



PROCEEDINGS OF

5TH INTERNATIONAL CONFERENCE OF INNOVATIVE RESEARCH PRACTICES IN SOCIAL SCIENCES (IRPSS 2026)

Editors:

Prof. (Dr.) Dibyendu Chattaraj

Prof. (Dr.) Saikat Chakrabarti, Prof. (Dr.) Soumik Gangopadhyay



Taurean

buying behavior regarding organic food is fragmented. The present study aims to systematically map the intellectual framework of organic food consumption research, while also identifying thematic research gaps, and potential directions for future studies in green marketing strategies. A systematic literature review and bibliometric analysis were performed in accordance with PRISMA guidelines. A sum of 1347 peer-reviewed articles were obtained from the Scopus database through established search parameters. Data analysis utilized bibliometric methods, comprising citation analysis, co-occurrence mapping, and thematic clustering and bibliometric coupling via VOS viewer and Biblioshiny software. Trends in publications, citation behaviors, co-authorships, regional distributions, and thematic connections were analysed.

The examination identified four separate research clusters: (1) the tight link between agricultural sustainability and demand for organic food products, (2) health issues and related awareness and sustainability perspectives, (3) the impact of different qualitative factors such as perception, attitudes, etc., on buying behaviour and (4) Consumer Behaviour and Economics of Food Choices. Key results show rapid increases in research production following 2018, with notable input from institutions in Europe and North America. Key themes encompass perceptions of organic food quality, sensitivity to prices, environmental worries, and trust in organic certifications. This research offers a detailed bibliometric analysis of organic food consumption studies, uncovering shifting trends in the effectiveness of green marketing. The results indicate that effective green marketing approaches need to tackle various consumer motivations at once, such as health advantages, ecological effects, and social responsibility. Future studies ought to emphasize variations in consumer behavior across cultures, digital marketing avenues for organic goods, and how certification transparency contributes to fostering consumer trust.

Keywords: organic food consumption, green marketing strategies, consumer behaviour, bibliometric analysis, systematic literature review, sustainable consumption, environmental consciousness, PRISMA framework.

A Study of Gender-Specific Purchase Tendencies in AI-Assisted Online Fashion Retail

Joysri Datta¹, Shweta Kishore¹, Sanchita De²

1. Department of Business Administration, Institute of Engineering & Management, Kolkata (University of Engineering and Management, Kolkata), India.

2. Dept. of Basic Science & Humanities, Institute of Engineering & Management, Kolkata, (University of Engineering and Management Kolkata), India.

Artificial intelligence (AI) is a cutting-edge technology that is rapidly changing several industries, including the fashion industry. Artificial intelligence comprises of a number of innovations, including deep learning, machine learning, computer vision, and natural language processing. These technologies enable machines finish tasks that frequently call for human intellect much more quickly, saving a great deal of time. Artificial intelligence is changing consumer experiences in the

retail fashion industry. Predictive analytics and personalized experiences are now essential tools for influencing consumer purchasing decisions. These days, AI-powered systems are constantly fed consumer data, such as browsing and purchase history, social media activity, and personal preferences. As a result, they provide tailored product recommendations and customer-specific marketing. Customers' purchasing behavior is greatly impacted by this hyper-personalization, which could culminate in impulsive purchases. This study addresses gender disparities in impulsive fashion sector purchases. It explores how gender disparities affect the efficacy of different AI-driven triggers, such as chatbots, virtual try-ons, targeted advertisements, positive reviews and ratings, and customized recommendations. When male and female consumers make an impulsive purchase, these mechanisms have differing effects on their decision-making processes. The insights obtained from this research will facilitate businesses, marketers, and policymakers understand the ethical and cultural implications of AI-driven fashion consumption and refine AI tools to increase consumer engagement tailored to gender specific preferences and needs in the fashion industry.

Keywords: Artificial Intelligence (AI), Fashion Industry, Impulsive Purchases, Personalized Marketing, Gender Dynamics, Consumer Decision Making, Online Fashion Retail, Consumer Engagement

Influence of Social Media in Adoption of Green Building: A Study of Gen Z OF Kolkata – A Literature Survey

Dibyendu Mitra¹, Soumik Gangopadhyay²

1. University of Engineering and Management, Kolkata, India.

2. Institute of Engineering & Management (University of Engineering and Management, Kolkata), India

Construction industry is the largest consumer of resource and energy. In smart city, energy management is primary. Urban development is largely influenced by environment assessment. Complex socio-economic-architectural system and the willingness of inhabitants to adopt renewable energy and energy-efficient technologies, as well as building retrofitting are possible strategies to achieve more sustainable cities and reduce greenhouse gas emissions supported by government subsidies and incentives to enable large number of people to adopt. This survey of literature has aimed to identify the interconnections among the contributing variable that develops the positive attitude towards adoption of sustainable building. Additionally it has been observed from earlier studies that green marketing communication through digital platforms and social media have capacity to enhance the adoption of sustainable products and practices. Interestingly, online presence of brands help to engage Gen Z. Thus social media can showcase value propositions of sustainable behavior and hence enhance sustainable purchase intentions.

Keywords: Social Media, Adoption, Green Building, Gen Z.