
Gen Alpha Brand Loyalty Theory

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Abstract:

Purpose: The main aim of this research is a discussion on Gen Alpha brand loyalty and Gen Alpha consumer behavior.

Design/Methodology/Approach: Gen Alpha brand loyalty theory was developed by Saurav Kumar. “Gen Alpha brand loyalty theory by Saurav Kumar states that Gen Alpha stay loyal to brands that mirror their self-image, that is, how they see themselves or aspire to be seen”. Gen Alpha are socially aware, gender-inclusive, eco-conscious, and tech-forward. Saurav Kumar further explains Eco-friendly packaging, gender-neutral messaging, and organic products build trust, while shallow cause marketing or greenwashing leads to instant rejection. According to Saurav Kumar “Authenticity is the new currency of loyalty”. Gen Alpha represents a new frontier, being the first cohort born entirely in the 21st century and the third millennium, predominantly as children of Millennials. They are often referred to as “Digital Natives 2.0” because Gen Alpha has never known a world without instant answers, AI assistants, and deeply immersive technological experiences.

Findings: Gen Alpha expects brands to maintain a strong, unified presence across multiple platforms. As they grow, their access to devices will rival that of adults, making it essential for brands to create seamless experiences from social media to emerging technologies like virtual reality. While identifying the right tech investments is a complex challenge, ensuring consistent relevance across all digital touchpoints is crucial for engaging this evolving generation of consumers. For brands, this serves as a wake-up call. Communicating with Gen Alpha requires more than just a digital-first approach—it demands messaging that aligns with their values and expectations.

Originality Value: Gen Alpha are socially aware, gender-inclusive, eco-conscious, and tech-forward. Saurav Kumar further explains Eco-friendly packaging, gender-neutral messaging, and organic products build trust, while shallow cause marketing or greenwashing leads to instant rejection. According to Saurav Kumar “Authenticity is the new currency of loyalty”.

Keywords: Gen alpha brand loyalty theory, brand management.

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1. Introduction

For decades, brand loyalty was rooted in familiarity, trust and consistent quality. Families bought the same shampoo or ketchup for generations, driven by tradition, trust and limited alternatives. But loyalty today is no longer inherited. It's shifting every day, especially among Gen Z and the emerging Gen Alpha, who are rewriting the rules of consumption.

Born into a digital-first world, these cohorts are digitally native, having grown up with the internet, smartphones and social media as integral parts of their daily lives, forcing brands to adapt or perish. Gen Alpha brand loyalty theory was developed by Saurav Kumar. "Gen Alpha brand loyalty theory by Saurav Kumar states that Gen Alpha stay loyal to brands that mirror their self-image, that is, how they see themselves or aspire to be seen".

Gen Alpha are socially aware, gender-inclusive, eco-conscious, and tech-forward. Saurav Kumar further explains Eco-friendly packaging, gender-neutral messaging, and organic products build trust, while shallow cause marketing or greenwashing leads to instant rejection. According to Saurav Kumar "Authenticity is the new currency of loyalty". For these young consumers, brand history matters less than relevance. This shift is beyond the short attention spans; it's more about values, technology, and experiences. For brands, the cost of being slow to adapt or inauthentic is simple: Brand switching.

Therefore, the brand must delve deep into understanding the underlying forces behind this shift. Gen Alpha, growing up with virtual assistants, immersive gaming, and infinite choice, will push these expectations further. Already influencing household decisions, they see loyalty less as a lifelong bond and more as a temporary alignment of values and experiences. In this new era, loyalty is not inherited. It must be earned every day through authenticity, speed and identity.

Their habits were mostly built online, especially on TikTok, where Gen Z and Gen Alpha have learned to "get ready with me" by listing off the brands they consume in the morning. Trends now tend to be popular with multiple generations, and they're often based entirely on trying and reviewing different products - it's easy to see this phenomenon with skincare and makeup, but it doesn't stop there, encompassing clothes, accessories, furniture, almost everything.

What makes it huge for marketing is the relentless appearances of certain products (the ones that by chance or not go viral) across Instagram, YouTube and TikTok, which then tends to elevate certain products to *cult* status. Gen Alpha's world is shaped by social media, climate change, and diverse perspectives: they care about authenticity, sustainability, and brands that align with their social values, and they want transparency and inclusivity. Much like Gen Z, brand loyalty isn't easily won.

Marketers worldwide are closely analysing Gen Alpha's behaviors and preferences, eager to gain insights into the consumers of the future. But what sets them apart? And how will their distinct preferences influence the future of marketing? Born between 2010 and 2024, Gen Alpha is more brand-conscious than any previous generation.

However, they have limited exclusive spaces or brands catering specifically to them. Instead, they prefer to engage directly with established adult brands, choosing to shop where their millennial parents do—Lululemon, Sephora, Walmart, and Target. Established brands are already preparing to welcome this young generation—and with good reason.

With approximately 2.5 million Gen Alphas born every week, their economic influence is projected to soar to \$5.46 trillion (£4.32 trillion) by 2029—rivaling the combined spending power of Millennials and Gen Z. By shifting their focus toward these emerging consumers' behaviour, adult brands can cultivate long-term loyalty simply by expanding their current offerings.

2. Who Is Generation Alpha?

People who are born between 2010 to 2024 are the ones we call Generation Alpha or Gen Alpha. These are the next generation of people that represent a new significant demographic cohort. Gen Alpha is unique as it carries Gen X children, millennials, and older Gen Zers, everyone together, with mixed parenting styles and cultural influences.

According to predictions, by 2025 this generation will be the size of around 2.2 billion people, meaning it is one of the largest generations in history. This enormous scale gives the evidence to suggest that they will have a significant impact on the economy, society, technology, and the economy in the future. Gen Alpha brand loyalty theory was developed by Saurav Kumar. "Gen Alpha brand loyalty theory by Saurav Kumar states that Gen Alpha stay loyal to brands that mirror their self-image, that is, how they see themselves or aspire to be seen".

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Their experiences and world views will be shaped by different factors such as technological advancements, social media, and educational changes. Generation Alpha is an important moment to know about in the looming future in such areas as education, consumer behavior, and communication.

3. Characteristics of Generation Alpha

Generation Alpha refers to the first group of people who grew up not only in the digital world but completely in it since all of them were born after the year 2000. These young children, typically 8 to 12 years old, whose formative years have been steered by devices such as iPads and tablets — and who have an amazing level of comfort and confidence in technology and everything online. To everyone's surprise, researchers show that this has been an average of 4 hours and 44 minutes a day for this generation engaging with screens.

The fact that they spend such a long time on screen is an indicator of how well they know a number of devices that are already so popular, among which we must highlight laptops, smartphones, and tablets, in addition to adventurously embracing the latest technological innovations. It's true, however, that Generation Alpha seems perfectly relaxed with a screen: the fact is, there are many more facets to their identity than that. To discover the impactful aspects that make this generation unique, let's dive deep into some of the key traits associated with this unique generation.

3.1 The Screen-Centered Lifestyle

For Generation Alpha, screens are more than just a tool; they are an integral part of daily life. From tablets and smartphones to smartwatches and virtual reality headsets, Generation Alpha has interacted with digital devices from their earliest years. These screens are their gateway to learning, play, and socialization, marking a significant shift from how previous generations engaged with technology Kumar (2024). For this generation, tablets often act as their first learning device.

Educational apps featuring interactive storytelling, games, and videos make early education an engaging, hands-on experience. Instead of traditional classroom methods, Gen Alpha learns by touching, swiping, and interacting with content on a screen, blurring the lines between education and entertainment. This early exposure to technology-driven learning tools helps them develop skills faster, with immediate feedback and a custom learning pace tailored to their needs.

During playtime, smart toys and virtual reality introduce immersive environments that make Gen Alpha's experiences radically different from past generations. Traditional play is evolving, with apps and interactive experiences enhancing or even replacing physical toys and games. With virtual reality, they can explore distant lands or even space from the comfort of their living room, creating an entirely new dimension of play.

Gaming, too, is not a solo or purely physical endeavour for this generation; instead, it's an interactive, social experience where friends can connect across distances through multiplayer platforms.

Socialization for Gen Alpha also revolves around screens. Video calls with grandparents, virtual playdates, and online communities are as natural for them as in-person interactions were for prior generations. Apps designed for social interactions, like kid's versions of social platforms, allow them to connect with peers in controlled, age-appropriate environments.

Unlike older generations who had to adapt to the rise of social media, Gen Alpha was born into a world where these platforms are integral to daily communication. Generation Alpha's screen-centered lifestyle isn't just a reflection of technology's rapid advancement—it's a fundamental shift in how this generation learns, plays, and connects with the world. As they grow up surrounded by screens, their experiences are richer, more interactive, and more digital than any generation before them, reshaping the landscape of childhood and adolescence.

3.2 The Influence of Short-Form Content and Attention Spans

Another defining trait of Screenagers is their consumption of short-form, on-demand content. Platforms like YouTube, TikTok, and Roblox go beyond entertainment, serving as powerful tools for engagement and offering immediate and interactive experiences Kumar (2024).

For this cohort, the days of sitting through lengthy TV shows or waiting for scheduled programming are a thing of the past. They have grown accustomed to content being available on demand, tailored to their personal tastes. This constant access to fast-paced media influences their attention spans. Studies suggest that growing up with instant gratification through apps, games, and streaming platforms may be linked to shorter attention spans.

However, this generation excels at multitasking, and their ability to switch between content, apps, and devices reflects a new kind of digital literacy. While shorter attention spans might seem challenging, they also represent an opportunity for brands and educators. Engaging Generation Alpha through quick, dynamic content will be key to holding their focus and fostering meaningful connections. Brands that create interactive, personalized content experiences will be better positioned to capture their attention in an increasingly competitive digital landscape Kumar (2024).

3.3 They Have Purchasing Power

Generation Alpha is often called very materialistic, but in reality, they are the most materially blessed generation ever. In other words—they will have more disposable income than other generations. By 2030, Gen Alpha is set to spend three times faster than all generations, aside from Gen Z. Not only this, but the Alpha Generation has also refined tastes because they have been able to access the internet since a very young age Kumar (2024).

They don't want products for kids; they want products for adults. Looking at Christmas 2023, many Generation Alpha girls asked for high-value products like skincare products and Stanley Cups at Christmas time. Generation Alphas are in influence on household purchasing decisions, and even younger. They are becoming exposed to brands and advertising from very young.

3.4 They Are Strong on Social Issues

It doesn't feel right to tell people what all Gen Alpha wants to do — some people may think that all Gen Alpha wants to do is play on their phones, and nothing could be further from the truth. Fair representation, diversity, and making the world a better place seem to be the buzz around this generation. A whopping 46 percent of Generation Alphas are interested in the environment and climate change (33 percent focus on diversity and equality in media).

According to Tierney Brannigan, Senior Manager of Content Strategy at NP Digital, for marketing to Gen Alpha, 'your marketing campaigns need to be authentic, inclusive and thoughtful.' "Eventually, this generation will not let brands get away with seeming disingenuous, exclusive, or unphased by the struggles on our planet today."

3.5 They Are Aware of How Their Data Is Being used

With advancing technology, schools have also acknowledged the importance of making Gen Alphas kids more aware of the technology, which is why now schools are initiating the education of making children more about data privacy and digital literacy. One such good example is cookie popups. This suggests that Gen Alpha might be more wary of letting their data be handed over to social media, search engines, and ad agency giants.

Generation Alpha already knows their data in greater detail than companies use it. For instance, 45 percent of Gen Alpha think companies should not share their data with other parties like third parties Kumar (2023).

3.6 The Influence of Millennial Parents on Gen Alpha's Buying Behavior

Millennial parents provide valuable insights into Gen Alpha's purchasing behavior, as their buying choices influence what and where their children shop.

- They are more empowered than any previous generation. With unlimited access to information, they possess an unparalleled awareness of social issues and available resources, shaping their purchasing decisions.
- They are deeply influenced by technology. As the first generation of the 21st century, Gen Z grew up with advanced technology integrated into every aspect of life—from education to social interactions.

According to Casey Lewis, writer of the youth consumer analysis newsletter *After School*, consumer trends are becoming less age specific. Instead of launching entirely new product lines for tweens, brands are broadening their existing size ranges to accommodate younger consumers. "Women's clothing now comes in smaller sizes," Lewis explains, making it easier for younger shoppers to adopt adult fashion trends early on. "Young girls are wearing baggy jeans and flared leggings, just like Millennials, blurring generational fashion distinctions."

3.7 Redefining Loyalty Through Values and Identity

Unlike older generations, whose loyalty was shaped by tradition and trust, Gen Z treats loyalty as a reflection of values, identity and relevance Kumar (2023). With over 377 million members in India, they already drive nearly half of all consumption, and their spending power is projected to hit \$2 trillion by 2035. Globally, Gen Z's influence will reach \$12 trillion by 2030, making it the most powerful consumer cohort in history. In consumer behaviour parlance, Self-Congruity Theory helps explain this shift: Gen Z and Gen Alpha stay loyal to brands that mirror their self-image, that is, how they see themselves or aspire to be seen.

They are socially aware, gender-inclusive, eco-conscious, and tech-forward. For them, sustainability is not a premium feature but the baseline. Eco-friendly packaging, gender-neutral messaging, and organic products build trust, while shallow cause marketing or greenwashing leads to instant rejection. Authenticity has become the new currency of loyalty.

Brands like boAt and Nike illustrate this well. boAt's community-driven marketing mixes star power (Ranveer Singh, Kartik Aaryan, Hardik Pandya) with relatable micro-influencers (Prajakta Koli, Bhuvan Bam), creating a balance of aspiration and authenticity that resonates with Gen Z. Nike has shifted from celebrity endorsements to community influencers while weaving in its 'Move to Zero' sustainability initiative. By blending purpose with peer-driven authenticity, Nike demonstrates that heritage alone no longer sustains loyalty, alignment with values does Kumar (2023).

3.8 Technology Is Rewiring Choice

The second force reshaping loyalty is technology. Gen Z and Alpha are the first true digital natives: Raised on smartphones, UPI payments, ecommerce and social media. Over 90 percent of Gen Z in India prefer UPI, and nearly 70 percent discover brands online before ever entering a store Kumar (2025). The Howard-Sheth model helps frame this shift: The "inputs" shaping consumer choice are no longer billboards or TV ads but AI-driven recommendations, influencer reels, meme campaigns, and quick commerce's 10-minute delivery.

Their "learning constructs" are powered by instant feedback loops viz Spotify playlists, Amazon suggestions, Blinkit's gamified interface, where authenticity,

sustainability and inclusivity matter as much as price. The “outputs” are fluid: Loyalty is temporary, and switching is frequent when expectations aren’t met. Quick commerce illustrates this perfectly. Blinkit and Zepto don’t just sell groceries; they sell speed and convenience wrapped in humour. Blinkit’s viral memes (“Order now, delete history later!”) and Zepto’s playful ‘Uncle Ji’ ads make the brands feel like peers, not corporations.

Both use AI to nudge impulse purchases, aligning seamlessly with Gen Z’s craving for instant gratification. Expectation-Confirmation Theory explains why this works: Immediate rewards build loyalty, while delayed point-accumulation programmes fall flat. Even social media has turned into a marketplace.

Instagram reels, YouTube hauls and influencer storefronts are today’s shopping malls, with social commerce among Gen Z growing four times faster than older cohorts. For this generation, the journey from discovery to purchase is digital, instant and deeply social.

3.9 Adapt Fast or Perish

For Gen Z and Alpha, loyalty is unforgiving. Brands that fail to adapt are quickly abandoned. These cohorts are true omnichannel users who browse on Instagram, compare prices on Amazon and close purchases in-store within hours. Seamless integration across platforms is not a luxury; it is the baseline. Hyper-personalisation is now central. Gen Z does not want discounts; they expect tailored experiences such as AI-powered try-ons, curated playlists and regionally relevant choices.

Nykaa shows how this works by using browsing history and purchase patterns to refine recommendations, while its partnership with L’Oréal adds virtual try-ons that make beauty shopping immersive and personal. Done well, personalisation builds an emotional connection that price cuts cannot. Experiences matter more than possessions: Limited-edition concert tickets, early access to launches, or AR-driven in-store journeys often mean more than loyalty points. The rules of loyalty have shifted from prestige and heritage to relevance and experience Kumar (2025).

Brands must embed authenticity and sustainability into their core, not treat them as afterthoughts. They must deliver instant rewards through cashback, rapid deliveries, or exclusive access to match Gen Z’s demand for value in the present. And they must combine convenience with emotion by offering seamless journeys across digital and physical touchpoints.

Gen Alpha, growing up with virtual assistants, immersive gaming, and infinite choice, will push these expectations further. Already influencing household decisions, they see loyalty less as a lifelong bond and more as a temporary alignment of values and experiences. In this new era, loyalty is not inherited. It has to be earned every day through authenticity, speed and identity.

4. Result and Findings

4.1 How Can Brands Effectively Market to Generation Alpha?

Gen Alpha expects brands to maintain a strong, unified presence across multiple platforms. As they grow, their access to devices will rival that of adults, making it essential for brands to create seamless experiences from social media to emerging technologies like virtual reality. While identifying the right tech investments is a complex challenge, ensuring consistent relevance across all digital touchpoints is crucial for engaging this evolving generation of consumers Kumar (2025). For brands, this serves as a wake-up call. Communicating with Gen Alpha requires more than just a digital-first approach—it demands messaging that aligns with their values and expectations.

4.2 Key Strategies to Connect with Gen Alpha

1. Speak Their Language: Visual communication is at the core of Gen Alpha's digital experience. They are constantly exposed to video content, making it an essential tool for brands to engage with them effectively. Videos should be highly personalized and relevant to each viewer, as generic messaging no longer captures their attention.

2. Prioritize Convenience: Growing up in the age of instant gratification, Gen Alpha expects speed and efficiency. They are accustomed to same-day delivery services and expect seamless shopping experiences. Brands must integrate AI-driven solutions to enhance responsiveness and eliminate friction in the customer journey.

3. Be Authentic: Gen Alpha values brands that stand for something meaningful. They seek transparency and honesty in business practices. Companies must go beyond marketing campaigns and demonstrate real commitment to social and environmental issues to earn their trust.

4. Build Community-Driven Engagement: Gen Alpha thrives on collaboration and social interaction. They prefer learning and engaging with others, whether in-person or online. Brands should create interactive content where young consumers can connect, share, and grow together.

5. Encourage Two-Way Conversations: With the rise of online learning and metaverse experiences, Gen Alpha is not just a passive consumer—they are also content creators. Brands should encourage participation by leveraging user-generated content (UGC), allowing young consumers to interact and co-create. Examples like Spotify Wrapped cater to Gen Alpha's love for customized, gamified content experiences.

6. Leverage Influencer Culture: Peer influencers play a major role in shaping Gen Alpha's purchasing decisions. 55% are more likely to purchase a product if their favorite YouTube or Instagram influencer is using it. 49% trust influencers as much as family and friends for recommendations. 57% spend over 3 hours daily on digital devices, increasing their exposure to influencer marketing. Brands must tap into influencer partnerships that align with Gen Alpha's values and lifestyle.

7. Support Social Causes: Gen Alpha is socially conscious and expects brands to be genuine in their commitment to change. They gravitate toward companies that actively contribute to sustainability and social justice. A lack of authenticity or performative activism can quickly break their trust.

8. Deliver Personalized Experiences: Gen Alpha thrives on hyper-personalization, from curated social media feeds to customized gaming avatars. Brands that offer tailored digital experiences will resonate deeply with this audience. Netflix's AI-driven content recommendations demonstrate how personalization drives engagement among Gen Alpha.

5. Conclusion

Generation Alpha is growing up in a hyper-connected, highly personalized, and tech-driven world. Their approach to shopping is set to reshape industries, driven by their familiarity with smartphones, voice assistants, augmented reality, and social commerce from an early age. This new generation is rewriting the rules of engagement, pushing brands to evolve in ways that align with their values and expectations.

Although Gen Alpha are pure digital natives, they are also rediscovering the importance of offline interactions. With a heightened awareness of online privacy, Gen Alpha expects brands to take data protection seriously. This generation is assertive in making choices, and brands must actively engage with them rather than dictate trends.

Gen Alpha's content consumption is diverse, spanning movies, streaming platforms, podcasts, and television. To stay top-of-mind, brands need to establish a presence across all relevant channels. While Millennials and Gen Z have transformed marketing, Gen Alpha is set to drive even greater changes. Brands that adapt now will be the ones leading the future.

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