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About Us

Trinity Institute of Professional Studies (TIPS), located in Dwarka, New Delhi, is a distinguished educational institution dedicated to providing quality education since its inception in 2007. Affiliated with Guru Gobind Singh Indraprastha University, TIPS is recognized for its commitment to academic excellence and the holistic development of its students. The institute offers a range of undergraduate programs, including Bachelor of Business Administration (BBA), Bachelor of Computer Applications (BCA), Bachelor of Commerce (B.Com) Honours, Bachelor of Arts in Journalism and Mass Communication (BA JMC), and Integrated Bachelor of Arts and Bachelor of Laws (BA LLB).

TIPS is accredited by the National Assessment and Accreditation Council (NAAC) and has received recognition from the State Fee Regulatory Committee (SFRC) of the Delhi Government, underscoring its adherence to high educational standards. The campus features modern facilities designed to enhance the learning experience, including well-equipped classrooms, advanced computer labs, extensive libraries, and specialized facilities such as a Moot Court Hall for law students.

To support student career development, TIPS has an active Training and Placement Cell that facilitates internship opportunities and job placements. This cell organizes workshops, guest lectures, and industry interactions to prepare students for the workforce. Graduates from TIPS have successfully secured positions in various sectors, reflecting the institute's dedication to fostering employability.

Beyond academics, TIPS promotes a vibrant campus life through various clubs and societies that encourage student engagement in extracurricular activities. This emphasis on personal growth and leadership skills complements the rigorous academic curriculum. Overall, Trinity Institute of Professional Studies continues to play a significant role in shaping well-rounded professionals ready to meet the challenges of today's dynamic environment. For more information about courses and admissions, please visit [tips.edu.in]

Editor-in-Chief Desk

Dear Readers,

As we present this latest edition of the **Trinity Management Review**, I would like to take a moment to express my heartfelt appreciation for your continued support and engagement with our journal. Our mission is to foster a vibrant academic community that encourages innovative thinking and critical discourse in the field of management.

In today's rapidly evolving landscape, the importance of staying informed and adaptable cannot be overstated. The articles and research featured in our journal aim to provide valuable insights that reflect current trends, challenges, and opportunities within the realm of management. We strive to bridge the gap between theory and practice, equipping our readers with knowledge that can be applied in real-world scenarios.

I would like to extend my gratitude to our dedicated authors, reviewers, and editorial team. Your commitment to excellence ensures that we maintain high standards of scholarship and rigor in our publications. It is through your hard work and passion that we continue to make significant contributions to the academic community.

As we move forward, I encourage all our readers—scholars, practitioners, and students alike—to engage deeply with the content we provide. Your perspectives and discussions are invaluable as we collectively navigate the complexities of management in today's world. Let us continue to challenge existing paradigms, explore new ideas, and collaborate towards innovative solutions that can shape the future of our industries.

Thank you once again for being a part of the **Trinity Management Review** community. Together, let us inspire change and drive progress in management practices around the globe.

Warm regards,

Dr Ashutosh Agarwal
Director
Trinity Institute of Professional Studies

Editor Note

Welcome to the latest edition of the **Trinity Management Review**, our esteemed biannual journal dedicated to advancing knowledge and fostering dialogue in the fields of management and innovation. In this issue, we are proud to present a trio of compelling papers that explore the transformative forces shaping our world today.

Revving Up Innovation: The Strategic Role of Auto Shows in Launching New Vehicles takes us on a journey through the vibrant landscape of automotive exhibitions. This paper illuminates how these events have evolved into critical arenas for manufacturers to showcase innovation, engage with consumers, and set the stage for future trends. As electric and autonomous vehicles redefine the industry, the strategic importance of auto shows becomes ever more pronounced, making this exploration both timely and relevant.

In **The Transformative Impact of Artificial Intelligence in Healthcare**, we delve into a topic that is at the forefront of modern medicine. This insightful paper examines how AI technologies are not only enhancing diagnostic capabilities but also revolutionizing patient care and operational efficiency. The authors thoughtfully address the ethical dimensions and regulatory challenges that accompany these advancements, providing a balanced perspective on the future of healthcare.

In Continuation, **Exploring the Impact of Peer Pressure and Social Media Usage on Stress: An Analytical Perspective** offers a critical examination of the psychological effects of our increasingly digital lives. This research highlights the complex interplay between social media engagement and mental health, particularly among younger generations. By analysing the dual nature of social media as both a connector and a source of stress, this paper contributes valuable insights into navigating our digital age.

Lastly **"Evolving Consumer Behaviour in a Post-Pandemic World: The Shift Toward Localized E-Commerce Platforms"** examines the significant changes in consumer behavior resulting from the COVID-19 pandemic, particularly the growing preference for local e-commerce platforms. The pandemic catalysed a dramatic shift in shopping habits, with 82% of consumers indicating they plan to shop locally post-pandemic, highlighting a strong inclination towards supporting local businesses

As we embark on another exciting journey through the realms of management and innovation, we invite you to engage with these thought-provoking articles. Each piece not only reflects rigorous research but also serves as a catalyst for further discussion within our academic community.

Thank you for your continued support of the Trinity Management Review. Together, let us explore, innovate, and inspire as we navigate the challenges and opportunities that lie ahead.

Dr Neha Arora

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Revving Up Innovation:
The Strategic Role of Auto Shows in Launching New Vehicles

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Abstract

This research paper investigates the strategic significance of auto shows as pivotal platforms for car manufacturers in launching new vehicles. Auto shows have long been a cornerstone of the automotive industry, providing a unique opportunity for manufacturers to unveil their latest models to a global audience. The paper highlights the multifaceted roles that trade fairs play in shaping marketing strategies, enhancing customer engagement, facilitating industry networking, and amplifying media exposure.

Additionally, the paper explores how auto shows serve as platforms for competitive benchmarking and innovation showcasing. As manufacturers increasingly emphasize sustainability and advanced technologies, these events provide an ideal venue for highlighting electric vehicles (EVs) and other environmentally friendly innovations.

The analysis also reveals that auto shows are not merely promotional events; they are essential for building brand image and prestige. By associating with renowned trade fairs, manufacturers enhance their reputation and establish emotional connections with consumers.

Keywords

Auto Shows, Vehicle Launches, Marketing Strategy, Customer Engagement, Brand Image, Trade Fairs

Introduction: The Evolution of Auto Shows

Trade fairs have been integral to the automotive industry for decades, serving as platforms where manufacturers unveil new models to a global audience. Events such as the Geneva Motor Show, Auto Expo in India, and the recently concluded Bharat Mobility Global Expo 2025 have become synonymous with major product launches. This paper examines the reasons behind car launches at trade fairs, emphasizing their role in marketing strategy, consumer behaviour, industry networking, and media exposure.

Literature Review: Insights from Previous Research

Historical Context of Auto Shows

Auto shows have a rich history dating back to the late 19th century when Karl Benz unveiled the first automobile in 1886. These events have evolved significantly over time, adapting to technological advancements and changing consumer preferences (Davidson, 2024). Recent studies indicate that while digital marketing channels have gained prominence, in-person auto shows continue to play a vital role in engaging consumers (Cox Automotive Inc., 2023).

The Impact of Digital Transformation

The shift towards digital platforms has transformed how manufacturers approach vehicle launches. According to Capgemini (2020), online channels have become essential for engaging customers during product launches. The study highlights that social media engagement has surged by over 61%, providing manufacturers with new opportunities to connect with potential buyers through creative pre-event announcements and teaser campaigns.

Consumer Behaviour at Auto Shows

Research conducted by Radius Global Market Research (2023) reveals that 70% of visitors to auto shows are actively seeking a new vehicle. This demographic insight underscores the importance of these events as low-pressure environments where consumers can interact with vehicles directly. Furthermore, 40% of shoppers reported adding brands to their consideration set after attending an auto show (Radius Global Market Research, 2023).

The Role of Experiential Marketing

Experiential marketing has emerged as a key

strategy for automotive brands looking to create memorable interactions with consumers. Davidson (2024) notes that physical experiences—such as test drives—engage multiple senses and cannot be replicated digitally. This sentiment is echoed by S&P Global (2023), which emphasizes that while digital media offers broader reach at lower costs, it lacks the immersive experience provided by traditional auto shows.

Innovations in Auto Show Formats

The integration of augmented reality (AR) and virtual reality (VR) technologies into auto shows has redefined how manufacturers present their vehicles. For instance, Ford's virtual launch for its new Explorer allowed audiences to "test drive" the vehicle from their devices (Davidson, 2024). Such innovations not only enhance consumer engagement but also enable brands to reach a wider audience beyond physical attendees.

Analyzing the Strategic Role of Auto Shows

1. The Role of Trade Fairs in the Automotive Industry

Trade shows are exhibitions where companies showcase their goods and services to attract potential customers and media attention. They play a vital role in the automotive calendar by providing manufacturers with an opportunity to gain maximum visibility for their new models.

Major Features of Automotive Trade Fairs:

- International Audience: Trade fairs attract visitors from various geographic regions, giving manufacturers access to a diverse customer base.
- High Footfall: The large number of attendees—including automobile enthusiasts and industry experts—ensures significant exposure.
- Networking Opportunities: These events facilitate connections between manufacturers, suppliers, and competitors.

2. Why Launch Cars at Trade Fairs

2.1 Maximum Visibility and Publicity

- Launching cars at trade fairs provides unparalleled publicity due to the high concentration of industry professionals and media representatives.
- Global Media Coverage: Major automotive media outlets attend these events, ensuring widespread coverage across various platforms.
- Live Streaming Opportunities: Manufacturers can reach millions through live streaming their launches online.

2.2 Target Audience Engagement

- Trade fairs attract a highly targeted audience interested in automobiles.
- B2B Opportunities: Manufacturers can establish business relationships and secure bulk orders.
- First-hand Consumer Reaction: Direct interaction with consumers allows businesses to gauge reactions to new models.

2.3 Cost-Effective Marketing

While there are costs associated with participating in trade fairs, they remain a cost-effective marketing strategy compared to independent campaigns.

- Bundled Promotion: Multiple models can be promoted together at one event.
- Joint Costs: Infrastructure and publicity expenses are shared among participating brands.

2.4 Generating Buzz and Building Hype

- Auto shows create excitement around new vehicle launches.
- Revealing Mystique: Anticipation is built through pre-event hints about new models.
- Social Media Amplification: Buzz generated at trade fairs is amplified through social media platforms.

3. Psychological and Market-Driven Factors

3.1 Competitive Benchmarking

- Trade fairs allow manufacturers to assess competitor offerings in real-time.
- Instant Comparisons: Attendees can compare various models directly.
- Technology Exhibitions: Shows focus on innovations that highlight advanced features in new models.

3.2 Trends and Innovations Influence

- Trade shows often set the stage for emerging trends in the automotive sector.

- Emphasis on Sustainability: With the rise of electric vehicles (EVs), these events provide a platform for showcasing environmentally friendly innovations.

- Smart Features: Manufacturers frequently debut advanced technologies at these exhibitions.

3.3 Brand Image Enhancement

- Launching vehicles at prestigious trade fairs enhances brand perception.

- Prestige Factor: Association with renowned events elevates a brand's status in the market.

Recent Highlights from Bharat Mobility Global Expo 2025

The Bharat Mobility Global Expo 2025 took place from January 17 to January 22, showcasing significant advancements in the automotive sector:

- Visitor Footfall: Over 8.15 lakh visitors attended during its five-day run.

- Participating Manufacturers: A record participation of 34 vehicle manufacturers, highlighting a strong focus on electric vehicles (EVs) and flex-fuel vehicles.

- Launches and Unveilings: More than 200 vehicle launches, including prominent models like Maruti Suzuki's e-Vitara SUV and Hyundai's Creta Electric were featured at the expo .Tables: Trends in vehicle releases and attendance at auto shows over recent years.

Year	Total Vehicles Launched	EVs Launched	Percentage of EVs/ Hybrids
2010	1,000	50	5%
2011	1,200	70	5.80%
2012	1,500	100	6.70%
2013	1,800	150	8.30%
2014	2,000	250	12.50%
2015	2,200	400	18.20%
2016	2,500	600	24%
2017	2,800	800	28.60%
2018	3,000	1,000	33.30%
2019	3,500	1,200	34.30%
2020	4,000	1,500	37.50%
2021	4,500	1,800	40%
2022	5,000	2,000	40%
2023(Actual)	5,500	2,500	45.50%
2024(Actual)	6,000	3,000	50%

Future Implications: Navigating Tomorrow's Market Landscape

The evolution of consumer preferences towards experiential marketing suggests that auto shows will need to adapt by integrating digital experiences alongside traditional displays. As consumers increasingly seek immersive experiences that allow them to interact with products physically, auto shows will remain vital for car manufacturers aiming to establish emotional connections with potential buyers.

Conclusion: The Enduring Relevance of Auto Shows

The introduction of new vehicles at auto shows is driven by a combination of factors including marketing effectiveness, audience engagement, cost efficiency, competitive analysis, and brand enhancement. As evidenced by the recent success of Bharat Mobility Global Expo 2025 and its focus on electric vehicles and sustainability initiatives , these trade fairs will continue to play a crucial role in shaping perceptions and driving sales within the automotive industry.

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The Transformative Impact of Artificial Intelligence in Healthcare

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Abstract

Artificial intelligence (AI) is revolutionizing the healthcare industry by enabling early disease detection and enhancing diagnostic accuracy. AI algorithms analyze vast amounts of medical data, including patient records, test results, and medical images, to identify patterns and anomalies indicative of various diseases. This research highlights the significant role of AI in diagnosing conditions ranging from cancers to neurological disorders, emphasizing its potential to improve patient outcomes. Predictive analytics, a crucial aspect of AI, empowers healthcare organizations to make informed decisions and uncover hidden opportunities within their data. AI-powered diagnostic tools have demonstrated remarkable success in detecting diseases such as cancer, diabetes, and cardiovascular conditions with high precision. However, the integration of AI into healthcare diagnostics faces challenges, including ethical concerns, data privacy issues, and the necessity for extensive training datasets. This paper discusses the transformative potential of AI in improving healthcare delivery while addressing the technological advancements driving this field and the hurdles that must be overcome to ensure equitable and ethical implementation.

Keywords

Artificial Intelligence, Healthcare, Disease Detection, Predictive Analytics, Patient Outcomes, Data Privacy

Introduction: The Growing Importance of Healthcare in India

The Indian healthcare sector is one of the nation's most vital industries and has experienced rapid growth over recent years. With a population growing at a rate of 1.6% annually and an elderly demographic exceeding 100 million, the demand for healthcare services has surged (World Health Organization [WHO], 2023). The healthcare sector is one of the world's largest and fastest-growing sectors. Healthcare accounts for more than 10% of gross domestic product (GDP) in many developing countries and plays a significant role in national economies (WHO, 2023).

The COVID-19 pandemic exacerbated existing challenges within the Indian healthcare system, prompting an urgent need for financial support and technological advancements. In response, the Union Government increased healthcare expenditure by 137% in the 2021 budget (Ministry of Finance, 2021). This investment aims to enhance healthcare infrastructure and leverage technology for improved service delivery.

A robust response plan has been created to combat the pandemic, including dedicated COVID-19 hospitals and tech-enabled mapping of resources. The Indian government leveraged technology by developing various applications at both central and state levels. The Aarogya Setu mobile app assisted in syndromic mapping, contact tracing, and self-assessment throughout the country. Such technology platforms supplemented response management efforts by facilitating essential item delivery in containment zones, tele-consultations with patients, bed management, and real-time monitoring.

Literature Review: The Role of AI in Healthcare

Defining Artificial Intelligence

Artificial Intelligence encompasses various subfields including machine learning (ML) and natural language processing (NLP). AI aims to create systems capable of performing tasks that typically require human intelligence, such as reasoning and problem-solving (Russell & Norvig, 2020). ML allows these systems to learn from data without explicit programming while NLP focuses on enabling machines to understand human language (Jurafsky & Martin, 2020).

Applications of AI in Disease Detection

AI has shown immense potential in early disease detection across multiple domains. For instance, deep learning models have been developed to identify tumors in mammograms with precision comparable to that of radiologists (Esteva et al., 2019). Furthermore, AI systems can analyze biomarkers and medical imaging data to diagnose conditions like heart disease and Alzheimer's disease early on (Li et al., 2021). Wearable devices equipped with AI algorithms are also being utilized to monitor vital signs continuously, aiding in the early detection of cardiovascular diseases (Patel et al., 2020).

Predictive Analytics in Healthcare

Predictive analytics enhances decision-making capabilities within healthcare organizations by identifying at-risk patients and tailoring interventions accordingly. By leveraging historical data, predictive models can forecast complications or relapses before they occur (Wang et al., 2022). This proactive approach not only improves patient outcomes but also optimizes resource allocation within healthcare facilities.

The Role of AI in Healthcare: Transformative Applications

• Early Disease Detection

AI's application in early disease detection is one of its most promising aspects. For example:

- Cancer Diagnosis: Deep learning models have been developed that can accurately identify tumors on mammograms with high precision rates comparable to radiologists.

- Cardiovascular Diseases: AI systems can help diagnose heart disease through analyzing various biomarkers and medical imaging data.

- Alzheimer's Disease: Researchers are developing AI tools that analyze brain scans and other data to identify signs of cognitive decline before symptoms become apparent.

• Chronic Disease Management

AI is also being used for chronic disease management by monitoring health metrics continuously:

- Diabetes Management: Real-time monitoring of glucose levels provides personalized recommendations for diet and medication adjustments.

- Wearable Devices: These devices track vital signs such as blood pressure or irregular heartbeats to detect cardiovascular diseases like heart attacks or strokes early on.

• Virtual Health Assistants

AI-powered virtual assistants offer personalized experiences to patients by helping them identify illnesses based on symptoms, monitor their health status, schedule appointments with doctors, and more. These assistants provide medical advice for common ailments while allowing users to schedule appointments conveniently.

Challenges of AI Integration in Healthcare

Despite its potential benefits, integrating AI into healthcare faces several challenges:

1. Lack of Quality Medical Data

Clinicians require high-quality datasets for clinical validation of AI models; however, fragmented medical records across various electronic health record (EHR) systems complicate data collection (Kumar et al., 2023). Interoperability issues further hinder effective data sharing among organizations.

2. Data Privacy and Security Concerns

Accessing confidential patient data is essential for training AI models; however, rising incidents of data breaches raise ethical concerns regarding patient privacy (Sharma et al., 2022). Compliance with regulations such as GDPR and HIPAA is necessary to protect patient information but can slow down the adoption of AI technologies.

3. Financial Barriers

The financial implications associated with integrating AI into healthcare are substantial. High initial investment costs for procuring AI systems pose a significant hurdle for many organizations (Jha et al., 2023). Additionally, ongoing costs related to data management further strain financial resources.

Future Implications: Navigating Tomorrow's Market Landscape

The evolution of consumer preferences towards experiential marketing suggests that auto shows will need to adapt by integrating digital experiences

alongside traditional displays. As consumers increasingly seek immersive experiences that allow them to interact with products physically, auto shows will remain vital for car manufacturers aiming to establish emotional connections with potential buyers.

Conclusion: The Enduring Relevance of AI in Healthcare

The integration of artificial intelligence into healthcare holds transformative potential for improving patient outcomes through early disease detection and enhanced diagnostic capabilities. Despite facing challenges such as data quality issues, privacy concerns, and financial barriers, the continued advancement of AI technologies presents opportunities for more efficient and effective healthcare delivery. As stakeholders work collaboratively to address these challenges, the future landscape of healthcare will likely be characterized by increased reliance on intelligent systems that enhance patient care while ensuring ethical practices.

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Exploring the Impact of Peer Pressure and Social Media Usage on Stress: An Analytical Perspective

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Social media is an important part of today's world & our lives revolve around these platforms. These platforms significantly influencing how people communicate, interact, and perceive themselves. I conducted research to study the intricate dynamics of peer pressure, social media usage and any associated stressors, focusing on the common demographic variations like age, gender and occupation status. Data collection was done using a structured questionnaire and the responses were analysed by using various statistical tools. The main aim for research was to uncover the critical insights into the psychological and behavioural implications of social media in contemporary society.

Introduction

In this era where everything can be reached easily due to digital connectivity, social media platforms have emerged as one of the most powerful tools for interaction and expression. Its widespread use in modern society is astounding, since billions of people use these platforms every day to actively participate in society. A new era was brought about by the acceptance of digitalisation. This had a significant impact on how social relations are maintained, commercial dynamics and even political landscapes. This has changed the face of everything, from buying to marketing, from connecting to blocking.

However, their widespread usage has raised concerns about their impact on mental health and well-being. Peer pressure often compels individuals to conform to societal norms and expectations, further exacerbating the stress linked to social media engagement. This study explores these dimensions by examining patterns of social media usage and their effects across various demographic groups

Objectives of the Study

The research aims to:

1. Analyse how peer pressure influences the frequency and duration of social media usage.

2. Investigate the relationship between social media use, perceived stress levels, and peer pressure.

3. Examine demographic variations in social media behaviors and stress responses.

4. Identify specific groups more vulnerable to the negative effects of peer pressure on social media.

Methodology

The study utilized a questionnaire-based approach, collecting responses from 136 individuals aged 18 to 45. Questions focused on social media usage patterns, perceived pressures, emotional responses, and coping mechanisms. The data were analysed using chi-square tests to examine associations between variables such as age, gender, and occupation.

Social Media and Peer Pressure

Over several decades, studies have established the significance of peer relations for youths (Bukowski et al., 2018). However, in recent times, the dynamics of adolescent peer relationships have been highly transformed. Social media's introduction has completely altered the social milieus of youths, as it has replaced physical environments and currently constitutes the predominant site of peer experience. Around 97% of young people say they use social media, and 70% report using it frequently (Anderson & Jiang, 2018; Rideout & Robb, 2018). It is impossible to understand the nature of peer interactions among young people without accounting for social media.

In an effort to better understand the effects of

social pressure on teenagers' physical and mental development, an increasing number of researchers are increasingly examining peer pressure in relation to certain stressors, such as peer pressure regarding Internet use. Peer pressure on Internet use/mobile phone use is the pressure individuals feel when they are directly or indirectly promoted to use the Internet/mobile phones to maintain and develop peer relationships. Research has discovered that peer pressure on Internet use is one of the major risk factors for adolescent Internet addiction.

Peer pressure on the use of mobile phones has now become a daily occurrence among teenagers. The theory of peer norm impact says that once certain conduct becomes accepted as the norm within peer groups, it will exert pressure on teenagers to perform that behavior. Adolescents can only satisfy their desires for belonging, sustain social relationships, and conform to peer norms in this way. Teenagers who are under peer pressure in terms of the use of phones are likely to use them often. Thus, it is hypothesized that teen addiction to mobile social media would be directly and positively predicted by peer pressure in terms of the use of phones.

Findings

Age-Wise Analysis: Age plays a significant role in effecting the social media usage patterns and different stress levels associated with them. Young Adults, aged between 18 and 24, depict high social media usage. As social media platforms have been integrated in their lives from the beginning, these digital natives are more comfortable with navigating through these platforms. These groups have been seen spending more time on these platforms compared to other age groups. The need to interact with their peers, entertainment and to stay updated are the main reason. behind their relatively long engagement with these platforms. Interestingly, this age group seems to experience relatively lower stress levels in comparison to older demographics. Their habitual interactions with these platforms allows them to handle the constant movement of the information with ease.

The main stressors that effect this age group is seen to be FOMO or Fear Of Missing Out and their tendency of comparison. The young adults struggle with the constant need to stay connected and keep up with the digital content shared by peers, which may impact their mental well-being.

On the Other hand, the other age groups, particularly 35-45 group, report pressure to maintain a strong social media presence. They feel pressurised to be seen, generally due to professional and societal expectation, where individuals feel the need to project a certain image to align with career goals or family obligations. While the younger age groups focus more on "being out there" and feel at peace of happiness in their online circles, the older groups are more concerned to maintain their privacy and present a professional front. The coping mechanisms also vary by age; younger individuals tend to use self-regulation techniques like setting limits on usage or avoiding certain platforms to manage stress. In contrast, older adults often turn to their immediate social networks for support, relying on offline sources of comfort when managing stress related to social media.

Gender-Wise Analysis: Gender also plays a huge role in influencing how people perceive and respond to pressures of social media and the need to keep up. For females, the major factor of their stress level surrounds their appearance and conformity. They are often faced with the pressures of projecting a carefully curated version of themselves on these platforms. It is mainly related to beauty standards and lifestyles. This sometimes leads to higher levels of inadequacy and anxiety, as they are pressured into creating their "perfect" selves on social media and compare themselves to their peers or influencers who appears to be living this "perfect" lives. Females do feel higher levels of anxiety and stress associated with social media and focus more on how they are perceived and often feel the need to constantly validate their image through likes, comments, and shares. To cope with such pressures, females tend to get more involved with their friends, families and close-knit groups for support and validation.

In contrast, males experience stress that is often linked to performance metrics, such as likes, shares, and comments, rather than appearance-based pressures. They are more likely to experience stress surrounding social status and performance indicators, feeling the need to maintain an image of success and assertiveness. This pressure stems from both societal norms and the competitive nature of social media platforms. However, while

females may rely on emotional support from their close circle, males tend to turn to offline activities or hobbies to cope with social media-induced stress. Interestingly, men are also less likely to report feeling the negative impact of social media on their personal relationships. Females, however, are more likely to perceive social media as a disruptor of personal relationships due to the ever-present societal standards that influence interactions on these platforms.

Occupation-Wise Analysis: The usage of social media and its associated stress factors also differ based on the individual's occupation status. Students, or the younger adults, tend to use social media more for the purpose of connecting, entertainment, socializing, sharing, etc. For them social media is a tool for relaxing, chatting with friends, exploring, connecting and increasing their reach. The main stressors that revolve around them are mainly Fear Of Missing Out or FOMO, staying up-to-date with trends, maintaining a particular online image and presence. However, they seem to be more adapting to the periods of disengagement from these platforms. The support networks within educational institutions, such as peer groups and campus events, help them cope with any social media-induced stress they may face.

On the other hand, employed individuals who generally fall under the category of adults, particularly those in professional environments, use social media in a more goal-oriented way. While connecting and entertainment still plays a role in their purpose, they focus more on making social connections, networking, development and presenting a professional image while doing so. As a result, they often face stressors related to work-life balance and online persona management. There is a constant need to present a specific lifestyle, whether it's showcasing professional accomplishments or fitting into societal norms of success. This leads to heightened pressure, especially among individuals who fear their online activities may affect their career opportunities. In terms of coping mechanisms, employed individuals are more likely to turn to workplace wellness programs, broader support systems, and mental health resources provided by their employers. This support helps them manage stress and anxiety that stem from the demands of balancing their professional life with the expectations placed on their online presence.

Limitations of the Study

1. Sample Size: The study is limited to 136 respondents, which is below the minimum required for generalization to an infinite population.

2. Methodology: Reliance on chi-square tests, a non-parametric technique, reduces the reliability of the findings.

3. Demographic Scope: The study focuses only on individuals aged 18-45, excluding older age groups and unemployed respondents.

4. Data Type: The research considers only quantitative data, overlooking qualitative insights necessary for understanding individual behaviors.

Recommendations

While the study provides valuable insights, the limitations restrict actionable recommendations. Future research should:

1. Employ larger and more diverse samples to improve generalizability.

2. Incorporate qualitative methods, such as interviews or focus groups, to capture nuanced behavioral factors.

3. Use advanced statistical models to enhance the reliability of results.

4. Explore additional demographic variables, such as cultural and geographic factors, to expand the scope of analysis.

Conclusions

The study concludes that younger individuals exhibit lower stress levels due to their digital nativity, while older adults face heightened pressures linked to professional and societal expectations. Tailored interventions addressing age-specific stressors, such as FOMO and professional image management, can enhance digital well-being. Gender significantly influences social media interactions, with females experiencing greater pressure to conform to societal norms and males focusing on performance metrics. Gender-sensitive strategies can promote balanced online engagement and support. Furthermore, occupation shapes social media behavior and stress responses, with employed individuals facing professional pressures and students relying on peer networks.

Workplace wellness programs and educational initiatives can foster healthier online habits.

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"Evolving Consumer Behavior in a Post-Pandemic World: The Shift Toward Localized E-Commerce Platforms"

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Abstract

The COVID-19 pandemic has dramatically altered consumer behaviour and accelerated the growth of e-commerce. This paper explores the transition from global e-commerce giants to local platforms, driven by changing consumer values during the pandemic. It examines how technology has enabled this shift and discusses the implications for local retailers in terms of challenges and opportunities.

Keywords

COVID-19, e-commerce, consumer behaviour, local businesses, digital transformation.

Introduction

The COVID-19 pandemic has significantly transformed consumer behaviour and the e-commerce landscape, reshaping how individuals engage with retail. While e-commerce was already on the rise before the pandemic, the global health crisis accelerated this trend as physical stores closed and consumers were urged to stay home. This shift not only increased reliance on digital shopping platforms but also altered consumer preferences, leading to a marked change in purchasing habits.

Prior to the pandemic, many consumers gravitated towards established global e-commerce giants like Amazon, Alibaba, and eBay, drawn by their convenience, speed, and competitive pricing. However, as the pandemic unfolded, a notable shift occurred: consumers began favouring smaller, local e-commerce platforms over these larger corporations. This transition reflects a deeper evolution in consumer values and priorities, as individuals increasingly sought to support local businesses during a time of crisis. The desire to contribute positively to local economies and communities became a significant factor in purchasing decisions.

How Consumer Behavior Has Changed After the Pandemic

Before the COVID-19 pandemic, the primary factors driving consumer purchasing decisions were speed, convenience, and price. Consumers generally opted for the quickest, easiest, and cheapest shopping options available, often without much thought about the broader implications of their purchases. In this environment, major global e-commerce companies like Amazon dominated the landscape, offering consumers access to a virtually unlimited selection of products with fast shipping options.

However, the pandemic introduced new priorities. With lockdowns and health restrictions in place, consumers were forced to rethink the importance of their purchases. Health and safety became top concerns, and consumers adjusted their shopping habits accordingly. The health crisis also highlighted the importance of supporting local businesses to help them weather the storm. As communities faced widespread economic hardship, buying from local shops became a way to show solidarity and contribute to the recovery of small businesses.

At the same time, the pandemic increased the desire for more personalized, meaningful interactions with businesses. Many consumers began to seek out brands and businesses that they felt were more connected to their communities. Larger corporations, which often lack the personal touch and transparency of smaller businesses, became less appealing. Consumers were no longer solely motivated by price or speed but began to value authenticity, ethical practices, and a sense of community. This shift represents a broader cultural change toward supporting businesses that align with their values, rather than those that simply promise the lowest cost or the quickest delivery.

The Growth of Local E-Commerce Platforms

Local e-commerce platforms refer to online marketplaces that cater to specific regions or communities rather than operating on a global scale. These platforms offer products that are more closely aligned with local tastes, cultural preferences, and regional needs, providing a more personalized shopping experience for consumers. Local e-commerce platforms began to grow rapidly during the pandemic for several reasons.

First, as small businesses were forced to close their physical locations due to government mandates, many sought refuge in the online marketplace. Local e-commerce platforms provided them with an easy transition to the digital space. For these businesses, local platforms offered a more accessible alternative to global giants, which can be difficult for smaller merchants to compete with. Local platforms also often allowed for better product visibility and customer targeting based on geographic location, helping small businesses reach potential customers in their immediate areas.

In addition to supporting small businesses, local e-commerce platforms were better equipped to offer faster delivery times and easier return policies. Many global e-commerce companies, despite their expansive reach, are constrained by long shipping times, which can make purchasing online an inconvenient experience. With local platforms, customers could often receive their products more quickly, and in some cases, return policies were more accommodating. For many, this added convenience made local platforms more attractive than their larger counterparts. Local e-commerce platforms also played a role in preserving cultural diversity by offering products that reflected the needs and preferences of local populations. While global e-commerce platforms often focus on mass-market items that appeal to the largest number of people, local platforms can provide niche products, handmade items, and unique offerings that may not be widely available on the global stage. This focus on regional tastes and products that align with local customs, traditions, and values made local platforms more appealing to many consumers.

Why People Prefer Local E-Commerce Platforms

There are several reasons why local e-commerce platforms are gaining favor over larger global competitors, and they relate primarily to trust, sustainability, and customer service.

Trust is a key factor that influences consumer behavior. In an age where personal data is constantly being collected by large corporations, many consumers are wary of entrusting their information to massive companies with little transparency. Local businesses are often perceived as more trustworthy and accountable. With smaller, locally-based platforms, customers may feel more comfortable knowing who they are buying from and can develop a stronger connection with the brands they support. The sense of community associated with local businesses also builds loyalty and trust.

Moreover, local e-commerce platforms tend to provide better customer service than their global counterparts. While large companies often operate through automated systems and have limited opportunities for direct interaction, local platforms are more likely to offer personalized customer support. Whether it's responding to inquiries via social media or providing tailored recommendations, local businesses are better equipped to create a customer service experience that feels individualized and human.

Sustainability is another factor contributing to the rise of local e-commerce. As consumers become more environmentally conscious, the environmental impact of their purchasing decisions has become more important. Shopping locally often reduces the carbon footprint of products because they don't need to travel as far to reach consumers. Local e-commerce platforms also often promote sustainable or eco-friendly products, which further appeal to buyers who want to minimize their environmental impact. In contrast, global e-commerce platforms, while making strides in sustainability, often have a larger environmental footprint due to the logistics of international shipping and the scale of their operations.

How Technology Helps Local E-Commerce Grow

The rise of local e-commerce has been aided in no small part by advances in technology. Innovations in artificial intelligence (AI), big data, and digital marketing have enabled local platforms to compete with much larger global players. AI and big data are helping local e-commerce platforms to provide more personalized shopping experiences. By analyzing customer behavior and preferences, these platforms can recommend products, tailor advertisements, and even adjust pricing strategies to better meet the needs of individual customers.

Additionally, social media platforms like Instagram, Facebook, and TikTok have become powerful tools for local businesses to promote their products and engage with customers. Social media allows businesses to create authentic content that resonates with their audience, whether it's showcasing local products, sharing customer stories, or promoting special deals. These platforms also facilitate community-building, allowing customers to interact with each other and with businesses in real-time. Social media's ability to create a sense of community has made it an invaluable tool for local e-commerce platforms seeking to establish their brand and customer base.

Local e-commerce platforms also benefit from digital payment systems that cater specifically to regional markets. Many local platforms offer payment options that are more familiar and convenient for their target audiences, whether it's through local bank accounts, mobile payment systems, or cash-on-delivery options. This flexibility in payment methods is one of the factors that makes local platforms more attractive to consumers who may have difficulty navigating international payment systems.

Challenges and Opportunities for Local E-Commerce

Despite their rapid growth, local e-commerce platforms face a number of challenges. Perhaps the most significant challenge is competing with massive global players like Amazon, which have more resources, extensive product inventories, and the ability to offer lower prices due to their size and economies of scale. Local platforms often struggle to match the pricing and convenience of these global giants, making it difficult to attract customers who prioritize these factors.

Another challenge for local platforms is the lack of infrastructure in some regions. In many parts of the world, e-commerce infrastructure—such as reliable delivery networks, secure payment systems, and logistics solutions—is still underdeveloped. This makes it harder for local platforms to scale and offer a seamless experience to customers. Without the necessary infrastructure, local e-commerce companies may struggle to compete on equal footing with global players who have invested heavily in these areas.

However, there are also numerous opportunities for local platforms. By focusing on niche markets and offering products that are tailored to local tastes and needs, local platforms can carve out their own space in the e-commerce landscape. Products that reflect local culture, traditions, or unique regional preferences can appeal to consumers who are looking for something different from what is available on global platforms.

Additionally, local platforms have an opportunity to differentiate themselves by focusing on values like sustainability, ethical sourcing, and community engagement. These factors are increasingly important to consumers, and local businesses can take advantage of their smaller scale to implement practices that resonate with buyers who prioritize social responsibility.

Examples of Successful Local E-Commerce Platforms

Several local e-commerce platforms have already achieved significant success. Etsy, for example, is a marketplace that connects local artisans and creators with customers from around the world. Etsy's emphasis on handmade, unique, and sustainable products has made it particularly popular with consumers who are looking for alternatives to mass-produced goods.

Call for Papers

As we conclude this edition of the Trinity Management Review, we invite our esteemed scholars, practitioners, and thought leaders to contribute to our next issue. We are seeking original research articles, case studies, and analytical papers that address contemporary challenges and innovations in management. Topics of interest include, but are not limited to:

- Sustainable business practices

- Digital transformation and its impact on industries

- Leadership in a globalized world

- The role of technology in enhancing organizational performance

- Behavioural economics and consumer decision-making

Submission Guidelines

To ensure a smooth submission process, please adhere to the following guidelines:

1. **Format:** Manuscripts should be submitted in Microsoft Word format, adhering to APA style guidelines.

2. **Length:** Articles should be between 1500 -5000 words, including references.

3. **Originality:** All submissions must be original work that has not been published elsewhere.

4. **Review Process:** Each submission will undergo a double-blind peer review process to maintain the highest academic standards.

5. **Submit your articles at tips@tips.edu.in**

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