier food options among Indian consumers and discussed how this trend influences McDonald's product development and menu planning. Collectively, these studies provide valuable insights into the opportunities and challenges shaping McDonald's performance in the Indian fast-food market.

## **V. Research Methodology**

This study adopts a comprehensive analytical approach to evaluate McDonald's performance and market positioning at both global and Indian levels over a ten-year period. Various strategic frameworks and analytical tools are employed to gain a deeper understanding of the company's business practices and competitive standing. The analysis incorporates Borden's Marketing Mix framework to assess key marketing strategies, while a SWOT analysis is utilized to identify the organization's strengths, weaknesses, opportunities, and threats.

The research further examines McDonald's market position by analyzing its product and service portfolio, market presence, competitive environment, and industry trends across global and Indian markets. A detailed review of existing literature was undertaken to understand the development of the fast-food industry, the expansion of McDonald's international operations, and its growth within the Indian context.

In addition, the study investigates the company's localization initiatives, adaptation strategies, and corporate social responsibility (CSR) practices to provide a comprehensive perspective on its operational and strategic activities. Through this multidimensional analysis, the research aims to offer meaningful insights into McDonald's business performance and its ability to respond to changing market dynamics.

## **VI. International Marketing Activities**

The marketing mix is a framework used by organizations to promote their brand image and products. It is built around four key elements, commonly known as the 4Ps: Product, Price, Place, and Promotion. McDonald's marketing mix incorporates a range of strategies designed to address the company's challenges within the global fast-food industry.

### **1. Product Strategy**

McDonald's goal was to launch a consistent choice of products tasting the same everywhere. Nevertheless, McDonald's has adapted regional preference guarantees success by giving uniformity, cost-effective and flexibility in its products. McDonald's work on the notion "think global, act local." McDonald's focuses on five primary food ingredients: beef, chicken, bread, potatoes, and milk. Their core menu items include burgers, sandwiches, fries, salads, and desserts, breakfast, snacks, and sides. Company also provides various breakfast and desserts and an extensive range of beverages in "McCafe" section.

Menus in McDonald's are changed on regular basis so that the varying demands, taste and trends can be fulfilled. Testing of the new product is done thoroughly before it is launched to the franchisee. Under its product strategy where beef is used in all hamburgers and other product in United States at

the same time beef is replaced with chicken and vegetables in India. To make children happy McDonalds have introduced “MCDONALDS!”.

## **2.Pricing Strategy**

McDonald’s fix prices of its products that suit all the range of classes of society i.e. middle and higher. McDonalds do not compromise with quality of the product and follow the following strategy while pricing: –

- Establishing a target price
- Assessing customer demand
- Estimating production and operational costs
- Analyzing competitors’ pricing, expenses, and promotions
- Selecting a pricing method
- Settling on a final price
- Bundle pricing strategy –
- Psychological pricing strategy

## **3.Place Strategy**

McDonald’s operates a mix structure of franchised and company-owned restaurants. Company have more than 37,000 restaurants in more than 100 counties. Customers can visit for either of the service that is dine or take away. Fun facilities for children are taken into special consideration. Using the digital platform customers can order food via website.in addition to this company amalgamated with different online food delivery services. At some outlets kiosks are also setup.

## **4. Promotion Strategy**

McDonald’s enhanced its marketing strategy as per diverse range of culture and nation. McDonald’s execute variety of marketing initiatives in different countries. Currently, McDonald’s partnered with the Korean boy band, BTS to launch a limited-time, month-long Meal campaign. Company use both traditional (televisions, radio channels and newspaper outlets) and modern marketing (online via social media on platforms such as Instagram, Facebook and Instagram) methods to advertise.

McDonalds work on promotional technique with the large sponsorship budget. McDonald’s brand recognition has grown through its sponsorships of major sporting events such as the 1998 FIFA World Cup, the Premier League, and the European Championships. McDonalds campaign “Raise your Arches” has gained 1 million views on Youtube.

## **5. Market Adaptations**

The adaptation strategy works very well for McDonald's. By using this approach, the fast-food chain is able to expand its reach across global markets, although it also leads to higher communication and production costs. In addition to its successful strategies, the company maintains a flexible marketing mix, allowing it to tailor elements such as distribution locations, promotional plans, and pricing to meet the specific requirements of local markets.

## **VII. How Mc Donald's Fares and Adapts in Other Countries**

Segmentation and experimentation/product testing are the marketing tactics which McDonalds adopt at the global platform.

- **In the United States**- McDonald's outlays highest budget there. As per the audience company does several new product samples and innovation in its home country. In United States McDonald's initiates about 250 ads annually.
- **In Japan**- Company follow altogether different ad campaigns. These ads are focused on adults and children with some features to the locale's culture.
- **In China** - With around 2700 outlets in china, it is considered to be the biggest market of McDonalds. Providing local taste and preference hit the local market. As per the local preference McDonald's uses meat from chicken thighs rather than meat from chicken breasts. Burger is a meal offered during Chinese New Year, which is served with curly fries and Chinese horoscope with the 12 animal signs.

## **VIII. Examples of Mc Donald's Adaptation through Collaboration and Innovation**

With extensive marketing research, company offers various means to engage and hold wide variety of culture and maintaining strong brand image. McDonald's Golden Arches logo can be effortlessly identifiable wherever you go. It's really worth praising how company is able to adapt to different cultures by maintaining quality. Here are some examples:

### **1. Germany**

Burger getting ready by mixing Nürnberger sausages with beef become a lovely meal for German's as they like meat. McDonald's restaurants in Germany serve beer as people in German loves beer with their food.

## **2.Indonesia**

Holding major Muslim population in Indonesia, McDonalds adapted fish by replacing pork. McDonald's outlets in Indonesia are Halal. By keeping in mind local preference McDonalds serves rice in place of bread, along with some spicy meal.

## **3.India**

India has a vast consumer market, and McDonald's has adapted its menu to suit local tastes and preferences. Beef products are replaced with chicken-based options, and the Maharaja Mac serves as the local alternative to the standard Big Mac. To meet the needs of vegetarian customers, McDonald's India offers items such as the Masala Grilled Veggie Burger, McAloo Tikki, and McVeggie. In 2013, the company opened its first fully vegetarian restaurant to better serve vegetarian consumers. Another distinctive item on the McDonald's India menu is the McCurry Pan, a baked dish filled with curried vegetables.

## **4.Morocco**

In Morocco, McDonald's offers pita bread sandwiches and incorporates traditional spices such as coriander and cumin into its menu. The company also provides a special menu during Ramadan, known as the meal to break the fast. This meal typically includes a Big Mac, milk, dates, and traditional Moroccan soup.

## **5.Japan**

Worldwide Japanese cuisine is entirely different. Earlier Japanese McDonalds retained U.S. menu, but with passage of time modified menu was launched to cater Japanese local market. The company added Green Tea ice cream, Rice Burger, Seaweed Shaker and Teriyaki Burger.

## **6.Switzerland**

The **McRaclette** is a menu item available exclusively at McDonald's outlets in Switzerland. It consists of a beef sandwich topped with raclette cheese, a special raclette sauce, onions, and gherkin pickles.

## **IX. Technological Considerations for McDonald's to operate in the competitive global market**

Information Technology is changing the scenario of the business world and in order to ensure the success of the business, digitalisation is necessary. McDonald's has implemented the following technological changes to operate in the competitive global market. They are as follows:-

**Mc Delivery-** McDonald's is one of the largest global providers of food delivery services. With more than two decades of experience in delivery, the company continues to enhance customer experiences by introducing new ways for customers to enjoy McDonald's food.

**Recyclable cups-** McDonald's collaborated with Starbucks and Closed Loop Partners in 2018 to develop a recyclable and compostable cup through the Next Gen Cup Consortium and Challenge. This new coffee cup is part of McDonald's broader commitment to packaging innovation and efforts to reduce waste.

**Self-service kiosk-** McDonald's leverages technology to provide personalized experiences for customers via self-service kiosks, allowing them to place orders and make payments without waiting in line, with the option to have their food delivered to their table by staff. Additionally, McDonald's innovation includes a mobile ordering and payment system, which was introduced in 20,000 restaurants in 2017, enabling faster service for in-restaurant customers.

## **X.SWOT ANALYSIS**

### **A. Global Perspective**

McDonald's SWOT analysis highlights its advantages, which include a powerful worldwide brand, an extensive distribution network, competitive pricing because of economies of scale (Chen et al., 2023; Xu, 2023), and successful marketing tactics. The shift toward healthier eating affects traditional menu options, prompting a strategic transition (Fatyandri, 2023). Opportunities exist for broadening the menu with healthier options and harnessing technology for consumer involvement and simplified operations (Liu, 2023). Effective marketing channel selection can greatly increase market reach and profitability, providing information on McDonald's distribution and supplier network optimization methods (Qadri, 2018). Threats include intense competition from fast food, fast-casual dining, and potential regulatory changes that impact operational costs (Fedorova et al., 2022; Zhu, 2023).

### **B. Indian Perspective**

The SWOT analysis of McDonald's in India reveals internal strengths and weaknesses as well as external opportunities and threats. A robust brand, a wide distribution network, and economies of scale for competitive pricing are among its advantages (Pradhan, 2018; Pai, 2021). McDonald's localization tactics in developing areas like India can learn a lot from addressing the difficulties of selling specialty products (Swami & Manjula Devi, 2013). Its market position is strengthened by effective marketing, which includes iconic branding and promotional efforts (Subramanian, 2023). Weaknesses include strong reliance on the Indian market and public health attitudes (Sahay & Banerjee, 2021). The

conventional menu is under pressure to change to healthier selection due to the trend toward better eating (Pangarkar & Yadav, 2021). Opportunities include menu expansion to plant-based and healthier meals and using technology to enhance customer engagement and streamline operations. Threats encompass intense competition from fast food, fast-casual dining, and potential regulatory changes that affect costs (Biswal et al., 2019; Biswal, 2023).

## **XI. Corporate Social Responsibility (CSR)**

### **McDonald's Supporting Local Communities**

McDonald's is working continuously in improving lives of children and their families via of Ronald McDonald House Charities (RMHC) and other organizations. They support the need of education and physical activities.

### **McDonald's Educating and Empowering Workers**

McDonald's Hamburger University, founded in 1961, provides training for McDonald's Franchisees, managers and employees

### **McDonald's and Gender Equality and Minorities**

As of the end of 2020, women held 37.4% of leadership roles globally, while individuals in historically underrepresented groups increased to 29.1% of leadership roles in the U.S. By the end of 2025, McDonald's expects to increase representation of historically underrepresented groups in leadership roles (Senior Director and above) located in the U.S. to 35%.

### **Waste Reduction and Recycling by McDonald's**

In 2020, around 80% of the packaging used in McDonald's restaurants was made from renewable, recycled, or certified materials.

### **Carbon Emissions by McDonald's**

The fast-food chain achieved a 5% reduction in absolute emissions from its restaurants and offices, progressing toward its 2030 target of a 36% decrease compared to 2015 levels.

## **XII. Recommendations for CSR**

McDonald's CSR activities are quite broad in perspective as it takes into consideration all the major stakeholders. However, the fast-food chain can improvise the activities that are community oriented. Besides, the educational programs, McDonald's can also support other important causes in the society. It should also try to give more preference to CSR activities that are investor oriented. These are the main areas in which an improvisation is required.

## **XIII. Findings**

McDonald's demonstrates considerable financial stability, supported by well-structured business strategies and efficient cash flow management. The application of Borden's Marketing Mix framework indicates that the company's strong brand equity, extensive global reach, and well-developed distribution network constitute significant competitive advantages. Despite these strengths, McDonald's faces challenges arising from increasing consumer awareness regarding health and nutrition, which has led to a growing preference for healthier food alternatives.

The analysis also identifies several opportunities for future growth, particularly through product diversification and the introduction of menu items that align with changing consumer preferences. Furthermore, the integration of advanced technologies offers potential for improving customer interaction, service efficiency, and overall consumer experience. The company has demonstrated the ability to withstand economic fluctuations by maintaining operational resilience and continuously investing in technological innovations to optimize business processes.

On a global scale, McDonald's has built a substantial market presence through a vast network of more than 40,000 restaurants. In India, the company has successfully adapted its product offerings to local cultural and dietary preferences by incorporating a wide range of vegetarian menu options. Additionally, McDonald's has strengthened its market reach through investments in digital platforms and strategic collaborations with food delivery service providers, enabling greater accessibility and convenience for consumers.

#### **XIV. Conclusion**

A strategic evaluation of McDonald's global market position highlights its strong brand reputation, extensive distribution network, and significant international presence as key competitive strengths. With more than 40,000 restaurants operating across over 100 countries, the company has established itself as a leading player in the global fast-food industry. Its ability to adapt products to local preferences, such as offering a wide range of vegetarian options in India, has contributed to its success in diverse markets.

However, McDonald's faces challenges arising from increasing health consciousness among consumers, intense competition, and evolving regulatory requirements. The company must also balance global standardization with local cultural and market expectations. At the same time, opportunities exist through menu innovation, healthier product offerings, digital transformation, and enhanced customer engagement.

To maintain its competitive position, McDonald's should continue investing in technology, sustainability initiatives, and corporate social responsibility (CSR) programs. In India, further menu localization, expansion of digital services, and the introduction of healthier food choices can support long-term growth and strengthen its market presence.

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## THE IMPACT OF ARTIFICIAL INTELLIGENCE IN BANKING SECTOR

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### Abstract

Artificial Intelligence (AI) is transforming the Indian banking sector by improving operational efficiency, enhancing customer experience, and strengthening financial security. The rapid adoption of AI-driven technologies has enabled banks to automate routine activities, reduce operational costs, and provide faster and more accurate services. This paper examines the growing role of AI in the Indian banking industry and highlights its major applications, including fraud detection, risk management, anti-money laundering (AML), customer service chatbots, and document digitalization and analysis. AI-based systems help banks identify suspicious transactions, assess financial risks effectively, and improve compliance with regulatory requirements. In addition, AI-powered chatbots and virtual assistants enhance customer interaction by offering instant and personalized support. The study also discusses the benefits and challenges associated with AI adoption, such as data privacy concerns, implementation costs, cybersecurity risks, and the need for skilled professionals. In today's highly competitive banking environment, the integration of AI has become essential for achieving innovation, efficiency, and sustainable growth. The paper aims to analyze the present scenario of AI implementation in the Indian banking sector and its impact on banking operations and customer services.

**Keywords:** Fraud detection, Risk management, Anti-money laundering (AML), Customer services Chatbots, Document digitalization and analysis

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### I. Introduction

The banking and financial services sector is experiencing a significant digital transformation driven by rapid data growth and the evolving expectations of technologically aware customers. This shift is pushing financial institutions to move beyond traditional practices toward more innovative, data-oriented approaches. A key driver of this change is Artificial Intelligence (AI), which has emerged as an essential component of modern banking strategies.

AI technologies, including machine learning and predictive analytics, are transforming the industry in several important ways. First, they enhance operational efficiency by automating routine and high-volume tasks such as compliance reporting, thereby reducing costs and improving speed. Second, AI improves customer experience through tools like chatbots and virtual assistants that offer continuous support and personalized financial guidance. Third, it strengthens risk management by enabling real-time data analysis, which helps in fraud detection, security enhancement, and more accurate credit assessment.

## **II. Literature Review**

Artificial Intelligence (AI) has become one of the most significant technological innovations influencing the modern banking industry. AI refers to the capability of machines and computer systems to perform tasks that normally require human intelligence, such as learning, reasoning, decision-making, and problem-solving. The integration of technologies such as machine learning, natural language processing, robotics, and big data analytics has enabled AI to transform banking operations by improving efficiency, accuracy, and customer satisfaction.

The concept of AI has evolved gradually over time. Early developments in the field began with the proposal of the Turing Test by Alan Turing in 1950, which aimed to evaluate machine intelligence. In 1956, the term “Artificial Intelligence” was formally introduced during the Dartmouth Conference, laying the foundation for AI research and development. Further advancements included the creation of ELIZA, one of the first chatbots developed in 1966, which demonstrated the potential of machine-based communication. In 1972, the expert system MYCIN showcased the application of AI in decision-making processes, particularly in the medical field. Later, in 1997, IBM’s Deep Blue defeated world chess champion Garry Kasparov, highlighting the growing computational power of AI systems. More recently, advanced conversational AI models such as ChatGPT have demonstrated the practical applications of AI across multiple industries, including banking and finance.

In the Indian context, the adoption of AI has increased significantly across both private and public sector banks. Financial institutions are leveraging AI for functions such as loan processing, fraud detection, regulatory compliance, and customer service enhancement. For example, banks utilize customer transaction data to deliver personalized financial recommendations. The growth of AI in Indian banking is being actively supported by the Reserve Bank of India (RBI), which promotes its use to strengthen credit evaluation systems and improve grievance redressal mechanisms.

Existing literature consistently emphasizes the multiple advantages of AI in banking. It contributes to cost reduction by automating repetitive tasks, enhances customer satisfaction through faster and more efficient services, and supports informed decision-making through predictive analytics. Additionally, AI plays a significant role in promoting financial inclusion by enabling banking

services in regional languages and through voice-based technologies, thereby expanding access to underserved populations.

### **III. Need of Study**

- The increasing adoption of Artificial Intelligence in banking creates a need to examine its influence on efficiency, competition, and service models in a structured manner.
- This study contributes to existing research by offering a comprehensive perspective on how banks can strategically implement AI while managing associated complexities.
- It evaluates major AI applications, including automated customer services, credit analysis, and security systems, to understand their practical relevance and performance.
- The research also focuses on key concerns such as data protection, ethical issues, and regulatory compliance, highlighting the importance of responsible AI usage.
- It provides insights into emerging trends, enabling financial institutions to plan for long-term growth and technological advancement.

### **IV. Objectives of Study**

The specific objectives of the research are to study the following aspects of AI in the banking sector:

- To examine the modern applications of Artificial Intelligence (AI) in the banking sector.
- To analyze the benefits and challenges associated with the adoption of AI in banking.
- To evaluate the impact of AI on social, economic, and technological factors within the banking industry.

### **V. Research Methodology**

This study adopts a descriptive and qualitative research design to examine the role and impact of Artificial Intelligence (AI) in the banking sector. The analysis relies on secondary data collected from various sources, including academic journals, previously published research studies, and official publications and notifications issued by banks.

### **VI. AI applications in Indian Banking Sector**

Artificial Intelligence (AI) is transforming the Indian banking sector by improving efficiency, security, and customer services. AI technologies such as machine learning, natural language processing, robotics, and deep learning help banks automate operations and provide better banking experiences. Major AI applications in Indian banking are as follows:

## **Chatbots**

AI-powered chatbots provide 24/7 customer support for services like balance inquiry, fund transfer, mini statements, and transaction details. They reduce workload on customer care services and improve customer satisfaction.

## **Smart Wallets**

AI-enabled mobile wallets support digital payments for utility bills, tickets, shopping, and other services. These wallets provide secure and personalized payment experiences while helping detect fraudulent transactions.

## **Robo-Advisory Services**

Robo-advisors use AI to analyze customer financial data and provide automated investment and financial advice based on customer goals and risk preferences.

## **Cyber Security**

AI strengthens banking security by detecting fraud, monitoring suspicious activities, and preventing cyber threats. It helps banks protect customer data and reduce risks of hacking and data theft.

Overall, AI is playing an important role in making banking services faster, safer, and more customer-friendly in India.

## **Credit scoring**

This is AI instrument helpful for alternative lenders to figure out the creditworthiness of clients. It opens up new lending opportunities for businesses.

## **VII. Benefits of AI in Banking**

- **Greater Efficiency and Cost Savings:** AI streamlines routine activities such as transaction handling and account maintenance, reducing errors, speeding up processes, and lowering operational expenses.
- **Stronger Risk Management:** By analyzing large volumes of data, AI enables more precise risk evaluation, improves fraud prevention, and supports better investment decisions.
- **Better Customer Experience:** AI-based tools like chatbots deliver quick and personalized assistance, addressing queries efficiently and enhancing customer satisfaction and loyalty.

- **Effective Compliance Management:** AI simplifies regulatory monitoring by automating compliance checks, saving time, reducing costs, and minimizing the risk of penalties.
- **24/7 Customer Support:** AI-powered chatbots and virtual assistants provide round-the-clock service with instant and customized responses.
- **Higher Operational Productivity:** Automation of repetitive back-office functions such as data entry, document verification, and compliance tracking reduces workload and costs.
- **Improved Credit Scoring and Risk Assessment:** AI evaluates diverse data sources to assess creditworthiness more accurately, leading to better lending decisions.
- **Customized Financial Services:** AI studies customer behavior to offer personalized financial products and tailored recommendations.
- **Faster Decision-Making:** AI accelerates processes like loan and mortgage approvals, minimizing manual effort and reducing processing time.

### VIII. Challenges of AI Implementation

- **Ethical and Legal Issues:** AI adoption raises concerns such as data privacy (handling personal information without proper consent), security vulnerabilities, lack of transparency in decision-making, and algorithmic bias that may result in unfair or discriminatory outcomes.
- **Operational Difficulties:** Integrating AI into existing legacy systems is a major challenge for banks due to outdated infrastructure.
- **Financial and Regulatory Concerns:** Regulatory bodies like the Reserve Bank of India (RBI) have pointed out risks to financial stability from increased AI usage. High implementation costs and limited skilled workforce further complicate adoption, particularly for smaller banks.
- **Data Security and Privacy Risks:** Since banks manage highly sensitive data, they are attractive targets for cyberattacks, making data protection during AI deployment a critical issue.
- **Regulatory Compliance Complexity:** Banks must ensure that AI systems adhere to strict and continuously evolving regulations, which can be difficult to manage.

- **Integration with Legacy Systems:** The presence of outdated technologies in many banks makes the adoption of modern AI solutions complex and time-consuming.
- **Data Quality and Availability Issues:** AI systems require large amounts of accurate and structured data; poor-quality or fragmented data can reduce effectiveness.
- **Shortage of Skilled Professionals:** There is a growing demand for AI specialists and data scientists, resulting in a talent gap within the banking industry.
- **High Costs and Time Requirements:** Implementing AI involves significant investment in technology and expertise, and achieving measurable returns may take time.
- **Resistance to Change:** Employees may be hesitant to adopt AI due to fear of job loss or discomfort with new technologies, making change management a challenge.

## **IX. AI's Broader Impact**

Artificial Intelligence not only enhances banking operations but also contributes significantly to broader social and economic progress. It supports financial inclusion by enabling banks to use alternative data sources for credit assessment, thereby extending financial services to underserved and previously excluded populations.

AI also encourages innovation and technological advancement, improving digital literacy within the banking sector and the wider economy. As banking continues to evolve, greater reliance on data-driven platforms will allow institutions to offer highly personalized and relationship-focused services on a large scale.

To fully leverage these benefits, banks must overcome internal data silos and effectively combine AI capabilities with human judgment. This balanced integration will help address complex customer needs more efficiently. Overall, AI's influence spans social, economic, and technological dimensions, making it a key driver of transformation beyond just a technological upgrade.

## **X. Future Scope of AI in Banking Sector**

Artificial Intelligence is expected to play a growing role in shaping the future of the banking industry. Its continued advancement will drive innovation, efficiency, and expansion within the sector. The future of banking will increasingly depend on digital platforms that emphasize effective data utilization to deliver highly personalized and relationship-oriented services on a large scale.

To achieve this, banks must focus on eliminating data silos and ensuring seamless data integration across systems. Additionally, a balanced combination of AI technologies and human expertise will be essential to better understand and meet complex customer needs.

## **XI. Findings**

- **Level of AI Adoption:** Banks in India are increasingly integrating Artificial Intelligence across front-end, middle, and back-end operations, and its adoption is expected to grow further in the coming years.
- **Efficiency and Cost Benefits:** AI enhances operational performance by saving time, improving accuracy, and reducing costs through automation of routine tasks such as data entry, compliance checks, and customer service processes.
- **Customer Service Enhancement:** AI-driven tools like chatbots and virtual assistants provide continuous, real-time support, efficiently handling routine queries and improving overall service quality.
- **Risk Management and Security:** AI plays a vital role in detecting fraud by analyzing large volumes of transaction data in real time, identifying unusual patterns more effectively than traditional systems, and strengthening cybersecurity measures.
- **Credit Evaluation and Lending:** AI improves lending decisions by analyzing diverse data sources, including behavioral and unstructured data, resulting in faster and more accurate credit assessments.

## **XII. Implementation Challenges:**

Despite its advantages, AI adoption presents several obstacles:

**Data Privacy and Security:** Ensuring the protection of sensitive customer information and compliance with regulatory standards remains a major concern.

**Skill Gap:** There is a shortage of trained professionals with expertise in AI technologies to effectively manage and monitor these systems.

**Lack of Explainability:** The complexity of certain AI models makes their decision-making processes difficult to interpret, which can affect trust and regulatory acceptance.

### XIII. Conclusion

- Artificial Intelligence (AI) is transforming the Indian banking sector by improving efficiency, customer service, fraud detection, and risk management. AI applications such as chatbots, robo-advisors, and cybersecurity systems help banks provide faster, safer, and more accurate services.
- However, challenges such as data privacy, cybersecurity risks, and shortage of skilled professionals remain important concerns. Therefore, banks must ensure the ethical and secure use of AI technologies. Overall, effective adoption of AI will help banks achieve innovation, better performance, and sustainable growth in the future.

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