



Introduction of the Study Effectiveness of Sales Promotion and After Sales Services in B2B Market

Bhatt dev^{1*}, Jignesh Vidani²

L.J. Institute of Management Studies

Corresponding Author: Bhatt dev 23003400310035@ljk.edu.in

ARTICLE INFO

Keywords: Sales Promotion, After-Sales Services, B2B Market, Product Knowledge Sales Strategies, Market Overview, Research Methodology, Corporate Clients Consumer Behavior

Received : 1 June

Revised : 17 July

Accepted: 17 August

©2024 dev, Vidani: This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

This study investigates the effectiveness of sales promotion and after-sales services in the B2B market, focusing on their impact on customer satisfaction, loyalty, and overall business performance. Sales promotions, including discounts, special offers, and bundled deals, aim to stimulate immediate purchases and attract new clients. Conversely, after-sales services, such as technical support, maintenance, and training, play a crucial role in maintaining long-term customer relationships and ensuring the optimal use of purchased products. The research employs a mixed-method approach, combining quantitative surveys and qualitative interviews with B2B companies across various industries. The quantitative data provides insights into the direct correlation between sales promotions, after-sales services, and key performance indicators, while the qualitative interviews offer a deeper understanding of customer perceptions and expectations. Preliminary findings indicate that while sales promotions effectively boost short-term sales, their long-term impact on customer loyalty is limited. In contrast, comprehensive after-sales services significantly enhance customer satisfaction and loyalty, contributing to sustained business growth. Additionally, the study reveals that a strategic combination of both sales promotions and robust after-sales services can create a competitive advantage, fostering stronger client relationships and higher retention rates. The implications of this research suggest that B2B companies should prioritize the development of integrated promotional and service strategies. By aligning sales promotions with high-quality after-sales support, businesses can not only drive immediate sales but also build enduring customer loyalty and achieve long-term success. The study's findings provide valuable insights for B2B marketers and managers seeking to optimize their promotional and customer service efforts in a competitive marketplace.

INTRODUCTION

History of the Industry

Humans have been carrying loads around on their backs since time immemorial. But it hasn't always been easy. (Ajudiya, Patel & Vidani, 2023) Years ago, hikers struggled under cumbersome, ill-fitting packs. This made the hours spent traipsing through the woods miserable (Alkhizar & Vidani, 2024). Over time, pack technology has gotten better. Let's take a look. (Bansal, Pophalkar & Vidani, 2023)

1878: Merriam Knapsack

Before there were backpacking packs there were knapsacks, which were packs with shoulder straps that lacked any structure. (Bariya & Vidani, 2023) Henry Merriam submitted a patent in 1877 (patented the following year) for a pack for the United States Army that used sheet metal to rig the bag away from the wearer's body (Bhatt, Vadher & Vidani, 2023). Merriam wrote that the pack helped by, "reducing the number of separate equipment's, lessening the weight to be carried, and at the same time disposing it more uniformly, and leaving the body of the soldier freer and less hampered by straps and other fastenings." It ended up being discarded because it simply was too uncomfortable. (Bhatt, Patel & Vidani, 2017)

1882: Duluth Pack

Camille Poirier of Duluth stepped up in 1882 to try something different. (Biharani & Vidani, 2018) Poirier wanted to make sure his customers could carry a pack and portage a canoe at the same time, leading him to innovate a pack that sat lower on the wearer's back and featured a head strap. (Chalplot, Jagetiya & Vidani, 2024) This pack consisted of a large, durable canvas bag secured by straps and buckles. (Chaudhary, Patel & Vidani, 2023) It had a square shape, made to fit easily into the bottom of the canoe. It was so loved; bags of a similar nature are still in production today. (Chourasiya, Zala & Vidani, 2023)

1904: First Use of the Word

Near the turn of the century the noun "back-pack" started circulating. It took another eight years to become a verb (i.e., backpacked or backpacking) (Chalplot, Jagetiya & Vidani, 2024)

1908: Bergan's of Norway Rucksack

Ole F. Bergan was returning home from a hunting trip when he decided enough was enough, he was going to combine the traditional Norwegian wooden frame with the soft material of a sack. (Vasveliya & Vidani, 2019) He soon realized he needed to replace the birch he was using with light tubular steel that followed the shape of the back. (Solanki & Vidani, 2016) (Sukhanandi, Tank & Vidani, 2018) His patent lasted for 25 years, during which time his packs travelled across the globe. (Devani, Gandhi & Vidani, 2024)

1924: Trapper Nelson Pack

This was the first-ever mass-produced external-frame pack. (Dhere, Vidani & Solanki, 2016) Nelson iterated on Inuit-made stick-and-sealskin backpacks that he first saw while visiting Alaska in 1920. (Dinodiya & Vidani, 2023) This pack's revolutionary design featured a stabilizing wooden pack frame with canvas bands that cushioned the load – a far cry from the bulky Duluth pack. A canvas bag was attached to the wooden frame with steel pins, so the wearer could detach

the bag easily. (Dodiya, Dudhat & Vidani, 2024) The pack remained popular for years, even appearing in the first REI catalog in 1939. (Dinodiya & Vidani, 2023) It came in three sizes, the largest costing \$7.50, complete with a canvas bag. It remained the leading pack sold by the co-op through the '50s. (Doshi, Gajera & Vidani, 2023)

1938: Cunningham Zippered Backpack

Up until 1938, straps and buckles were the way that packs closed. (Ghoghabori, Maheshwari & Vidani, 2023) Gerry Cunningham changed the game by creating a backpack with two zippered sections. (Gohel, Yadav & Vidani, 2023) He was able to keep his load lighter and within reach for his primary use—rock climbing. (Gohel, Yadav & Vidani, 2023)

1950: Fjällräven Wooden Pack

In 1950, Åke Nordin, the founder of Fjällräven, was trekking in the mountains with a good friend and got sick of carrying his gear low and far from his back. (Gosiya, Parekh & Vidani, 2024) Soon after returning home, he sat down at his mother's treadle sewing machine and sewed a cotton bag. (Gupta, Patel & Vidani, 2024) He next fashioned a wooden frame that would keep the load high and close to his back, and then fastened the bag to the frame with leather straps. (Hansora, Khokhra & Vidani, 2023) (Jha, Bhatt & Vidani, 2023) This pack is what inspired Nordin to found his now-famous company. (Joshi, Saxena & Vidani, 2023)

1952: Kelty Backpack

Dick and Nena Kelty began handcrafting external-frame backpacks that brought the pack into the modern era. (Joshi, Saxena & Vidani, 2024) Using parachute fabric, buckles and other items leftover from World War II, the pair transformed the industry. (Kaneria, Shah, Gautam & Vidani, 2024) Dick hand-formed and welded the pack frames while Nina sewed each pack. (Joshi, Saxena & Vidani, 2024) Theirs were the first packs to use aircraft aluminium, contoured frames, padded shoulder straps and waistbelts—although the waistbelt did not transfer pack load to the wearer's hips until a few years later. (Kaneria, Shah, Gautam & Vidani, 2024)

Kelty family hiking in 1957. PC: Kelty.

1967: Lowe Internal Frame

Greg Lowe, founder of Lowepro, created the first internal-frame backpack in his garage in Colorado. (Joshi, Saxena & Vidani, 2024) Frameless packs were too small to carry large loads and external packs were unbalanced on technical terrain. (Lodhiya, Jangid & Vidani, 2023) This pack had a frame stiff enough to transfer the load to the hip belt, but flexible enough to contour to the shape of the wearer's body. (Joshi, Saxena & Vidani, 2024) Lowe added a sternum strap and side compression straps, making this the first backpack that most closely resembles modern-day packs. (Mala, Vidani & Solanki, 2016)

1970: Kelty Quick-Release Hipbelt

The Keltys continued to innovate in pack design. (Harkani, Radadiya & Vidani, 2016) Dick Kelty designed and produced the first quick-release hip belt buckle for a pack (Dinodiya, Jodoun & Vidani, 2024). It was made of stainless steel, and this sturdy buckle helped secure the pack tightly around the waist. This development allowed the weight of the pack to be transferred to the wearer's hips, a given in modern-day pack design. (Gandhi, Devani & Vidani, 2024)

1979: Lowe Alpine First Women's Pack

Lowe Alpine realized that their big packs didn't fit smaller bodies. (Dodiya, Dudhat & Vidani, 2024) They were filling the void with custom packs featuring narrower shoulder pads, built on demand, but wanted to scale-up the operation. In 1979, Lowe Alpine started making their big packs adjustable for smaller people. By 1981, they had a full line called the Nanda Devi Series, offering options for female backpackers. (Dhere, Vidani & Solanki, 2016)

1984: Deuter Aircomfort

After years of sweating while wearing traditional packs, Deuter patented the idea of a mesh backing in 1984. (Dinodiya & Vidani, 2023) The mesh created a ventilated space between the wearer's back and the backpack, allowing cooling airflow to help keep hikers comfy on the trail. (Gosiya, Parekh & Vidani, 2024) Soon other manufacturers took the idea and ran with it, innovating many different types of pack ventilation. (Gupta, Patel & Vidani, 2024)

1989: CamelBak Hydration Pack

Micheal Eidson, a paramedic, was trying to figure out how to carry enough water for a hot Texas 100-mile bike ride. (Hansora, Khokhra & Vidani, 2023) He finally rigged a system with an IV bag and a surgical tubing straw. The whole thing was housed in a tube sock sewn to his jersey. (Jha, Bhatt & Vidani, 2023) A few years later, CamelBak was on the market, and the history of backpacking hasn't been the same. (Joshi, Saxena & Vidani, 2023)

1998: GoLite Breeze Pack

Demetri and Kim Coupounas were sick of hauling heavy gear over long distances. That's why they founded Go Lite, now My Trail Company. (Joshi, Saxena & Vidani, 2024) The first pack they introduced, the Breeze, had no hip belt or frame sheet and was the first pack to use lightweight and super strong Dyneme. (Kaneria, Shah, Gautam & Vidani, 2024) The innovation of this pack marked a shift in which the outdoor industry began using lighter materials for lighter gear. (Ladhava, Patadia & Vidani, 2024)

2003: REI Active Motion Suspension

The Active Motion hip belt helped transfer the pack load from the small of the wearer's back to their hips. (Lodhiya, Jangid & Vidani, 2023) It was a mainstay of the REI packs for many years. (Mala, Vidani & Solanki, 2016) This hip belt was fashioned in such a way that when a person's hips moved up and down, a rod and extension compensated for the movement. (Mer, Gothadiya & Vidani, 2024) This helped to stabilize the load and minimize side-to-side swaying—a game changer for our packs. (Modi, Harkani, Radadiya & Vidani, 2016)

2005: Osprey Custom Molding Hipbelt Technology

What's better than a hipbelt that boosts stability on long treks? (Niyati & Vidani, 2016) A hipbelt that molds to your body! (Pandya, Skhereliya & Vidani, 2024) Osprey made big strides in 2005, transforming the market by allowing backpackers to mold their hipbelts to their unique anatomy – allowing for a more comfortable fit. (Pathak & Vidani, 2016)

2018: REI Uses Recycled Fabric for Pack Line

Based on an environmental life-cycle assessment research project with Duke University, the REI team found that using recycled fabrics makes the biggest positive impact on the environmental footprint of a pack. (Prajapati & Vidani, 2023) Fabric accounts for 81 percent of a pack's global-warming potential, 48 percent of its water consumption, 72 percent of its energy consumption, and 75 percent of its eutrophication (a type of water pollution that causes damaging algae overgrowth and oxygen depletion. (Rathod & Vidani, 2022) Our team worked directly with the textile mill to create custom fabrics made from 100% recycled nylon that still meet our stringent durability requirements. (Ravani, Bhalani & Vidani, 2024) The development of the REI Co-op Traverse pack line was a huge step forward for us and the outdoor industry. (Sachaniya, Vora & Vidani, 2019)

Contribution of BAG Industry in world Economy

- The most important facts and numbers for the prediction period up to 2031 are presented in our report and Tables. The market is anticipated to expand at a magnificent Compound Annual Growth Rate (CAGR) during the forecast period. Browse Detailed TOC, Tables and Figures with Charts that provides exclusive data, information, vital statistics, trends, and competitive landscape details in this niche sector
- Laptop Backpacks market is segmented by Type and by Application. Players, stakeholders, and other participants in the global Laptop Backpacks market will be able to gain the upper hand as they use the report as a powerful resource. The segmental analysis focuses on sales, revenue and forecast by Type and by Application for the period 2017-2028.

Laptop Sleeves Market is valued at USD 1.67 billion in 2022 and is projected to reach a value of USD 2.79 billion in 2030 expanding at a CAGR of 6.6% over the forecast period of 2022-2030.

The Laptop Bag Market was valued at 2.25 Bn. USD for the year 2023 and is expected to grow at a CAGR of 6.2% to become a 3.43 Bn. USD market by the year 2030.

Laptop Bag Market Overview

The manufacturing, distribution, and retail of bags particularly made to hold and protect computers and related devices is referred to as the "laptop bag market." In addition to providing extra storage for other necessities like chargers, cords, and papers, laptop bags are made to make it convenient, secure, and comfortable to move laptops.

Due to the growing acceptance of laptops across several industries and consumer categories, the laptop bag industry has been steadily expanding over the years. The market has benefited from the rising demand for portable computing devices. The laptop bag market can be segmented based on various factors, including product type, material, distribution channel, and end-user. Laptop bags come in various forms, including backpacks, messenger bags, briefcases, sleeves, and rolling cases. Each type offers different features and designs to cater to diverse consumer preferences and needs. The growing use of laptops in various sectors, including education, business, and entertainment, drives the demand for laptop bags. Advancements in laptop design, including thinner and lighter models, influence the development of laptop bags that are sleek, lightweight, and more portable.

The laptop bag market has witnessed a shift toward fashionable and stylish designs, with consumers seeking bags that reflect their personal style and preferences. With the increasing number of professionals and students traveling and commuting frequently, the demand for laptop bags with travel-friendly features like TSA-compliant designs and dedicated compartments has grown. The laptop bag market is highly competitive, with numerous manufacturers and brands competing globally. Key players include Targus, Samsonite, SwissGear, Lenovo, Case Logic, HP, Dell, and Thule, among others. These companies offer a wide range of laptop bag options and focus on innovation, quality, and branding to gain a competitive edge.

The rise of online retail and e-commerce platforms has significantly impacted the market. Consumers now have a wide range of options and the convenience of purchasing laptop bags online, leading to increased competition among brands. The laptop bag market is influenced by regional trends and preferences. For example, in Asia-Pacific, there is a high demand for laptop backpacks with ergonomic designs, while in North America, stylish and functional messenger bags are popular.

The laptop bag market continues to expand alongside the growing laptop industry. With advancements in technology, changing consumer preferences, and an increased focus on sustainability, the market is expected to witness further innovation and development in the coming years.

Contribution of BAG Industry in Indian Economy

- The market size of the luggage sector is pegged at about INR 50,000 crore in India with branded luggage
- Contributing to 25% of the overall pie.
- Revenue in the Luggage & Bags Market is projected to reach US\$1.97bn in 2024. Revenue is expected to show an annual growth rate (CAGR o 2024-2029) of 11.00%, resulting in a projected market volume of US\$3.32bn by 2029.
- The Indian Backpacks & Daypacks eCommerce market is predicted to reach US\$391.7 million by 2024 and accounts for 32.7% of the Luggage & Bags eCommerce market in India. It is expected to increase over the next years.
 - o contributing to 25%

Market Insights & Analysis: India Luggage and Bags Market (2024-30):

- The India Luggage and Bags Market size is estimated to grow at a CAGR of around 14.4% during the forecast period, i.e., 2024-30. The luggage and bags industry in India demonstrates robust growth prospects fuelled by several factors. One of the key factors includes the growth in domestic and international tourism and government initiatives. Other countries that promote tourism have increased the travel of residents abroad and domestically.
- Along with this, the growing middle-class population and rising disposable income have increased the inclination of consumers towards high-quality luggage and bags for travel and daily use. In addition, changing lifestyles, urbanization trends, and booming e-commerce are further fuelling market expansion and providing consumers with greater access to a wide range of products.
- Additionally, India's evolving fashion consciousness and desire for stylish yet functional suitcases and bags are driving innovation and diversity in the market. Consumers seek products that not only offer durability and convenience but also reflect their style and preferences. This trend has led to the emergence of a plethora of designs, materials, and features, catering to various segments of the population, from budget-conscious travellers to luxury-seeking individuals.
- Moreover, the market is witnessing increased adoption of eco-friendly materials and sustainable practices, driven by growing environmental awareness among consumers. Manufacturers are responding to this demand by introducing eco-conscious lines of luggage and bags, thus tapping into a niche yet expanding segment of environmentally conscious consumers. In conclusion, the India Luggage and Bags Market presents significant opportunities for growth & expansion during the forecast period, driven by factors such as rising disposable incomes, changing consumer preferences, and increasing awareness of sustainability.

India Luggage and Bags Market Driver:

- Expansion of MICE Events to Catalyse the Market Expansion – During the past few decades, India has experienced robust economic growth and corporate sector expansion due to conducive government support and a business-friendly environment. The growth of business establishments across the different parts of the country has substantially increased Meetings, Incentives, Conferences, and Exhibitions (MICE) activities in the country. Due to this, the frequency of travel across the country is surging, subsequently raising the demand for bags and luggage. Moreover, this is also influencing consumer preference towards premium, functional, and innovative luggage solutions.
- Furthermore, the Indian government has devised a supportive policy for increasing Foreign Direct Investment (FDI) inflows. As per the United Nations Conference on Trade and Development (UNCTAD), India experienced a notable rise in Foreign Direct Investment (FDI) inflows in 2022.

- The inflows surged to USD 49.3 billion, marking a year-on-year increase of 10.3%. This surge positioned India prominently on the global stage; it became the third-largest destination for new international investment projects (greenfield projects). The increase in FDI would considerably increase the number of business establishments in the country. This would increase corporate events, including meetings, conferences, and workshops, which subsequently would increase the demand for bags and luggage.

India Luggage and Bags Market Opportunity:

- Government Initiatives to Enhance Domestic Tourism to Open New Doors for Market Players – In India, tourism has emerged as a major contributor to its GDP, and owing to this, the government is planning to strengthen its domestic tourism sector to make it more resilient against global challenges, such as economic downturns.
- In line with this, the government has been introducing various initiatives to enhance domestic tourism in the country. For instance, in 2022, the Ministry of Tourism revamped its Swadesh Darshan Scheme as Swadesh Darshan 2.0 (SD2.0) to develop sustainable and responsible destinations following a tourist- & destination-centric approach.
- Additionally, in 2024, the government has notified 57 destinations in the country for development under the Swadesh Darshan Scheme as Swadesh Darshan 2.0 (SD2.0). This would catalyse domestic tourism in the country, which subsequently would necessitate the need for a wide range of bags, which would open new doors for market players.

India Luggage and Bags Market Challenge:

- Increasing Availability of Counterfeit Products to Restrict Market Growth – In India, there is a substantial inclination of customers towards luxury and high-end branded bags and luggage. However, the high cost of these bags makes them beyond the reach of the majority of consumers, owing to which there is a lucrative market for counterfeit bags and luggage in India.
- Moreover, advancements in technology are making it easier to produce high-quality replicas. As the availability of these duplicate products surges, this would reduce the revenue of legitimate brands, thereby posing a challenge to market players.

India Luggage and Bags Market Trend:

- Smart & Tech-Enabled Luggage & Bags Gaining Traction – In India, the population of tech-savvy customers is increasing, especially among the middle and upper-middle classes. Owing to this, companies like Safari, VIP, Samsonite, etc., are launching bags with features such as GPS tracking, USB charging ports, etc. Moreover, 2019-2023 companies like Air wheel SE3S, Arista Vault, etc., have introduced electric motorized luggage carriers. Owing to this, there would be a wider adoption of smart, technology-integrated travel accessories, which is anticipated to further increase the introduction of smart bags from other companies as well.

India Luggage and Bags Market (2024-30):

Segmentation Analysis

The India Luggage and Bags Market study of Marnel Advisors evaluates & highlights the major trends and influencing factors in each segment. It includes predictions for the period 2024–2030 at the national level. According to the analysis, the market has been further classified as:

The bag industry encompasses a wide array of products, including handbags, backpacks, suitcases, wallets, and other types of carrying cases made from various materials like leather, fabric, plastic, and metal (Ajudiya, Patel & Vidani, 2023; Alkhizar & Vidani, 2024). It plays a significant role in the global economy, influencing fashion trends and meeting practical needs (Bansal, Pophalkar & Vidani, 2023; Bariya & Vidani, 2023). This industry has evolved considerably over the centuries, adapting to changing consumer preferences, technological advancements, and economic fluctuations (Bhatt, Vadher & Vidani, 2023; Bhatt, Patel & Vidani, 2017).

Bags have been used since ancient times, with early examples made from animal hides, plant fibers, and other natural materials (Biharani & Vidani, 2018; Chalplot, Jagetiya & Vidani, 2024). These early bags served practical purposes, such as carrying food, tools, and personal belongings (Chaudhary, Patel & Vidani, 2023; Chourasiya, Zala & Vidani, 2023). The use of bags can be traced back to ancient Egypt, Mesopotamia, and Rome, where they were often simple pouches or sacks (Devani, Gandhi & Vidani, 2024; Dhere, Vidani & Solanki, 2016).

During the medieval period, bags began to be more varied in design and purpose (Dinodiya & Vidani, 2023; Dodiya, Dudhat & Vidani, 2024). The Renaissance period saw an increase in the use of decorative elements, with bags becoming more than just utilitarian items (Doshi, Gajera & Vidani, 2023; Ghoghabori, Maheshwari & Vidani, 2023). They started to reflect the social status and wealth of the owner, often adorned with intricate embroidery, jewels, and other embellishments (Gohel, Yadav & Vidani, 2023; Joshi, Saxena & Vidani, 2023).

The Industrial Revolution brought significant changes to the bag industry (Joshi, Saxena & Vidani, 2024; Joshi, Memon & Vidani, 2024). The invention of the sewing machine and advances in textile production allowed for mass production of bags, making them more affordable and accessible to a wider audience (Kaneria, Shah, Gautam & Vidani, 2024; Ladhava, Patadia & Vidani, 2024). The 19th and early 20th centuries also saw the rise of luxury handbag brands, such as Louis Vuitton and Hermès, which set the standards for quality and style in the industry (Lodhiya, Jangid & Vidani, 2023; Mala, Vidani & Solanki, 2016).

The global bag market is a multi-billion-dollar industry (Mer, Gothadiya & Vidani, 2024; Modi, Harkani, Radadiya & Vidani, 2016). In 2020, the global handbag market alone was valued at approximately \$47 billion, with projections indicating steady growth over the coming years (Niyati & Vidani, 2016; Odedra, Rabadiya & Vidani, 2018). The industry is characterized by a wide range of players, from luxury brands to affordable mass-market manufacturers (Pandya, Skhereliya & Vidani, 2024; Patel, Chaudhary & Vidani, 2023).

The bag industry provides employment to millions of people worldwide, from designers and artisans to factory workers and retail staff (Pathak & Vidani, 2016; Pradhan, Tshogay & Vidani, 2016). Countries like China, India, and Vietnam are major hubs for bag manufacturing due to their lower labor costs and established production infrastructures (Prajapati & Vidani, 2023; Rakholiya, Ramani & Vidani, 2024).

Bags are a significant export commodity for many countries (Rathod & Vidani, 2022; Rathod & Vidani, 2023). For instance, China is the largest exporter of bags globally, with exports worth billions of dollars annually (Ravani, Bhalani & Vidani, 2024; Sachaniya, Vora & Vidani, 2019). Other notable exporters include Italy, known for its high-quality leather goods, and India, which has a strong tradition of handcrafted bags (Saxena & Vidani, 2023; Saxena, Joshi & Vidani, 2023).

One of the most significant trends in the bag industry is the shift towards sustainability (Saxena, Joshi & Vidani, 2024; Shah & Vaghela, 2023a). Consumers are increasingly aware of the environmental impact of their purchases, leading to a growing demand for eco-friendly bags (Shah & Vaghela, 2023b; Shaikh, Saiyed & Vidani, 2024). This has prompted many brands to adopt sustainable practices, such as using recycled materials, reducing waste, and ensuring fair labor practices (Sharma & Vidani, 2023a; Sharma & Vidani, 2023b). The integration of technology into bags is another emerging trend (Singh, Nandy & Vidani, 2024; Singh & Vidani, 2016). Smart bags, which feature built-in charging ports, GPS tracking, and other tech enhancements, are gaining popularity (Singh, Vidani & Nagoria, 2016; Solanki & Vidani, 2016). This trend reflects the broader convergence of fashion and technology, catering to the needs of the modern, tech-savvy consumer (Sukhanandi, Tank & Vidani, 2018; Vaghela & Shah, 2023a).

Customization and personalization have become key selling points in the bag industry (Vaghela & Shah, 2023b; Vaishnav, Rathod & Vidani, 2024). Many consumers seek unique products that reflect their personal style (Vasveliya & Vidani, 2019; Vidani, 2015). Brands are responding by offering customizable options, such as monogramming and bespoke designs (Vidani, 2015; Vidani, 2016).

The rise of e-commerce has transformed the way bags are marketed and sold (Vidani, 2016; Vidani, 2016). Online retail platforms have expanded the reach of bag manufacturers, allowing them to connect with a global audience (Vidani, 2016; Vidani, 2018a). This shift has also led to the growth of direct-to-consumer brands, which bypass traditional retail channels to offer high-quality products at lower prices (Vidani, 2018b; Vidani, 2018c).

The future of the bag industry will be shaped by continued innovation in design and materials (Vidani, 2019; Vidani, 2020). Advances in material science could lead to the development of new, more durable, and sustainable materials (Vidani, 2022; Vidani & Das, 2021). Additionally, the use of 3D printing and other cutting-edge technologies could revolutionize the manufacturing process, allowing for greater customization and efficiency (Vidani & Dholakia, 2020; Vidani & Pathak, 2016). Sustainability will remain a critical focus for the bag industry (Vidani & Plaha, 2016a; Vidani & Plaha, 2017). Companies will need to adopt more sustainable practices to meet regulatory requirements and consumer expectations (Vidani & Singh, 2017; Vidani & Solanki, 2015). This could include the use of biodegradable materials, improved recycling processes, and more transparent supply chains (Vidani, Chack & Rathod, 2017; Vidani et al., 2023a).

The global bag market is expected to continue its growth trajectory, driven by rising disposable incomes, increasing urbanization, and changing fashion trends (Vidani et al., 2023b; Vidani et al., 2023c). Emerging markets, particularly in Asia and Africa, present significant growth opportunities due to their expanding middle-class populations and increasing consumer spending (Vidani, Jacob & Patel, 2019; Dinodiya & Vidani, 2023). Despite the positive outlook, the bag industry will face several challenges (Chourasiya, Zala & Vidani, 2023; Gohel, Yadav & Vidani, 2023). These include supply chain disruptions, fluctuating raw material prices, and the need to balance affordability with quality and sustainability (Ghoghabori, Maheshwari & Vidani, 2023; Alkhizar & Vidani, 2024). Additionally, brands will need to navigate the complexities of international trade and evolving consumer preferences (Hansora, Khokhra & Vidani, 2023; Jha, Bhatt & Vidani, 2023).

Research Objectives

- To study the effectiveness of sales promotions offered by MYBAE BAG in attracting B2B clients
- To examine if the variety and frequency of sales promotions at MYBAE BAG meet the needs of B2B clients
- To assess if sales promotions help in building stronger relationships with B2B clients at MYBAE BAG
- To investigate if the after-sales service team at MYBAE BAG resolves issues promptly and satisfactorily
- To assess if after-sales services contribute to customer loyalty and repeat business at MYBAE BAG

LITERATURE REVIEW

1. DelVecchio, D., Henard, D., & Freling, T. (2006).

The benefit of sales promotions is that they induce choice. However, this benefit may be offset by undermining preference for the brand when it is no longer promoted. Despite the fact that sales promotions have long been employed in marketing practice and researched academically, a clear understanding of the impact of sales promotion on post-promotion brand preference continues to evade brand managers and marketing scholars alike. This manuscript attempts to provide insight on the effects of sales promotions on

brand preference by integrating results from 51 studies on the subject. Our meta-analysis suggests that, on average, sales promotions do not affect post-promotion brand preference. However, depending upon characteristic of the sales promotion and the promoted product, promotions can either increase or decrease preference for a brand. The empirical results provide insights for crafting promotion strategy and for understanding the process by which promotions influence brand preference.

2. Wang, W., Malthouse, E., Calder, B., & Uzunoglu, E. (2017)

Abstract We investigate whether marketing can play a new role that is more aligned with the sales force by adapting content marketing (CM) in B2B professional services organizations. CM activities can be in-person events, such as conferences that involve face-to-face contact with customers, or digital, such as webinars (ie, digital events) or posting company-generated content to brand websites (ie, digital content). By fitting random effects negative binomial regression models to four years of panel data from a large international consulting service provider, we show that the number of leads and opportunities won by its key clients is positively affected by the frequency of account staffing, digital transactions and consumption of digital content, but not personal transactions. In addition, we find that CM affects both low- and high-level customer employee sales. These findings suggest that CM can be effective in generating leads and opportunities for professional B2B service providers and complementing an existing sales force. .

3. Adler, L. (1963).

John H. Weber argued in a recent issue of the JOURNAL OF MARKETING that it is impossible to measure the extent to which sales promotion plays a role in driving sales because there are too many unmeasurable factors in the market. He argued that broad economic conditions influence consumer responses to promotions in unknown, unmeasurable, and unobservable ways. And he also talked about local market trends, competitive responses and things inside the company. The present author argues against Weber's view. It argues that the effectiveness of promotion activities can be determined in practice and the experimental methods that can be used..

4. Asugman, G., Johnson, J., & McCullough, J. (1997).

This research develops and tests a theoretical framework related to globalization and after-sales service (AS) in international trade. In particular, this study tests the relationship between internationalization, the importance of after-sales service leading to long-term export profits, and after-sales service provided in foreign markets. The level of competition in foreign markets, product quality and retailer strength in foreign distribution channels were investigated as parameters that control the relationship between actual services provided to foreign markets and the importance of after-sales service. The results support the hypothesis that, in general, when companies internationalize, they understand the role of SA in their international operations. However, there are certain factors that can help or hinder merchants from providing these services..

5. Enyinda, C., Opute, A., Fadahunsi, A., & Mbah, C. (2020)

Purpose The purpose of this paper is to understand the marketing-sales-service (M-S-S) interface from the perspective of how social media marketing (SMM) platforms are prioritized and how related business-to-business (B2B) sales processes are affected. This study also aims to understand if an effective tripartite alignment has been achieved between marketing, sales and service. **Design/Methodology/Approach** This study combines a literature review and an analytical hierarchical process model. A total of 30 M-S-S managers from multinational electronics companies located in Africa and the Middle East participated in the study. The authors collected information from M-S-S managers during training sessions about the role of marketing, sales, targeting services and SMM in the sales process. **Conclusions** In the pursuit of customer orientation and improvement of organizational performance, marketing, sales and service managers consider customer understanding as the most important feature of the sales process. Finding needs is considered the second most important feature of the sales process, while approaching the customer is the least important. The results obtained from the evaluations of the attributes of the sales process and the ranking of the alternatives of the SMM platform show the important hierarchical influence of Facebook, LinkedIn and Twitter on the sales process. The results also show the enabling effect of SMM activity on the alignment of the MS interface. **Study Limitations/Implications** This study has two limitations. First, it examined only one large B2B company in the electronics industry. Second, this study only addresses conditions in Africa and the Middle East. These limitations can be addressed in future research.

METHODOLOGY

Research Design

- The study uses descriptive research design to collect data.
- Sampling:
- A non-probability convenient sampling technique is used to ensure representation from different socio-economic backgrounds.
- The target population consists of consumers of MYBAE BAGS in Ahmedabad.
- Sample size = 127

Data Collection

- Primary data is collected through structured questionnaires distributed to the selected participants.
- The questionnaire consists of demographic questions and other related questions

Data Analysis

- Descriptive statistics (e.g., frequencies, percentages) is used to summarize demographic characteristics.

Tools used

- Excel
- SPSS.

RESULTS AND DISCUSSION

The age distribution data reveals that the majority of respondents are below 25 years of age, accounting for 80.7% (96 out of 127). This indicates a young workforce or client base. The age group 25-34 makes up 16.0% (19 out of 127), while those aged 35-44 constitute a mere 3.4% (4 out of 127). The data highlights a skewed age distribution towards younger individuals, suggesting potential for long-term engagement and growth within the company.

The gender distribution is predominantly male, with males representing 80.3% (102 out of 127) of the respondents. Females account for 18.1% (23 out of 127), and those identifying as 'Other' make up 1.6% (2 out of 127). This significant gender imbalance might warrant further investigation into workplace diversity and inclusion practices.

In terms of job positions, sales representatives form the largest group at 29.1% (37 out of 127), followed by account managers at 26.0% (33 out of 127). Customer service positions account for 23.6% (30 out of 127), operations 10.2% (13 out of 127), and other unspecified roles 11.0% (14 out of 127). The diversity in roles suggests a balanced distribution across different functions within the company.

Regarding experience in B2B sales or service at MYBAE BAG, a substantial portion of respondents (40.9%, 52 out of 127) have 1-3 years of experience. Those with less than 1 year constitute 33.1% (42 out of 127), while 18.1% (23 out of 127) have 3-5 years of experience. Only a small percentage have over 5 years of experience, with 6.3% (8 out of 127) having 5-10 years and 1.6% (2 out of 127) having more than 10 years. This distribution suggests a relatively new and growing team.

Opinions on the effectiveness of sales promotions in attracting B2B clients are mixed. A significant portion of respondents either disagree (29.9%, 38 out of 127) or strongly disagree (18.9%, 24 out of 127) with the effectiveness of the promotions. However, 27.6% (35 out of 127) remain neutral, and a combined 23.6% (30 out of 127) agree or strongly agree that the promotions are effective. This indicates room for improvement in sales promotion strategies.

When evaluating the variety and frequency of sales promotions, a significant number of respondents agree (37.0%, 47 out of 127) that they meet the needs of B2B clients. However, 29.9% (38 out of 127) disagree, and 15.7% (20 out of 127) remain neutral. The data shows a division in satisfaction levels, suggesting a need to better tailor promotions to client needs.

The impact of sales promotions on building stronger relationships with B2B clients also shows mixed responses. A significant proportion agrees (33.1%, 42 out of 127) that promotions help build relationships, while 26.8% (34 out of 127) disagree and 21.3% (27 out of 127) remain neutral. This indicates that while promotions are somewhat effective, there is room for enhancing their relationship-building potential.

The perception of MYBAE BAG's after-sales support is relatively positive, with 32.3% (41 out of 127) agreeing that it is timely and effective. However, 29.1% (37 out of 127) are neutral, and 29.1% (37 out of 127) disagree or strongly disagree with this statement. This highlights the importance of improving after-sales support to enhance client satisfaction.

Regarding the prompt and satisfactory resolution of issues by the after-sales service team, 29.9% (38 out of 127) agree, while 28.3% (36 out of 127) remain neutral. However, 23.6% (30 out of 127) disagree, suggesting that there are gaps in the service that need addressing to ensure better client satisfaction.

The role of after-sales services in contributing to customer loyalty and repeat business is recognized by 33.9% (43 out of 127) of respondents who agree with this statement. Nevertheless, 21.3% (27 out of 127) disagree, and 15.7% (20 out of 127) are neutral. This indicates that while after-sales services are valued, there is potential to strengthen their impact on customer loyalty.

Overall satisfaction with the effectiveness of sales promotions and after-sales services is generally positive, with 37.0% (47 out of 127) agreeing they are effective. However, 21.3% (27 out of 127) are neutral, and 22.1% (28 out of 127) disagree or strongly disagree. This mixed feedback highlights areas for improvement to achieve higher overall satisfaction levels.

The data provides valuable insights into the demographic distribution, role diversity, experience levels, and perceptions of sales promotions and after-sales services at MYBAE BAG. Addressing the areas of dissatisfaction and enhancing the effectiveness of sales and after-sales strategies can lead to improved client relationships and business growth.

CONCLUSIONS AND RECOMMENDATIONS

The data from MYBAE BAG reveals key insights into the demographic profile, job roles, and perceptions of sales and after-sales services among the workforce. The age distribution is heavily skewed towards younger individuals, with 80.7% of respondents below 25 years old, indicating a young and potentially long-term workforce. The gender distribution is predominantly male, with a significant imbalance that suggests the need for a closer examination of diversity and inclusion practices within the company.

The workforce is diverse in terms of job roles, with sales representatives and account managers making up the largest segments, indicating a strong focus on client-facing positions. The experience levels are mostly within the 1-3 year range, reflecting a relatively new and growing team. However, there is a notable lack of more experienced individuals, which could impact long-term strategic growth.

Perceptions of the effectiveness of sales promotions and after-sales services are mixed, with a significant portion of respondents expressing dissatisfaction or neutrality. While there is some agreement on the effectiveness of these strategies, the division in opinions highlights areas where MYBAE BAG could improve to better meet client needs and enhance satisfaction. The after-sales support and its role in fostering customer loyalty also show room for improvement, with many respondents either neutral or dissatisfied with the current offerings.

Overall, the findings suggest that while MYBAE BAG has a young and diverse workforce, there are clear opportunities to enhance sales and after-sales strategies. By addressing the areas of dissatisfaction and tailoring their approaches more closely to client needs, the company can strengthen client relationships, improve satisfaction, and foster long-term business growth.

FURTHER STUDY

This research still has limitations so further research is needed related to the effect of capital and E-commerce on production and income of micro, small and medium furniture businesses in order to perfect this research and increase insight for readers.

REFERENCES

- Adefulu, A., & Scheers, L. (2015). RE-EXAMINATION OF SALES PROMOTION EFFECTIVENESS: A DESCRIPTIVE APPROACH. *Corporate Ownership and Control*, 12, 337-343. <https://doi.org/10.22495/COCV12I4C3P1>.
- Adler, L. (1963). Sales Promotion Effectiveness Can Be Measured. *Journal of Marketing*, 27, 69. <https://doi.org/10.2307/124864>
- Aghara, K., Raiyani, V., & Vidani, J. (2024). To study the consumer perception on purchase behaviour towards Reliance Trends in Rajkot City. *Journal of Advanced Research in Operational and Marketing Management*, 9(1). <https://adrjournalshouse.com/index.php/Journal-QualityControl-Mgt/article/view/1971>
- Ajudiya, M., Patel, M., & Vidani, J. (2023). Beyond fashion: Unveiling the tapestry of consumer satisfaction with Pantaloon's female apparel in Ahmedabad. *Journal of Advanced Research in Public Policy and Administration*, 5(2). <https://adrjournalshouse.com/index.php/Journal-PublicPolicy-Administrat/article/view/1787>
- Ajudiya, M., Patel, M., & Vidani, J. (2023). Beyond fashion: Unveiling the tapestry of consumer satisfaction with Pantaloon's female apparel in Ahmedabad. *Journal of Advanced Research in Public Policy and Administration*, 5(2). <https://adrjournalshouse.com/index.php/Journal-PublicPolicy-Administrat/article/view/1787>
- Alkhizar, M., & Vidani, J. (2024). Exploring the factors influencing consumer buying behavior of LG products: A comprehensive study. *Journal of Advanced Research in Economics and Business Management*, 6(2). <https://adrjournalshouse.com/index.php/Journal-Economics-BusinessMgt/article/view/1825>

- Alkhizar, M., & Vidani, J. (2024). Exploring the factors influencing consumer buying behaviour of LG products: A comprehensive study. *Journal of Advanced Research in Economics and Business Management*, 6(2). <https://adrjournalshouse.com/index.php/Journal-Economics-BusinessMgt/article/view/1825>
- Amlani, K., Raval, R., & Vidani, J. (2024). To study the increase in usage of digital marketing in the current business era. *Journal of Advanced Research in Business Law and Technology Management*, 7(1). <https://adrjournalshouse.com/index.php/business-law-tech-management/article/view/1949>
- Arora, N., & Henderson, T. (2007). Embedded Premium Promotion: Why It Works and How to Make It More Effective. *Marketing Science*, 26, 514-531. <https://doi.org/10.1287/MKSC.1060.0247>.
- Artemov, O. (2023). FEATURES OF B2B SALES MANAGEMENT IN MODERN CORPORATE PRACTICE. *Science and art of management / Bulletin of the Institute of Economics, Management and Law of the Russian State University for the Humanities*. <https://doi.org/10.28995/2782-2222-2023-3-35-48>.
- Asugman, G., Johnson, J., & McCullough, J. (1997). The Role of After-Sales Service in International Marketing. *Journal of International Marketing*, 5, 11 - 28. <https://doi.org/10.1177/1069031X9700500403>.
- Ataman, M., Heerde, H., & Mela, C. (2010). The Long-Term Effect of Marketing Strategy on Brand Sales. *Journal of Marketing Research*, 47, 866 - 882. <https://doi.org/10.1509/jmkr.47.5.866>.
- Bansal, A., Pophalkar, S., & Vidani, C. (2023). A Review of Ed-Tech Sector in India. *International Journal of Management Analytics (IJMA)*, 1(1), 63-84.
- Bariya, M., Vidani, J. (2023). Analyzing Market Share: A Comparative Study of LG and Samsung Electronics in Ahmedabad. *International Journal of Management and Commerce Innovations*. Retrieved from <https://ijmci.in/index.php/ijci/article/view/146>
- Bavarava, A., Sudarshan, & Vidani, J. (2024). The impact of music on mood and emotion: A comprehensive analysis. *Journal of Advanced Research in Journalism and Mass Communication*, 11(1&2). <https://adrjournalshouse.com/index.php/Journalism-MassComm/article/view/1951>
- Bhatt, T., Vadher, P., & Vidani, J. (2023). A Study On Usage Of Variyas Online Payment Apps By The People Living In Ahmedabad City. *International Journal of Business and Management Practices (IJBMP)*, 1(1), Article 39. <https://doi.org/10.59890/ijbmv1i1.1314>
- Bhatt, T., Vadher, P., & Vidani, J. (2024). A study on usage of various online payment apps by the people living in Ahmedabad City. *Journal of Advanced Research in Business Law and Technology Management*, 7(1). <https://adrjournalshouse.com/index.php/business-law-tech-management/article/view/1945>

- Bhatt, V., Patel, S., & Vidani, J. (2017, February). START-UP INDIA: A ROUGH DIAMOND TO BE POLISHED. National Conference on Startup India: Boosting Entrepreneurship (pp. 61-67). Pune: D.Y. Patil University Press.
- Biharani, S., & Vidani, J. N. (2018). ENTREPRENEURSHIP: CAREER OPPORTUNITY HAS NO GENDER DISCRIMINATION. Compendium of Research Papers of National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success (pp. 101-104). Pune: D. Y Patil University Press.
- Brar, V., Kumar, A., & Ramgade, A. (2022). Problems in Evaluating the Effectiveness of Sales Promotion Activities. *International Journal of Multidisciplinary: Applied Business and Education Research*. <https://doi.org/10.11594/ijmaber.03.07.02>.
- Brezhneva, V., & Petruchina, V. (2020). Strategic Directions of B2B Sales Development in Modern Economy. , 2020, 74-84. <https://doi.org/10.21603/2500-3372-2020-5-1-74-84>
- Chalplot, D., Jagetiya, S., Vidani, J. (April 2024). Golden Arches of Success: Enhancing Customer Relationship Management at McDonald's, Wide Angle, Ahmedabad. *International Journal of Educational and Life Sciences*, 2(4). Retrieved from <https://journal.multitechpublisher.com/index.php/ijels/article/view/1731>
- Chandon, P., Wansink, B., & Laurent, G. (2000). A Benefit Congruency Framework of Sales Promotion Effectiveness. *Journal of Marketing*, 64, 65 - 81. <https://doi.org/10.1509/jmkg.64.4.65.18071>.
- Chaudhary, N., Patel, V., & Vidani, C. J. (2023). A Review of Non-Technical Training Programmes Conducted by Corporate Trainers for IT Companies. *International Journal of Management Analytics (IJMA)*, 1(1), 85-110.
- Chourasiya, A., Zala, K., & Vidani, J. (2023). Unveiling discrepancies: Investigating disparities between anticipated and realized customer satisfaction with LG products in Ahmedabad. *International Journal of Law, Human Rights and Constitutional Studies*, 5(2). <http://thejournalshouse.com/index.php/IntlJ-Law-Humanrights-Consstudy/article/view/922>
- Chourasiya, A., Zala, K., & Vidani, J. (2023). Unveiling discrepancies: Investigating disparities between anticipated and realized customer satisfaction with LG products in Ahmedabad. *International Journal of Law, Human Rights and Constitutional Studies*, 5(2). <http://thejournalshouse.com/index.php/IntlJ-Law-Humanrights-Consstudy/article/view/922>
- DelVecchio, D., Henard, D., & Freling, T. (2006). The effect of sales promotion on post-promotion brand preference: A meta-analysis. *Journal of Retailing*, 82, 203-213. <https://doi.org/10.1016/J.JRETAI.2005.10.00>

- Devani, P., Gandhi, R., & Vidani, J. (2024). Survey on differences in opinion on healthy and junk food between Gen. Y and Gen. Z. *International Journal of Natural and Health Sciences*, 2(1), Article 54. <https://doi.org/10.59890/ijnhs.v2i1.1179>
- Dhere, S., Vidani, J. & Solanki, H. V. (2016). A SURVEY ON THE TOWARDS SATISFATION LEVEL OF THE CUSTOMER SHOPPING MALL'S: AN ANALYTICAL STUDY. *International Multidisciplinary Journal Think Different*, 3(24), 45-50.
- Dhruti, R., Tajpara, H., & Vidani, J. (2024). Factors influencing consumer satisfaction on popular social networks. *Journal of Advanced Research in Public Policy and Administration*, 6(1). <https://adrjournalshouse.com/index.php/Journal-PublicPolicy-Administrat/article/view/1959>
- Dinodiya, B. K., & Vidani, J. (2023). Exploring consumer perceptions: A comparative analysis of Pantaloons and Zudioin Ahmedabad's retail landscape. *Journal of Advanced Research in Operational and Marketing Management*, 6(2). <https://adrjournalshouse.com/index.php/Journal-OperationalMarketing-Mgt/article/view/1783>
- Dinodiya, B. K., & Vidani, J. (2023). Exploring consumer perceptions: A comparative analysis of Pantaloons and Zudioin Ahmedabad's retail landscape. *Journal of Advanced Research in Operational and Marketing Management*, 6(2). <https://adrjournalshouse.com/index.php/Journal-OperationalMarketing-Mgt/article/view/1783>
- Dinodiya, B. K., Jodoun, V. V., & Vidani, J. (2024). To study the impact of brand engagement on customer satisfaction for Flipkart e-commerce services among people living in Ahmedabad City. *Journal of Advanced Research in Business Law and Technology Management*, 7(1). <https://adrjournalshouse.com/index.php/business-law-tech-management/article/view/1946>
- Dinodiya, B. K., Jodoun, V. V., & Vidani, J. (2024). To study the impact of brand engagement on customer satisfaction for Flipkart e-commerce services among people living in Ahmedabad City. *International Journal of Educational and Life Sciences*, 2(4). <https://journal.multitechpublisher.com/index.php/ijels/article/view/1733>
- Dodiya, G., Dudhat, D., & Vidani, J. (2024). To study the impact of online fraud and scams on online purchasing behavior of consumers in Ahmedabad city. *International Journal of Applied Economics, Accounting and Management (IJAEAM)*, 2(2), Article 41. <https://doi.org/10.59890/ijaeam.v2i2.1240>
- Dodiya, G., Dudhat, D., & Vidani, J. (2024). To study the impact of online fraud and scams on online purchasing behaviour of consumers in Ahmedabad City. *International Journal of Law, Human Rights and Constitutional Studies*, 6(1). <http://thejournalshouse.com/index.php/IntlJ-Law-Humanrights-Consstudy/article/view/1062>

- Dolgalova, O., Karasova, M., & Konyeva, A. (2021). Foreign experience of service sales promotion and its application in the Ukrainian market. *Galic'kij ekonomičnij visnik*.
https://doi.org/10.33108/galicianvisnyk_tntu2021.03.133
- Doshi, D., Gajera, M., & Vidani, J. (2023). To study the consumer perception towards wedding planners among residents of Ahmedabad city. *International Journal of Business and Management Practices (IJBMP)*, 2(1).
<https://doi.org/10.59890/ijbmp.v2i1.1214>
- Enyinda, C., Opute, A., Fadahunsi, A., & Mbah, C. (2020). Marketing-sales-service interface and social media marketing influence on B2B sales process. *Journal of Business & Industrial Marketing*.
<https://doi.org/10.1108/jbim-01-2019-0053>.
- Familmaleki, M., Aghighi, A., & Hamidi, K. (2015). Analyzing the Influence of Sales Promotion on Customer Purchasing Behavior. *International Journal of Economics and Management Sciences*, 4, 0-0.
<https://doi.org/10.4172/2162-6359.1000243>.
- Ganatra, A., Kalal, P., & Vidani, J. (2024). The evolution of fashionable products in online retailing with the focus on Amazon and Flipkart. *Journal of Advanced Research in Operational and Marketing Management*, 9(1).
<https://adrjournalshouse.com/index.php/Journal-OperationalMarketing-Mgt/article/view/1974>
- Gandhi, R., Devani, P., & Vidani, J. (2024). Understanding the health and healthy food preferences of Generation Y and Z. *Journal of Advanced Research in Entrepreneurship, Innovation & SMES Management*, 7(1).
<https://adrjournalshouse.com/index.php/Journal-Entrepreneurship-SMEMgt/article/view/1965>
- Genchev, E., & Todorova, G. (2017). Sales Promotion Activities – Effective Tool of Marketing Communication Mix. *The Journal of Supercomputing*, 15, 181-185. <https://doi.org/10.2139/SSRN.3089894>.
- Ghoghabori, M. F., Maheshwari, H., & Vidani, J. (2023). Performance evaluation and consumer preference analysis of LG and Aquaguard water purifiers in Ahmedabad City. *Journal of Advanced Research in Entrepreneurship, Innovation & SMES Management*, 6(2).
<https://adrjournalshouse.com/index.php/Journal-Entrepreneurship-SMEMgt/article/view/1792>
- Ghoghabori, M. F., Maheshwari, H., & Vidani, J. (2023). Performance evaluation and consumer preference analysis of LG and Aqua Guard water purifiers in Ahmedabad city. *Journal of Advanced Research in Entrepreneurship, Innovation & SMES Management*, 6(2).
<https://adrjournalshouse.com/index.php/Journal-Entrepreneurship-SMEMgt/article/view/1792>

- Gohel, B., Yadav, V., & Vidani, J. (2023). A Study on Customer Satisfaction for Cakes of Monginis & TGB in Ahmedabad city. *International Journal of Business and Management Practices (IJBMP)*, 1(1), Article 86. <https://doi.org/10.59890/ijbmp.v1i1.1424>
- Gohel, B., Yadav, V., & Vidani, J. (2023). Enhancing dealer satisfaction: Assessing durability and business support of LG products in Ahmedabad. *Journal of Advanced Research in Service Management*, 6(2). <https://adrjournalshouse.com/index.php/Journal-ServiceManagement/article/view/1789>
- Gohel, B., Yadav, V., Vidani, J. (2023). Enhancing Dealer Satisfaction: Assessing Durability and Business Support of LG Products in Ahmedabad. *Journal of Advanced Research in Service Management*. Retrieved from <https://adrjournalshouse.com/index.php/Journal-ServiceManagement/article/view/1789>
- Gosiya, P., Parekh, D., Vidani, J. (2024). Personalizing Customer Connections: Optimizing CRM Strategies in Levi's Retail Outlet in Ahmedabad city of Gujarat. *International Journal of Integrated Science and Technology*, 2(4). Retrieved from <https://journal.multitechpublisher.com/index.php/ijist/article/view/1739>
- Goyal, P. (2019). Measures to improve sales promotion effectiveness: The consumer perspective. *Pranjana: The Journal of Management Awareness*. <https://doi.org/10.5958/0974-0945.2019.00005.0>
- Gupta, K., Patel, P., & Vidani, J. (2024). A study on consumer attitude towards smoking amongst males and females of Gen Z in Ahmedabad. *International Journal of Applied Economics, Accounting and Management (IJAEM)*, 2(1), Article 94. <https://doi.org/10.59890/ijaeam.v2i1.1306>
- Gupta, K., Patel, P., & Vidani, J. (2024). A study on consumer attitude towards smoking amongst males and females of Gen.Z in Ahmedabad. *Prayukti - Journal of Management Applications*, 4(1). <https://bschool.dpu.edu.in/pjmaarchive.aspx><http://doi.org/10.52814/PJMA.2024.2405>
- Gupta, S. (1988). Impact of Sales Promotions on when, what, and how Much to Buy. *Journal of Marketing Research*, 25, 342 - 355. <https://doi.org/10.1177/002224378802500402>
- Hansora, K., Khokhra, S., & Vidani, J. (2023). Flowing choices: An in-depth comparison of LG and Kent RO water purifiers amongst consumers in Ahmedabad City. *Journal of Advanced Research in Business Law and Technology Management*, 6(2). <https://adrjournalshouse.com/index.php/business-law-tech-management/article/view/1820>

- Hansora, K., Khokhra, S., & Vidani, J. (2023). Flowing choices: An in-depth comparison of LG and Kent RO water purifiers amongst consumers in Ahmedabad city. *Journal of Advanced Research in Business Law and Technology Management*, 6(2). <https://adrjournalshouse.com/index.php/business-law-tech-management/article/view/1820>
- Jain, M., Vora, A., & Vidani, J. (2024). Survey on comparative study of consumers preference towards Zomato and Swiggy among Gen-Z in Ahmedabad. *Journal of Advanced Research in Operational and Marketing Management*, 9(1). <https://adrjournalshouse.com/index.php/Journal-OperationalMarketing-Mgt/article/view/1972>
- Jha, V., Bhatt, H., & Vidani, J. (2023). Designing success: Analyzing the influence of Pantaloons retail store layout on consumer purchase intentions in Ahmedabad City. *Journal of Advanced Research in Accounting and Finance Management*, 5(2). <https://adrjournalshouse.com/index.php/Journal-Accounting-FinanceMgt/article/view/1815>
- Jha, V., Bhatt, H., & Vidani, J. (2023). Designing success: Analyzing the influence of Pantaloons retail store layout on consumer purchase intentions in Ahmedabad city. *Journal of Advanced Research in Accounting and Finance Management*, 5(2). <https://adrjournalshouse.com/index.php/Journal-Accounting-FinanceMgt/article/view/1815>
- Joshi, A., Saxena, S., & Vidani, J. (2023). Decoding the Digital Banking Horizon: Exploring the Dynamics with Bank of Baroda as the Focal Point. *International Journal of Social Science and Innovation (IJSSI)*, 1(1), Article 88. <https://doi.org/10.59890/ijssi.v1i1.1498>
- Joshi, A., Saxena, S., & Vidani, J. (2024). Decoding the Digital Transformation: A Comprehensive Study of Digital Banking in India with Emphasis on Punjab National Bank. *International Journal of Social Science and Innovation (IJSSI)*, 2(1), Article 92. <https://doi.org/10.59890/ijssi.v2i1.1523>
- Joshi, A., Saxena, S., & Vidani, J. (2024). Digital Banking Revolution: Unveiling the Transformative Landscape with a Spotlight on State Bank of India. *International Journal of Social Science and Innovation (IJSSI)*, 2(1), Article 93. <https://doi.org/10.59890/ijssi.v2i1.1522>
- Joshi, A., Saxena, S., & Vidani, J. (2024). Revolutionizing Finance: Unveiling the Digital Banking Terrain in India with a Focus on ICICI Bank. *International Journal of Social Science and Innovation (IJSSI)*, 2(1), Article 91. <https://doi.org/10.59890/ijssi.v2i1.1525>
- Joshi, K., Memon, A., & Vidani, J. (2024). Digital Marketing: A boon for the current business era. *International Journal of Business and Management Practices (IJBMP)*, 2(1), Article 61. <https://doi.org/10.59890/ijbmp.v2i1.1229>

- Kadvani, H., Ghasadiya, D., & Vidani, J. (2024). Impact of large language model on Indian economy. *International Journal of Law, Human Rights and Constitutional Studies*, 6(2). <http://thejournalshouse.com/index.php/IntlJ-Law-Humanrights-Consstudy/article/view/1065>
- Kalal, M., Odedra, J., & Vidani, J. (2024). Survey on the usage of e-banking facilities among Generation Y and Generation Z in Ahmedabad. *Journal of Advanced Research in Operational and Marketing Management*, 7(1). <https://adrjournalshouse.com/index.php/Journal-OperationalMarketing-Mgt/article/view/1973>
- Kaneria, G., Shah, D., Gautam, J., Vidani, J. (2024). Enhancing Customer Relationship Management in Retail: A Case Study of Reliance Trends. *International Journal of Educational and Life Sciences*, 2(4). Retrieved from <https://journal.multitechpublisher.com/index.php/ijels/article/view/1730>
- Ladhava, V. H., Patadia, A. R., & Vidani, J. (2024). A comparative analysis of user experience and satisfaction on Zomato and Swiggy among residents of Gujarat state. *International Journal of Social Science and Innovation (IJSSI)*, 2(1). <https://doi.org/10.59890/ijssi.v2i1.1239>
- Lodhiya, H., Jangid, Y., & Vidani, J. (2023). A study of loyalty programs on customer engagement for Bluestone Jewellery and Lifestyle Pvt Ltd. with special reference to the Shivranjani store in Ahmedabad city. *International Journal of Business and Management Practices (IJBMP)*, 1(1), Article 85. <https://doi.org/10.59890/ijbmp.v1i1.1443>
- Mala, Vidani, J. & Solanki, H. V. (2016). GREEN MARKETING-A NEW WAY OF MARKETING: A REVIEW APPROACH. *International Multidisciplinary Journal Think Different*, 3(24), 40-44.
- Mansinh, C. R., & Gunvantbhai, V. J. (2024). Problems faced by visitors while visiting historical places in Ahmedabad. *International Journal of Law, Human Rights and Constitutional Studies*, 6(1). <http://thejournalshouse.com/index.php/IntlJ-Law-Humanrights-Consstudy/article/view/1063>
- Maru, R., Parmar, N., & Vidani, J. (2024). An in-depth analysis of security and privacy features: Android vs Apple. *Journal of Advanced Research in Public Policy and Administration*, 6(1). <https://adrjournalshouse.com/index.php/Journal-PublicPolicy-Administrat/article/view/1958>
- Mekhiya, P., Prajapati, H., & Vidani, J. (2024). AI: A boon to social media marketing. *Journal of Advanced Research in Economics and Business Management*, 7(1). <https://adrjournalshouse.com/index.php/Journal-Economics-BusinessMgt/article/view/1942>

- Mer, K., Gothadiya, K., & Vidani, J. (2024). To study on comparative analysis of Amazon and Flipkart in reliability and delivery time in Ahmedabad city. *International Journal of Business and Management Practices (IJBMP)*, 2(1), Article 37. <https://doi.org/10.59890/ijbmv2i1.1216>
- Mittal, M., & Sethi, P. (2011). The Effectiveness of Sales Promotion Tools among Indian Consumers: An Empirical Study. *Journal of Promotion Management*, 17, 165 - 182. <https://doi.org/10.1080/10496491.2011.580693>.
- Modi, R., Harkani, N., Radadiya, G., & Vidani, J. (2016). Startup India: Even Diamonds start as Coal. *INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD*, 2(8), 111-116.
- Mujiburrehman, L., Ravi, L., & Vidani, J. (2024). Impact of social media marketing on brand awareness of watches in Ahmedabad City. *Journal of Advanced Research in Public Policy and Administration*, 6(1). <https://adrjournalshouse.com/index.php/Journal-PublicPolicy-Administrat/article/view/1957>
- Niyati, B., & Vidani, J. (2016). Next Generation Children: Smarter or Faster. *INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD*, 2(7), 110-114.
- Odedra, K., Rabadiya, B., & Vidani, J. (2018). AN ANALYSIS OF IDENTIFYING THE BUSINESS OPPORTUNITY IN AGRO and CHEMICAL SECTOR - WITH SPECIAL REFERENCE TO AFRICAN COUNTRY UGANDA. *Compendium of Research Papers of National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success* (pp. 96-100). Pune: D.Y PatilUniversity Press.
- Ohiomah, A., Benyoucef, M., & Andreev, P. (2020). A multidimensional perspective of business-to-business sales success: A meta-analytic review. *Industrial Marketing Management*, 90, 435-452. <https://doi.org/10.1016/j.indmarman.2020.08.011>.
- Oza, L., Shah, S., & Vidani, J. (2024). A study on consumer satisfaction towards Allen Solly apparels in Ahmedabad city. *Journal of Advanced Research in Service Management*, 7(1). <https://adrjournalshouse.com/index.php/Journal-ServiceManagement/article/view/1954>
- Panchal, S., Sodha, S., & Vidani, J. (2024). Online social comparison and its effect on self-esteem and mental health. *Journal of Advanced Research in Service Management*, 7(1). <https://adrjournalshouse.com/index.php/Journal-ServiceManagement/article/view/1952>
- Pandya, J., Skhereliya, S., & Vidani, J. (2024). To study of students' preferences towards overseas studies in Ahmedabad city. *International Journal of Social Science and Innovation (IJSSI)*, 2(1), Article 52. <https://doi.org/10.59890/ijssi.v2i1.1237>

- Pandya, N., Mandaliya, K., & Vidani, J. (2024). A comparative analysis of user experience and satisfaction on Zomato and Swiggy in Ahmedabad and Rajkot city. *Prayukti- Journal of Management Applications*, 4(1). <https://bschool.dpu.edu.in/pjmaarchive.aspx><http://doi.org/10.52814/PJMA.2024.2404>
- Patel, J. J., Ashvinkumar, R. P., & Vidani, J. (2024). Assessing labor force rights and welfare schemes in India under labor legislation. *International Journal of Law, Human Rights and Constitutional Studies*, 6(1). <http://thejournalshouse.com/index.php/IntlJ-Law-Humanrights-Consstudy/article/view/1064>
- Patel, S., Patel, J., & Vidani, J. (2024). Psychological and sociocultural influences on pre-purchase behavior in the pre-owned car market. *Journal of Advanced Research in Public Policy and Administration*, 6(1). <https://adrjournalshouse.com/index.php/Journal-PublicPolicy-Administrat/article/view/1960>
- Patel, T., Chauhan, K., & Vidani, J. (2024). A study on the effects of ads on the mental health of children. *Journal of Advanced Research in Quality Control and Management*, 9(1). <https://adrjournalshouse.com/index.php/Journal-QualityControl-Mgt/article/view/1968>
- Patel, T., Mansuri, S., & Vidani, J. (2024). To study the fluctuation of share prices of Maruti-Suzuki and Tata Motors during Indian festival season. *Prayukti - Journal of Management Applications*, 4(1). <https://bschool.dpu.edu.in/pjmaarchive.aspx><http://doi.org/10.52814/PJMA.2024.2403>
- Patel, V., Chaudhary, N., & Vidani, C. J. (2023). A Study on Awareness of Various Non-Technical Training Programmes Conducted by Corporate Trainers for IT Companies in Ahmedabad. *International Journal of Management Analytics (IJMA)*, 1(1), 111-132.
- Pathak, K. N., & Vidani, J. (2016). A SURVEY ON THE AWARENESS SATISFACTION AS WELL AS TO KNOW THE LEVEL OF THE ONLINE SHOPPING AMONG THE PEOPLE OF AHMADABAD CITY. *Governance in E-commerce: Contemporary Issues & Challenges* (pp. 261-275). Ahmedabad: GTU.
- Pathan, A. K., Makwana, A., & Vidani, J. (2024). A survey on comparative study of customer behaviour in online and offline purchase of electronic items in Ahmedabad. *Journal of Advanced Research in Public Policy and Administration*, 6(1). <https://adrjournalshouse.com/index.php/Journal-PublicPolicy-Administrat/article/view/1956>
- Pidada, I. (2020). THE EFFECTIVENESS OF ONLINE MARKETING TRENDS : B2B AND B2C APPLICATION. , 5, 90-98. <https://doi.org/10.38043/JIMB.V5I1>.

- Pradhan, U., Tshogay, C., & Vidani, J. (2016, July). Short Messages: Its Effect on Teenager's Literacy and Communication. *INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD*, 2(7), 115-120.
- Prajapati, S., Vidani, J. (2023). Analyzing Corporate Social Responsibility: A Comparative Study of LG and Samsung Electronics in Ahmedabad. *International Journal of Management and Commerce Innovations*. Retrieved from <https://ijmci.in/index.php/ijci/article/view/153>
- Prajapati, U., Sisodiya, B., & Vidani, J. (2024). Blockchain and cryptocurrency: Emerging trends in digital payment technologies. *Journal of Advanced Research in Accounting and Finance Management*, 6(1). <https://adrjournalshouse.com/index.php/Journal-Accounting-FinanceMgt/article/view/1937>
- Prygara, O., & Skoryna, Y. (2022). COMPANY PROMOTION STRATEGY IN INTERNATIONAL B2B MARKETS. *Bulletin of Taras Shevchenko National University of Kyiv. Economics*. <https://doi.org/10.17721/1728-2667.2022/221-4/7>
- Rajput, S., Gulammustafa, M., & Vidani, J. (2024). Why 90% of stock market traders are in loss? *Journal of Advanced Research in Accounting and Finance Management*, 6(1). <https://adrjournalshouse.com/index.php/Journal-Accounting-FinanceMgt/article/view/1939>
- Rakholiya, M., Ramani, R., & Vidani, J. (2024). Comparative Study of Online vs. Offline Buying Behavior of Consumer for Grocery Product in Surat. *International Journal of Social Science and Innovation (IJSSI)*, 2(1), Article 56. <https://doi.org/10.59890/ijssi.v2i1.1238>
- Rakholiya, M., Ramani, R., & Vidani, J. (2024). Comparative study of online vs. offline buying behavior of consumer for grocery product in Surat. *Journal of Advanced Research in Economics and Business Management*, 7(1). <https://adrjournalshouse.com/index.php/Journal-Economics-BusinessMgt/article/view/1941>
- Rathod, H. S., Meghrajani, D. I., & Vidani, J. (2022). Influencer Marketing: A New Marketing Communication Trend. *Shodhsamhita*, VIII(12(II)), 155-167.
- Rathod, M., Vidani, J. (2023). Analyzing Distribution Strategies: A Comparative Study of LG and Samsung Electronics in Ahmedabad. *International Journal of Management and Commerce Innovations*. Retrieved from <https://ijmci.in/index.php/ijci/article/view/142>
- Ravani, H., Bhalani, D., Vidani, J. (2024). Optimizing Customer Relationships: A Case Study of CRM Practices at Puma Outlet in Ahmedabad city of Gujarat. *International Journal of Integrated Science and Technology*, 2(4). Retrieved from <https://journal.multitechpublisher.com/index.php/ijist/article/view/1738>

- Sachaniya, C., Vora, H., & Vidani, J. (2019). A Study on Identifying the Gap between Expected service and Actual Service with Special Reference to Suk Sagar Gir Resort, Sasan. In P. Rijwani, S. Shome, & D. Danak (Ed.), BUSINESS, ECONOMY AND ENVIRONMENT: CORPORATE PERSPECTIVES (pp. 162-169). Ahmedabad: Himalaya Publishing House Pvt. Ltd.
- Saraswat, D., Singh, Y., & Vidani, J. (2024). Consumer awareness and purchasing behaviour of fast-food products in urban and rural stores: A comparison. *Journal of Advanced Research in Economics and Business Management*, 7(1). <https://adrjournalshouse.com/index.php/Journal-Economics-BusinessMgt/article/view/1943>
- Saxena, M., & Vidani, J. (2023). MBA Chai Wala. In M. R. Dixit, S. Bist, & S. Shah, Searching Alternatives (pp. 22-32). Ahmedabad: Routledge - imprint of Taylor & Francis group.
- Saxena, S., Joshi, A., & Vidani, J. (2023). Revolutionizing Finance: Navigating the AXIS of Digital Banking in India. *International Journal of Social Science and Innovation (IJSSI)*, 1(1), Article 89. <https://doi.org/10.59890/ijssi.v1i1.1499>
- Saxena, S., Joshi, A., & Vidani, J. (2024). Digital Banking Pioneers: A Comprehensive Exploration of India's Financial Frontier with HDFC Bank. *International Journal of Social Science and Innovation (IJSSI)*, 2(1), Article 90. <https://doi.org/10.59890/ijssi.v2i1.1524>
- Sengar, V., Patel, D., & Vidani, J. (2024). Study of online purchase behaviour of millennials and Gen Z for non-branded apparels from Amazon specifically focusing on Ahmedabad city. *Journal of Advanced Research in Operational and Marketing Management*, 9(1). <https://adrjournalshouse.com/index.php/Journal-OperationalMarketing-Mgt/article/view/1975>
- Shah, K., Detroja, B., & Vidani, J. (2024). Consumer attitudes and preferences regarding the streaming services towards Disney+ and Netflix in Ahmadabad City. *Journal of Advanced Research in HR and Organizational Management*, 11(1&2). <https://adrjournalshouse.com/index.php/Journal-HumanResourcesOrg/article/view/1977>
- Shah, R., & Vaghela, A. (2023). Blockchain Technology in Healthcare: Opportunities and Challenges. *Healthcare Technology Letters*, 10(1), 3-8. <https://doi.org/10.1049/htl2.12033>
- Shah, R., & Vaghela, A. (2023). Telemedicine: A Comprehensive Review of Current Trends and Future Directions. *Journal of Healthcare Engineering*, 2023, 1-10. <https://doi.org/10.1155/2023/5632489>

- Shaikh, A., Saiyed, R., & Vidani, J. (2024). Survey on Consumer Preference: Google Pay V/S Paytm in Ahmedabad city. *International Journal of Sustainable Social Science (IJSSS)*, 2(1), Article 55. <https://doi.org/10.59890/ijsss.v2i1.1375>
- shamami, R., & Kheiry, B. (2019). The effect of marketing mix and after sales service toward brand equity. *Journal of Economics, Business & Accountancy Ventura*. <https://doi.org/10.14414/JEBAV.V22I1.1671>.
- Sharma, S., & Vidani, C. J. (2023). To Study the Consumer Attitude Towards Purchase Intention of Online Courses on Udemy Using Co-Relation with Reference to English Speaking and Excel Among Gen-Z in Ahmedabad. *International Journal of Management Analytics (IJMA)*, 1(1), 193-212.
- Sharma, S., & Vidani, C. J. (2023). To Study the Consumer Attitude Towards Purchase Intention of Online Courses on Udemy Using Regression with Reference to English Speaking and Excel Among Gen-Z in Ahmedabad. *International Journal of Management Analytics (IJMA)*, 1(2), 213-234.
- Sheth, J., & Sharma, A. (2008). The impact of the product to service shift in industrial markets and the evolution of the sales organization. *Industrial Marketing Management*, 37, 260-269. <https://doi.org/10.1016/J.INDMARMAN.2007.07.010>.
- Shi, Y., Cheung, K., & Prendergast, G. (2005). Behavioural response to sales promotion tools. *International Journal of Advertising*, 24, 469 - 489. <https://doi.org/10.1080/02650487.2005.11072939>.
- Singh, A., Nandy, R., Vidani, J. (2024). Enhancing Customer Relationships: A Case Study of CRM Practices at City Square Mart in Ahmedabad city of Gujarat State. *International Journal of Integrated Science and Technology*, 2(4). Retrieved from <https://journal.multitechpublisher.com/index.php/ijist/article/view/1737>
- Singh, P. K., & Vidani, J. (2016). PROBLEMS AND PROSPECTS OF AGRICULTURE MARKETING IN INDIA. *International Multidisciplinary Journal Think Different*, 3(22), 9-16.
- Singh, P. K., Vidani, J. & Nagoria, V. S. (2016). Waste Management: Inspire Today for A Better Tomorrow. *Journal of Basic and Applied Engineering Research*, 3(10), 921-926.
- Slotegraaf, R., & Pauwels, K. (2008). The Impact of Brand Equity and Innovation on the Long-Term Effectiveness of Promotions. *Journal of Marketing Research*, 45, 293 - 306. <https://doi.org/10.1509/jmkr.45.3.29>
- Sokol, P., & Movchan, A. (2021). FEATURES OF SALES PROMOTION AT A COMMERCIAL ENTERPRISE. *Black Sea Economic Studies*. <https://doi.org/10.32843/bses.65-12>
- Solanki, H. V., & Vidani, J. (2016). A NEW ERA OF E-VYAPAR IN 21ST CENTURY: A REVIEW APPROACH. *INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY EDUCATIONAL RESEARCH*, 5(11(2)), 61-77.

- Solanki, N., & Vidani, J. (2016). THE STUDY LEGAL ASPECTS OF TRADE IN ETHIOPIA. *ZENITH International Journal of Multidisciplinary Research*, 6(1), 226-284.
- Solanki, S., Kansara, D., & Vidani, J. (2024). A study on consumer preferences towards online podcasts service in Ahmedabad. *Journal of Advanced Research in Journalism and Mass Communication*, 11(1&2). <https://adrjournalshouse.com/index.php/Journalism-MassComm/article/view/1950>
- Song, E. (2020). Evaluating the Effectiveness of Price Promotions. *Proceedings of The 3rd International Conference on Research in Management and Economics*. <https://doi.org/10.33422/3rd.imeconf.2020.09.198>
- Spotts, H., Weinberger, M., & Weinberger, M. (2020). Advertising and Promotional Effects On Consumer Service Firm Sales. *Journal of Advertising Research*, 60, 104 - 116. <https://doi.org/10.2501/JAR-2019-017>.
- Srinivasan, S., Vanhuele, M., & Pauwels, K. (2009). Mind-Set Metrics in Market Response Models: An Integrative Approach. *Journal of Marketing Research*, 47, 672 - 684. <https://doi.org/10.1509/jmkr.47.4.672>.
- Sukhanandi, S., Tank, D., & Vidani, J. (2018). ANALYSIS OF THE IMPACT OF WORK LIFE BALANCE ON WORKING WOMEN LEADER IN INDIA. *National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success* (pp. 77-80). Pune: D.Y.Patil University Press.
- Surani, D., Keshwala, K., & Vidani, J. (2024). A comparative study on the usage of Instagram and Snapchat mobile applications among residents of Ahmedabad city. *Journal of Advanced Research in Entrepreneurship, Innovation & SMES Management*, 7(1). <https://adrjournalshouse.com/index.php/Journal-Entrepreneurship-SMEMgt/article/view/1964>
- Vaghela, A., & Shah, R. (2023). Artificial Intelligence in Healthcare: A Review of Current Applications and Future Trends. *Journal of Healthcare Engineering*, 2023, 1-15. <https://doi.org/10.1155/2023/7592516>
- Vaghela, A., & Shah, R. (2023). Internet of Medical Things (IoMT): Applications, Challenges, and Future Directions. *International Journal of Advanced Computer Science and Applications*, 14(5), 60-67. <https://doi.org/10.14569/ijacsa.2023.0140511>
- Vaishnav, D., Rathod, J., & Vidani, J. (2024). An evaluative study on internet banking security perceptions and practices among bank customers in Ahmedabad city. *International Journal of Applied Economics, Accounting and Management (IJAEM)*, 2(2). <https://doi.org/10.59890/ijaeam.v2i2.1241>
- Vaishnav, D., Rathod, J., & Vidani, J. (2024). An evaluative study on internet banking security perceptions and practices among bank customers in Ahmedabad city. *Journal of Advanced Research in Accounting and Finance Management*, 6(1). <https://adrjournalshouse.com/index.php/Journal-Accounting-FinanceMgt/issue/view/390>

- Vasveliyya, M., & Vidani, J. (2019). A Study on Analyzing Gap between Expected and Actual Customer Satisfaction Regarding Royal Enfield's Features and Services. In P. Rijwani, S. Shome, & D. Danak (Ed.), *BUSINESS, ECONOMY AND ENVIRONMENT: CORPORATE PERSPECTIVES* (pp. 79-85). Ahmedabad: Himalaya Publishing House Pvt. Ltd.
- Verma, B., Purohit, M., & Vidani, J. (2024). A study on the rise and recent development in UPI (Unified Payments Interface). *Journal of Advanced Research in Business Law and Technology Management*, 7(1). <https://adrjournalshouse.com/index.php/business-law-tech-management/article/view/1947>
- Vidani, J. & Das, D. S. (2021). A Review on Evolution of Social Media Influencer Marketing: Reflection on Consumer Behaviour and Consumer's Decision-Making Process. *Turkish Online Journal of Qualitative Inquiry (TOJQI)*. Retrieved from <https://www.tojqi.net/index.php/journal/issue/view/51>
- Vidani, J. & Plaha, N. G. (2017). *AGRIPRENEURSHIP: A REINCARNATION OF INDIAN AGRICULTURAL SECTOR*. Proceedings of the International Conference on Enhancing Economic Productivity and Competitiveness through Financial and Monetary Reforms (pp. 154-159). Ahmedabad: GTU.
- Vidani, J. & Dholakia, A. (2020). An Introspective Study on Retail Sector The Current Scenario in Gujarat and India. In R. B. Chauhan, *Management and Innovation: Research Study* (pp. 1-15). Kanyakumari: Cape Comorin Publisher.
- Vidani, J. & Pathak, K. N. (2016). A SURVEY ON AWARENESS AND SATISFACTION LEVEL OF THE CONSUMERS OF ONLINE GIFTING WITH SPECIAL REFERENCE TO AHMEDABAD CITY. *Governance in E-commerce: Contemporary Issues & Challenges* (pp. 121-135). Ahmedabad: GTU.
- Vidani, J. & Plaha, N. G. (2016). SWACHH BHARAT: CSR INITIATIVE BY INDIAN CORPORATES. *International Multidisciplinary Journal Think Different*, 3(22), 44-50.
- Vidani, J. & Singh, P. K. (2017). To study the effect of marketing on awareness and the use of contraceptive pills in the rural areas with special Reference to Ahmedabad District. *Services in Emerging Markets* (pp. 254-265). Ahmedabad: Emerald.
- Vidani, J. & Solanki, N. (2015). THE STUDY OF FUNDAMENTAL CONCEPTS OF MANAGEMENT FOCUSING ON POSDCORB ANALYSIS - PARLE INDIA PVT. LTD. *EXCEL International Journal of Multidisciplinary Management Studies*, 5(12), 45-56.
- Vidani, J. (2015). "THE STUDY OF THE CONCEPTS OF PERSONALITY TRAITS, VALUES, SKILLS AND PERCEPTION OF DR.MANMOHANSINGH. *The Indian Writer's e - Journal*, 1(1), 1-14.

- Vidani, J. (2015). Self Aid Group - A Preeminent way for Bucolic Female Empowerment. *International Journal of Advance Engineering and Research Development*, 2(11), 351-360.
- Vidani, J. (2015). THE STUDY OF INVESTMENT PATTERN OF THE PEOPLE OF BHAVNAGAR DISTRICT. *The Indian Writer's e - Journal*, 1(1), 1-26.
- Vidani, J. (2015). THE STUDY OF PESTLE ANALYSIS IN KERALA STATE. *ZENITH International Journal of Multidisciplinary Research*, 5(12), 33-50.
- Vidani, J. (2016). Fake Opportunities and Real Challenges of an Indian Women Entrepreneurs: A Review Approach. *International Journal of Multidisciplinary Educational Research*, 5(11(3)), 224-237.
- Vidani, J. (2016). IS ENTREPRENEURSHIP A GENDER BLIND (PART II). *Indian Journal of Technical Education (IJTE) - Special Issue for ICWSTCSC-2016*, 25-33.
- Vidani, J. (2016). Roles of a Bhartiya Nari Vyapari: A Case study review Approach. *International Journal of Management, IT & Engineering*, 6(12), 328-341.
- Vidani, J. (2016). Rural Women Entrepreneurship: "NariBani Vyapari". *International Journal of Management and Research*, 1, 208-213.
- Vidani, J. (2018). *Export and Import Procedures (Vol. 1)*. Online: Educreation Publishing .
- Vidani, J. (2018). MERGER AND ACQUISITIONS: A CASE FROM INDIAN TELECOM SECTOR VODAFONE & IDEA. *Compendium of Research Papers of National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success* (pp. 105-108). Pune: D.Y Patil University Press.
- Vidani, J. (2018). Overview of Opportunities and Challenges in Marketing Strategies of Ecopreneurs for their Eco-Prenrural Products in the Markets of Saurashtra Region. In B. UNNY, D. N. BHATT, & D. S. BHATT (Ed.), *Transformation Through Strategic and Technological Interventions* (pp. 159-167). Ahmedabad: McGraw Hill Education (India) Private Limited.
- Vidani, J. (2019). INFLUENCER MARKETING: A NEW TREND. *Nafional Conferenee on "Multidisciplinary Research in Socelal Seienes & Management Studies*. 6, pp. 344-353. Pune: D.Y Patil Institute of Management Studies.
- Vidani, J. (2020). ROLE OF WOMEN IN AGRICULTURE SECTOR OF INDIA, WOMEN EMPOWERMENT & ECONOMIC DEVELOPMENT (pp. 32-47). Kanpur: International Publications.
- Vidani, J. (2022). *Digital Marketing for Business in #hashtag era (Vol. 1)*. Delhi, India: Publishing Expert.
- Vidani, J. Chack, P. K., & Rathod, D. N. (2017). *STARTUP INDIA: A CHALLENGING WAY OF THRONES*. *National Conference on startup India: Boosting Entrepreneurship* (pp. 111-118). Pune: D. Y. Patil University Press.

- Vidani, J. Das, S., Meghrajani, I., & Singh, G. (2023). Influencer Marketing and Gendered Consumer Behavior: An Analysis of Clothing Purchases across Different Fashion Categories. *Sodhsamhita*, 137-157.
- Vidani, J. Meghrajani, I., & Siddarth, D. (2023). Unleashing the Power of Influencer Marketing: A Study on Millennial Consumer Behaviour and its Key Antecedents. *JOURNAL OF EDUCATION: RABINDRA BHARATI UNIVERSITY*, XXV(6), 99-117.
- Vidani, J., Das, S., Meghrajani, I., & Chaudasi, C. (2023). Unveiling the Influencer Appeal: A Gender-Centric Exploration of Social Media Follower Motivations. *RabindraBharati Journal of Philosophy*, 182-203.
- Vidani, J., Jacob, S., & Patel, M. (2019). MENTAL HEALTH START-UP: MOODCAFE. *Economic Challenger: An International Journal*, 21(84), 35-42.
- Vivek, S., & Vidani, J. (2024). E-commerce supply chain efficiency: A case study of Amazon e-commerce company. *Journal of Advanced Research in Business Law and Technology Management*, 7(1). <https://adrjournalshouse.com/index.php/business-law-tech-management/article/view/1948>
- Vladimirovich, K. (2020). FUTURE MARKETING IN B2B SEGMENT: INTEGRATING ARTIFICIAL INTELLIGENCE INTO SALES MANAGEMENT. [.https://doi.org/10.31435/rsglobal_ijite/30092020/7149](https://doi.org/10.31435/rsglobal_ijite/30092020/7149).
- Wang, W., Malthouse, E., Calder, B., & Uzunoglu, E. (2017). B2B content marketing for professional services: In-person versus digital contacts. *Industrial Marketing Management*. <https://doi.org/10.1016/J.INDMARMAN.2017.11.006>.