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Abstract

An unexpected or hind-sighted experience that a brand face in Food and Beverages Industry is most likely to get stretch them into the controversial and difficult times which consequently affect their brand equity and consumer loyalty. Any brand in such situations attempt to rectify, manage or stimulate the perceptions of their consumers through multiple ways in order to reset and rebuild to their market positions. In order to conduct the research, we surveyed total 70 respondents of different age-groups as well as different occupations in five metro-cities of India. The research we conducted, portrayed the respondents do not easily tend to find the substitutes for the products that they use on daily basis and still do feel that they are addicted to them. This clearly states that there is an impact of the brand on the minds of consumers which leads to or very less effect of packaging on the respondents but have issues regarding trust on the brand even though the brands focus on creating advertisements that might impact the consumers.

EXPLAINING THE MINDFUL CONSUMPTION OF HERBAL PRODUCTS MIMICKING TRADITIONAL LIFESTYLE DURING COVID-19 PANDEMIC

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Abstract

The Covid-19 has compelled forces for all consumers to make conscious choices. The ongoing pandemic and recent shock data reinvigorating mindful consumption practices. Mindful consumption is the outcome of holistic offerings of an innovative product line. This proactive consumption is transmuting the dominant market narrative and evolving consumer psychology. This evolving consumer psychology is an offshoot of consumption patterns rooted in the preservation of looking towards the quality of tradition and culture. During this health crisis situation due to fear of getting the covid in the highly demanded as well as supplied category of consumer goods are the self-care products driven by plant-based alternatives, health care products and cleaning goods. Word of mouth advises, and social media led societal consciousness drivers to shift the promotion and distribution of herbs in terms of complementary alternatives for a healthy lifestyle. Henceforth, the consumer goods sector has come with new mass production range of herbal products. Henceforth, managing the brand with consumer knowledge structure is an unexplored phenomenon that needs a strategic evolution. The social spread of pandemic enthusiastic buyers is a matter of study. In this current context of migration and community spread of the cognitive development process is relevant to recognize the current consumption practices for all demographic phenomenon drives the future consumption patterns based upon conscious choices and resource utilization. The income, consumer expenditure, centralized decisions, product category, family size, generation cohorts, race and essential commodities will cultivate an attentive relationship between risk assessment and future buying shopping

Keywords: Experiences, Herbal, Mindful consumption, Pattern, Resources.

MINDFULNESS AND MEDITATION

MEDITATION AS AN INTERVENTION TOOL FOR ORGANISATIONS TO ENHANCE EMOTIONAL INTELLIGENCE AMONG WORKING PROFESSIONALS

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