



Editorial

I wish all the authors and readers of USHUS a very happy and healthy 2022.

After two years since the beginning of the Covid-19 pandemic, marketers have changed their minds towards the market and their customers. Marketers have experimented with new methods while also emphasising tried and true ones. While some consumers are still dealing with inflation and pandemic-related issues such as lower salaries, job losses, lost career opportunities, and the loss of a family earning member due to the pandemic, others have been able to save money, thanks to work from home options, weekend lockdowns, fewer travels or vacations, and more. However, the consumers also, on the other hand, have become the most crucial factor for the marketers.

A consumer's decision to buy a product is influenced by the interaction of various factors. Consumers are increasingly the primary drivers of the market. Consumers have a wide range of options to pick from. Jyoti Nautiyal's research reveals a variety of factors that the manufacturer should emphasise in order to entice potential buyers. This study aims to determine product awareness and consumer expectations for Aquasoft water softeners in the market by reviewing multiple corporate data records as well as new data that was obtained. The results showed that there is a strong correlation between brand name and customer preference.

One of the consumer-targeting strategies is cause-related marketing. Both businesses and the general public can benefit from cause-related marketing. Femy Moni and others have discovered compelling arguments for implementing this method. This study looked into consumer attitudes and preferences for cause-related marketing. Cause-related marketing strategies are becoming increasingly popular among businesses. These tactics help a social cause while also increasing marketing success. Supporting a particular cause can have a significant impact on customers'

purchasing decisions. Cause marketing allows businesses to engage with customers while simultaneously displaying their commitment to social responsibility. This can assist marketers in attracting customers, connecting with them on an emotional level, and establishing a positive brand image.

Companies use flash sales to engage consumers in the market. Flash sales are relatively new e-commerce phenomena in which a company gives a significant discount on one or more items or services for a set period of time. Hansel D'Silva and Elangovan have investigated the eclectic characteristics of flash sales, such as effective duration, variety and assortments on online shopping enjoyment, portal preference for online impulse buying, and factors such as perceived perishability and perceived scarcity on the attitude towards flash sales. The study also contributes to a better understanding of how to create flash sales. The way people feel about flash discounts appears to have a big impact on how much fun they have with their purchases. Customers are more stimulated and satisfied during flash sales than during regular transactions, implying that they are more stimulated and satisfied during flash sales than during regular transactions.

Recently, there has been an upsurge in the number of organisations conducting business through their websites. And for the consumers, one of the most popular pastimes on the internet nowadays is online shopping. Consumers may buy a variety of products on unfamiliar or unknown websites too. Online purchases are appealing because of the convenience of access and availability, as well as the time savings. Dechen and Raman have tried to look into the importance of trust factors and consumer purchase intentions to buy from unfamiliar websites. The goal of this study was to investigate the role of trust characteristics on customer purchase intentions while purchasing from unknown websites. Customers must be drawn to the websites of new entrants. However, there are key trust considerations that these new participants should be aware of. The study allows merchants to better understand the trust elements that impact customers' purchase intent on their websites. The major outcome of the study was that the trust factors, secured transactions, website design,

associated offers, and e-retailer's contact information had significant influence on the purchase intention of consumers.

With the rise in popularity of online commercials, we've witnessed a growth in pay-to-play and ad-blocking techniques. The customized advertising on various OTT(Over the Top) platforms were observed and analysed by Das and Barkathunissa. By looking at all aspects of a personalised advertisement, the study looked into what influences Indian consumers' purchase decisions amidst this growth. The authors looked at how they differed based on demographic factors like gender, age, and income. As far as OTT platforms are concerned, they found that the previous purchasing behaviour, visual appeal, and personalization are some of the primary value elements influencing Millennial and Generation Z customers' buying decisions in India.

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