



PROCEEDINGS OF

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

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Taurean



Taurean Publications

108/1A, Bidhan Nagar Road (Ultadanga)

Kolkata - 700067

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Email: taureanpublicationskolkata@gmail.com

Website: www.taureanpublications.in

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1st Published : May, 2026

ISBN : 978-93-47310-47-8

Cover Design & Typography : Supriti Das

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Price : ₹ 500/-

Printed by :

SAI BLESSINGS PRESS

Office Add: X-159/1 Street No. 11

Brahmpuri, Near Brahmpuri Public School

New Delhi - 110053

Mobile No. : +91- 9810703794

E-Mail : saiblessingspress@gmail.com

7	Role of Influencers in Social Media Marketing of Destination Weddings: A Bibliometric Analysis	Anubhav Dutta, Soumik Gangopadhyay	7
8	Beyond The Cart: Examining The Relationship Between Pre-Store, In-Store Digital Touch-Points and Purchase Intention of Women in Phygital Apparel Retail	Sumona De Sil, Kavita Kamath	8
9	Measurement Model Development and Validation of Drivers of Fashion Adoption among Young Consumers	Dipankar Das, Saikat Chakrabarti, Pritam Chakraborty, Nayan Ranjan Mukerje	8-9
10	Exploring Emerging Trends and Future Prospects of Green Marketing Research and Organic Food Consumption on Consumer Behavior: A Bibliometric and Systematic Approach (2010–2025)	Nancy Jaiswal, Avijit Kanrar, Anirban Sarkar	9-10
11	A Study of Gender-Specific Purchase Tendencies in AI-Assisted Online Fashion Retail	Joysri Datta, Shweta Kishore, Sanchita De	10-11
12	Influence of Social Media in Adoption of Green Building: A Study of Gen Z OF Kolkata – A Literature Survey	Dibyendu Mitra, Soumik Gangopadhyay	11

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 themes, 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

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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