



International Journal of Engineering, Science and Humanities

An international peer reviewed, refereed, open access journal

Impact Factor: 8.3 www.ijesh.com ISSN: 2250 3552

“Impact of Mobile Advertising on Consumer Purchase Decisions: A Study of Western Haryana”

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Abstract

With the widespread adoption of mobile phones and low cost mobile broadband in India, mobile advertising has become one of the most effective means of modern marketing communication. This paper is an analysis of how mobile advertising affects the purchasing process of consumers in the Western haryana region which includes Bhiwani, Hisar, Rohtak, Jhajjar, Charkhi Dadri and Sirsa districts. The entire study was based on secondary data which were obtained from government reports, industry publications, journal articles and market research studies. It covers the evolution of the Mobile advertising spends in India, types of prevalent Mobile advertising formats, and consumer attitude and behavior towards mobile advertisements. The paper also delves into the specific influences that impact consumer purchase decisions, such as price offers, product relevance, social influence, brand trust and advertisement frequency, in the commercial and semi-urban, agrarian areas of Western Haryana. The results indicate that mobile advertising has a strong, but inconsistent impact on purchase intentions, with younger, urban consumers being more positive than older, rural consumers. The study ends with a discussion of the major issues that marketers are likely to encounter in the region and the future potential of mobile as a means to engage consumers and drive sales conversion.

Keywords: Mobile Advertising, Consumer Buying Behavior, Digital Marketing, Western Haryana, Smartphone Penetration, In-App Advertising, Consumer Attitude, Secondary Data.

Introduction

Over the past decade, the Indian advertising market has fundamentally changed and evolved to a more digital, and especially mobile-first, environment. The mobile phone is now the country's most accessed advertising screen, beating TV and print in terms of daily reach among the working age population, as their proliferation and the rollout of affordable 4G and 5G data services has made the light green screen the top advertising medium. (Sharma, 45)

Mobile advertising is any paid communication marketing on a mobile device such as an in-app banner ad, social media sponsored post, SMS/Push notifications, mobile video ads or location based ads. Mobile advertising can be used to target consumers anywhere and anytime, it can be targeted to individuals based on their location and/or their browsing history, and can be measured in real time using click-through and conversion rates. The western part of Haryana, which includes



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Bhiwani, Hisar, Rohtak, Jhajjar, Charkhi Dadri, and Sirsa, is a unique consumer market, consisting of fast-rising commercial towns and semi-urban and rural areas that are changing their setup to embrace digital adoption. (Yadav, 78)

The region's dual nature is a key area for future research and understanding of mobile advertising diffusion and its impact on consumer decision-making. Consumers in this belt now see mobile ads in their local language social media, shopping apps and messaging apps which has changed the way that they search for products, compare brands and make a buying decision.

The purchase decision process is a complex one that is affected by psychological, social, cultural and economic factors, and marketing stimuli including advertising are known to trigger the purchase process from the outside, either accelerating or redirecting it. With a view of understanding how the consumer buying behavior in Western Haryana is being influenced by one of such external stimuli, 'Mobile Advertising', this paper aims to analyse the influence of mobile advertising on consumer buying behavior. The study is based on secondary data only, which is data that have been previously published by other parties, some industry reports, data from government statistics and other prior academic research as there is no need to obtain new primary data to make a new picture of the region.

Objectives of the Study

1. To analyse the penetration and penetration rate of Mobile Advertising in India in the context of Western part of Haryana.
2. To see which type of mobile advertisement formats consumers are most likely to come across in the region.
3. To measure the attitude and perception of consumers towards the mobile advertising.
4. To find out the factors which affect the buying behaviour of consumers of Western Haryana regarding mobile advertisements.
5. To showcase the current and future obstacles and opportunities of mobile advertising as a marketing medium in the area.

Significance of the Study

The relevance of this study is that is a regional specificity. Mobile advertising literature and consumer behavior at national level has been extensively available, however, there is comparatively lesser literature available for region-specific analyses for semi-urban and rural belts of Haryana like Western Haryana. With its mix of commercially active cities and agrarian population, Western Haryana is a good example of the performance of mobile advertising in a single contiguous market with different levels of digital maturity.

The results of this study will be useful for the development of mobile advertisement campaigns customized to local businesses, regional marketing agencies, and ecommerce platforms that can use advertising messages that are more affective to the specific linguistic preferences and levels of trust, as well as the specific economic activities of the region.



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Scope and Limitations

This study includes only secondary data and not primary data collected through survey and interview from actual consumers of Western Haryana. Therefore, the findings of the study are suggestive of the regional/national trends and not specific to the districts studied and applied to the context of Western Haryana. Another drawback of the study is the availability and collectability of published secondary sources, which some report data at the state or national level, and not the district level of Western Haryana.

Research Methodology

This present study can be said to be descriptive and analytical in nature and uses only secondary sources of data which are reports from industry bodies, peer-reviewed journal articles, government publications and reputed market research agencies. The data regarding expenditure on mobile, mobile advertising formats and consumer response has been collected, tabulated and interpreted to draw meaningful conclusions which are relevant to the context of Western Haryana.

Growth and Penetration of Mobile Advertising in India

India's digital advertising market has emerged as one of the fastest growing advertising markets globally and mobile advertising segment in the digital advertising pie is the largest and fastest-growing segment. Three things have all happened at the same time and all have contributed to the growth: smartphone prices have dropped significantly; mobile data rates are some of the lowest in the world; and consumption of regional-language content has climbed quickly. All of these have led mobile advertisers to get access to Tier-II and Tier-III towns, which includes most urban centres of Western Haryana like Hisar, Rohtak and Bhiwani.

Table 1: *Growth of Internet and Mobile Users in India*

Year	Total Internet Users (Million)	Mobile Internet Users (Million)	Mobile Users as % of Internet Users
2019	504	462	91.70%
2020	624	574	92.00%
2021	658	610	92.70%
2022	759	712	93.80%
2023	881	836	94.90%

Source: Compiled from Internet and Mobile Association of India (IAMAI) Reports

The figures show that in India, more than 90 percent of internet users have always been mobile internet users, supporting the mobile-first Internet adoption trend in India. This has significant repercussions for the smaller towns and villages of Western Haryana, where a significant



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population, including farmers, small traders and college-going youth, have had only a mobile phone as a means of accessing the internet, and often as their main means of doing so.

Table 2: *Mobile Advertising Expenditure in India*

Financial Year	Mobile Ad Expenditure (INR Crore)	Share in Total Digital Ad Spend (%)	Year-on-Year Growth (%)
2019-20	8,200	62%	—
2020-21	9,600	64%	17.10%
2021-22	13,500	68%	40.60%
2022-23	18,700	71%	38.50%
2023-24	24,300	74%	29.90%

Source: Compiled from FICCI-EY Media and Entertainment Reports

The mobile advertising spend continued to grow in double digits while mobile advertising share of total digital advertising spend also increased, indicating marketers are now looking at the mobile screen as the main channel to reach Indian consumers as compared to TV+Print.

Regional Dimension of Mobile Penetration in Western Haryana

District-level data shows that the teledensity of the mobile segment in Western Haryana has continued to be higher than the national rural rate, because of its close proximity to the National Capital Region and the relatively good state of the road and power infrastructure. (Dahiya, 104)

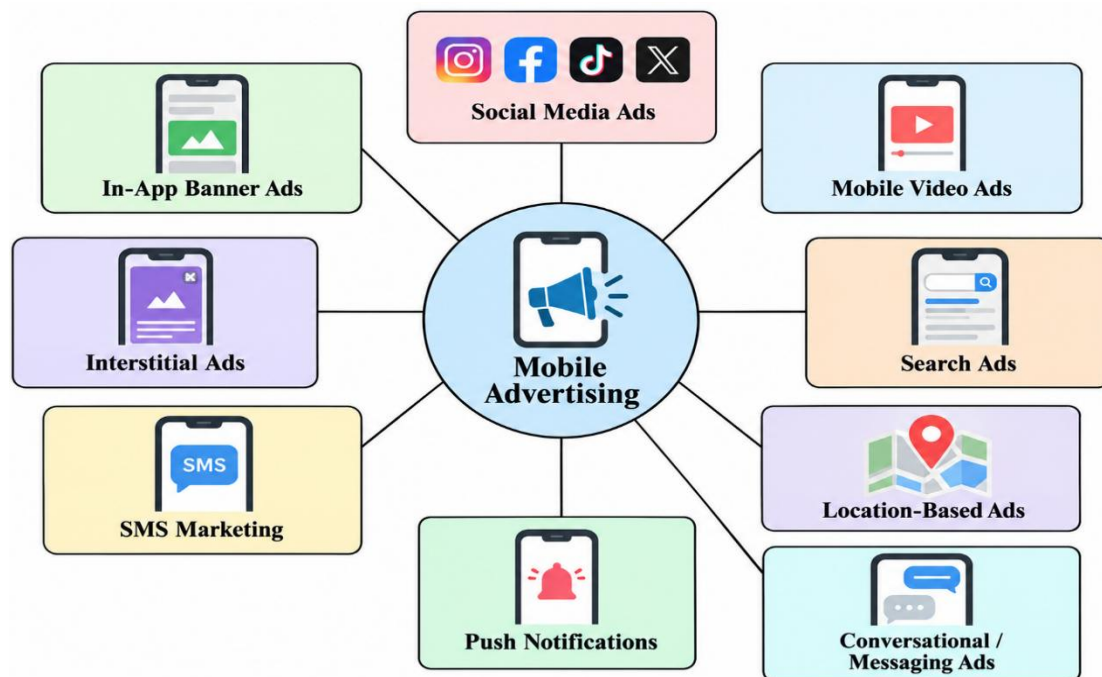
In the areas that have universities and medical colleges like Rohtak and Hisar, where the district administrative offices are also located, these towns serve as early-adoption centers from which digital habits spread out to adjacent rural blocks and which can be expected to lead to more exposure to mobile ads. The urban-to-rural diffusion of this technology is similar to the diffusion of technology elsewhere in North India and indicates that mobile advertising campaigns in these urban anchor towns are likely to have higher initial penetration rates in rural parts of the region. The increased penetration of internet and advertising in lower income households and western belt of Haryana has been aided by the proliferation of low cost Android smartphones worth less than Rs. 10,000.

Forms and Formats of Mobile Advertising

Mobile advertising isn't one-size-fits-all, but is a portfolio of advertising types with varying levels of reach, cost and engagement. These include in-app banner and interstitial ads, sponsored social media posts, SMS and push notifications, mobile video ads on streaming and short video apps, search ads in mobile browsers and shopping apps. Social media advertising has become the preferred choice among India's marketers due to its visual storytelling capabilities, along with its

precision in audience targeting based on demographic and behavioral data. In-app ads, especially those seen in gaming, entertainment, and utility apps, just trail behind as the Indian users spend more than 20 minutes in each mobile app as compared to mobile web (Kotler, 201).

Image 1: Major Forms and Formats of Mobile Advertising



Mobile advertising refers to various forms of digital marketing that allow companies to reach consumers directly via their mobile phones and other mobile devices. Social media, banner and interstitial ads, mobile video ads, search ads, SMS marketing, push notifications, location-based ads, and conversational/messaging ads are all major forms. These two formats do different things, a social media or video ad will be great for grabbing some attention and engagement, while a search ad will help someone who is already searching for a product or services. While SMS and push notifications can be used for direct offers and reminders, location-based and messaging ads can be used to deliver more personal and contextual messages to businesses. These formats allow mobile advertising to be a flexible and interactive medium to shape consumer awareness, interest and purchase decisions.

Emerging Formats: Location-Based and Conversational Advertising

Location-based mobile advertising, which leverages a consumer's geographic position to send relevant offers, has started to catch on in India among retail outlets and retail chains that serve a dense commercial population in towns. This format has significant potential in Western Haryana for market-day promotions in mandi towns and festival seasons retail promotions as footfalls are focused in a particular commercial area for a short duration. Likewise, messaging marketing—



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where a company can directly engage a would-be customer via automated or semi-automated advertising services—is now starting to be used by local electronics, furniture and apparel stores that are looking for an affordable advertising agency replacement. For small and medium business in semi-urban India, the need to keep the advertisement cost low and at the same time have a level of interaction, which is not possible with bigger size, impersonal banners, leads to more preference towards the messaging based format of advertisements. (Bansal and Mehta, 27)

Consumer Attitude and Perception Towards Mobile Advertising

Consumer attitude towards advertising is generally recognized as being a learned predisposition to respond positively or negatively to the advertising stimuli which mediate between exposure to an advertisement and eventual purchase decision. Consumer attitudes towards mobile advertising are mixed, but mostly favorable, according to various secondary studies conducted in the different states of India, with informativeness and entertainment value being the top two positive factors, while too frequent and too intrusive advertising are the top two negative factors. Mobile ads are more favorably perceived when they are relevant to the consumer, and when the ad fits seamlessly into the context of the content they are absorbing, instead of being intrusive. (Verma, 124) This fact is significant for those parts of Haryana where the regional language and contextually local advertisements are appreciated better than the advertisements which are universal in the whole of the country.

Table 3: *Consumer Response to Mobile Advertising Formats*

Advertising Format	Positive Response (%)	Neutral Response (%)	Negative Response (%)
Social Media Ads	58%	27%	15%
In-App Ads	46%	31%	23%
Video Ads	61%	24%	15%
SMS/Push Notification	34%	28%	38%
Search Ads	49%	35%	16%

Source: Compiled from Kapoor, 63 and Verma, 126)

Table 3 shows that the most positive consumer response is for video and social media ads, while SMS and push notification ads have the highest percentage of negative response, which is likely due to their perceived intrusiveness and association with unwanted promotional messages. There



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is also a critical factor that emerges as a determinant of attitude: trust. Semi-urban and rural pockets of Western Haryana, where digital literacy is in the early stages, exhibit higher levels of scepticism towards brands they are not familiar with and have seen being promoted on mobile devices and higher levels of trust towards ads from brands they know or have heard of before. Trust in the ad source has been shown to be a better predictor of intention to purchase than the quality of the ad. (Schiffman,101)

Generational and Rural-Urban Variation in Attitude

Younger consumers are significantly more receptive to mobile advertising in all formats than older consumers; not only are they more digitally savvy, but they are also less risk averse when it comes to online engagement as well. In Western Haryana, this generational gap is further exacerbated by a rural-urban gradient: college students and young professionals in Rohtak and Hisar say they have attitudes toward mobile ads similar to what's seen in larger metro/urban studies, while older consumers and those in agrarian professions in the rural blocks of Bhiwani and Sirsa are less trusting, and often turn to advertising, primarily, as a way to compare prices. To do this, marketers need to take a dual-track approach: content that appeals to younger urban consumers and content that appeals to older and rural consumers. (Aggarwal, 92)

Factors Influencing Buying Behavior Through Mobile Ads in Western Haryana

This section is based on the attitudinal pattern discussed above and brings together secondary evidence regarding some of the factors that make advertising exposure on mobile devices lead to actual purchases by consumers in Western Haryana. Price-related options such as discounts, cashback and limited period offers are always the top driver of purchase action across Indian regional markets, which is driven by the price sensitivity of a high proportion of semi-urban and rural consumers. Product relevance is the second-most important variable and consumers are more sensitive to products with a high demand cycle in the Western Haryana economics; these include agricultural equipment, seasonal clothing and education services.

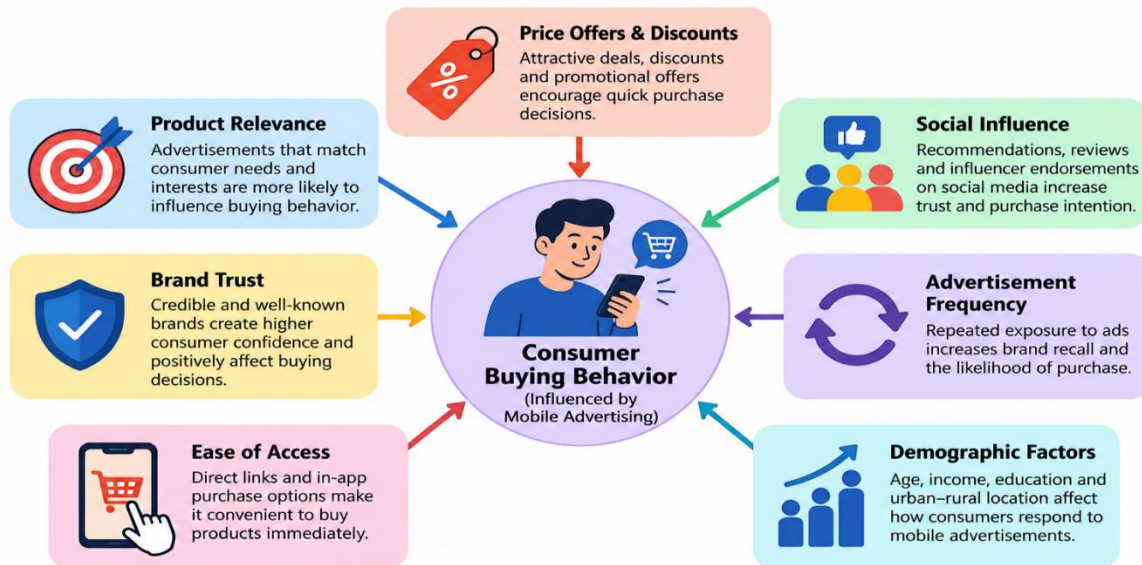
This amplification effect is especially strong in the semi-urban and rural communities of Western Haryana, where social and family connections continue to be strong sources of information, despite growing digitization.

Advertisement frequency is curvilinearly related to purchase behavior: moderate frequency enhances brand recall and purchase intention, while excessive frequency causes advertisement fatigue and may create resistance or active avoidance of the brand. Therefore, it is recommended that the marketers of Western Haryana adjust the frequency of their advertisements, especially for digital oriented and younger consumers who are more prone to getting bored with repeated advertisements.

Finally, the positive relationship between advertisement creativity, local language use, humour, culturally resonant imagery and attitude and purchase intention suggests that it is crucial for

advertisers to be creative in order to reach consumers in their local languages and with humor and imagery that resonates with them, as opposed to generic national campaigns. (Verma, 131)

Image 2: Factors Influencing Consumer Buying Behavior through Mobile Advertising



Factors that affect consumer buying behavior in mobile advertising are price offers/discounts, product relevance, social influence, frequency of the ads, accessibility, brand trust, and demographic characteristics. Promotional offers and engaging discounts can make the buying decision easier, and ads that are relevant and appealing to consumers will elicit favorable responses. Consumer confidence is also bolstered by what they hear about a brand from friends, family, or social media and by their opinions of online reviews. Meanwhile, too many ads can cause irritation, while accessibility to mobile devices and easy-to-use purchasing processes can drive conversions. However, the influence of mobile ads on consumers varies due to demographic characteristics like age, income, education, and rural-urban location.

Sector-Wise Purchase Response in Western Haryana

Category-level analysis indicates that mobile advertising has the highest impact on purchase decisions across three categories: fashion and apparel, consumer electronics and educational services, where visual presentation and comparing prices is a major factor in the purchase decision. The buying decisions for mobile ads in the agricultural input categories were more moderate; even when consumers first learn about a product through a mobile ad, a dealer relationship and word-of-mouth recommendation still play a key role in agricultural input purchases. (Kaur, 61) This indicates that in these categories mobile advertising can essentially be treated as a means to build awareness, rather than as a direct conversion driver, and the actual purchase decision is likely to be made via well known, trustworthy offline channels that are very much in use in the rural economy of Western Haryana. The categories for mobile-advertisement conversion that have seen



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the highest growth in Tier-II cities are financial services and quick-commerce grocery delivery with their ease of onboarding and allure of first-time-user rewards. (Hooda, 44)

Challenges and Future Prospects of Mobile Advertising

Despite its fast pace of growth, mobile advertising in semi-urban and rural India still has a lot of structural issues to deal with – such as inconsistent network connectivity, low digital and financial literacy, and consumer doubt about data privacy and online fraud. Even though there is some interest and intent, the lack of connectivity in parts of the rural blocks of Haryana and the still maturing payment ecosystem in the less rural areas continues to prevent advertisement exposure from being translated into completed online purchases.

A further challenge is ad-blocking behaviour, both technical and psychological, as there is a growing share of digitally literate consumers who will actively install ad-blocking software or build up selective attention that will block advertising content entirely. In order to do so, marketers must increasingly use advertising formats that are native and involve content integration but do not visually and functionally disrupt the user experience as they would with traditional banner advertising. The favourable factors include mobile connectivity getting better (5G) and low-cost, vernacular media platforms, as well as quick commerce delivery networks extending into Tier-II and Tier-III towns, which will greatly increase the scale and impact of mobile advertising over the next few years. (Sharma, p.57)

Western Haryana offers a great opportunity: With the expansion of connectivity and the rise of digital payment, mobile advertising is set to become a key driver in shaping consumer choices in agriculture-related products, fashion, education, and financial services – among others. Hyper-local targeting and personalisation via AI is expected to be the key weapons mobile advertisers will use to reach more deeply into the semi-urban and rural markets in India. Western Haryana businesses which are quick to use this kind of targeted, locally tailored advertising will probably secure a lasting edge over the businesses that stick to the traditional advertising approaches. (Kotler and Keller, p.219)

Recommendations for Marketers Operating in Western Haryana

1. Focus on creative content in regional language and culturally relevant rather than translation of national campaigns.
2. Use price-based promotions and make brand trust signals visible, like local endorsements, dealer endorsements – anything that can be verified.
3. Match the advertising frequency so that the product is not over-exposed by advertising, especially by younger and more digitally active consumers.
4. Invest in native and content-integrated formats – rather than intrusive banner or pop-up formats – including short-form video content.
5. Select urban towns like Rohtak, Hisar and Bhiwani as pilot areas and roll out campaigns in neighbouring rural blocks.



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Limitations and Scope for Further Research

This paper like any paper that has been derived from secondary sources has its own set of limitations which have to be stated. The tables and figures are heterogeneous, due to a variety of methodology, sample composition and year of publication of the secondary sources consulted. Second, the study also extrapolates the prevalent, more general North Indian, and national conditions to the context of Western Haryana, which, while useful for analysis, cannot replace primary data collected specifically in the region.

The answers to the questions that were asked of the source researchers are the questions that can be answered by a secondary-data-based study and may not necessarily correspond exactly with the specific variables of interest to a subsequent regional study. It can be said that future research on this subject would greatly benefit from a primary survey based research directly with the consumers of the Western districts of Haryana, with stratification of urban, semi-urban and rural consumers. It could confirm, improve or challenge the patterns found here, and might also look at new factors – including the impact of personalized ads via AI in this specific regional economy, the increasing use of regional-language voice search, and the convergence of mobile ads and social commerce.

Conclusion

The aim of this study was to investigate how the mobile advertising affects the purchasing behaviour of the consumers in Western Haryana with the use of purely secondary data sources. The evidence reviewed suggests that spending on mobile advertising in India has been on an upward trend in the last five years, following the increased smartphone and mobile internet penetration in the market and that this upward trend has also significantly penetrated into semi-urban and rural belts like Western Haryana. Social media and video advertising formats are the most positively received among consumers, while SMS and push notification advertising formats are less favourably received, although they are still relevant for transactional advertising. The region has seen consumer attitude towards mobile ads being influenced strongly by perceived relevance, consumer's trust in the advertising source, and cultural/linguistic resonance, with locally contextualised ads delivering better performance than nationally targeted ones.

The factors that impact actual purchase behavior are strongest when price offers and product relevance are considered, followed closely by trust in the brand and social/peer influence being passed through close community networks. Frequency of advertising needs to be well controlled, because repetition can lead to fatigue and resistance, rather than strengthening purchase intent. Meanwhile, the region is still vulnerable to structural issues such as inconsistent connectivity, building out digital payment systems, and growing consumer privacy concerns, all of which are helping to curb the full conversion potential of mobile advertising to actual sales. In the future, the Western Haryana mobile ads ecosystem will further influence consumers' purchasing habits, as more affordable high-speed internet connectivity reaches Tier-II and Tier-III towns, vernacular



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digital content grows in popularity, and the quick-commerce network expands. The use of regionally tailored, trustworthy, and somewhat lower-frequency mobile marketing tactics might make a huge difference for marketers and businesses in the region, as opposed to generic, high-frequency marketing campaigns. The secondary data based study has attempted to build a region based understanding which would be further enhanced by future primary research specifically into the region of Western Haryana.

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