

Impact of Vlogging on Consumer Buying Behaviour Integrating Principle from the Indian Knowledge System and Sustainable Business Practices

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Abstract

In the era of digitalization, vlogging has emerged as a powerful medium that affects consumer buying behavior. This research paper analyzes the effect of vlogging on consumer buying behavior in the Indian context, incorporating principles from the Indian Knowledge System (IKS) and sustainable business practices. Through an examination of how vloggers influence consumer opinion and purchasing behavior, this research considers the convergence of contemporary digital marketing practices and India's long tradition of ethical business and green conservation. The investigation traces the roots of conventional Indian business ethics from ancient scriptures and examines their applicability in current vlog material. To accomplish the research goal, an in-depth literature review is followed by case studies of Indian firms known to incorporate IKS principles and sustainability into their practices. With case studies of Indian firms known to incorporate IKS principles and sustainability into their practices, the paper emphasizes the harmony between vlogging, indigenous knowledge systems, and sustainable practices. The conclusion attempts to shed light on how vlogging can be used as a strategic platform to foster consumer engagement, build brand loyalty, and ensure sustainable development in the Indian market.

Keywords: Vlogging, Consumer Buying Behavior, Indian Knowledge System (IKS), Sustainable Business Practices, Digital Marketing, Business Ethics, Brand Loyalty, Sustainable Development.

1. Introduction

The digital revolution has drastically changed the marketing environment, and vlogging has become a strong medium that impacts consumer choice. Vlogging, or video blogging, allows content creators to present their experiences, reviews, and insights, creating an interactive and engaging consumer experience. In India, where digital consumption is growing fast, vlogging has become an important tool for companies to reach audiences and shape their buying behavior (Bilal, 2020).

Consumer trust is a key decision driver, and vloggers tend to function as intermediaries between consumers and brands who enjoy their trust. The emergence of influencer marketing, especially through vlogging, has necessitated the study of its influence on consumer purchasing behavior (Coutinho et al., 2023). The current research brings together the Indian Knowledge System (IKS) and sustainable business practices to comprehend how conventional ethical commerce and green awareness influence digital marketing strategies. Ancient Indian writings focus on concepts of equitable trade, consumer protection, and long-term management of resources, all of which are applicable in the current business environment (Dyck & Manchanda, 2021). Additionally, the growing use of digital platforms has created a new way of consumer engagement, whereby people demand authenticity and honesty from influencers prior to making

purchasing decisions.

In contrast to conventional advertising, which tends to be based on one-way communication, vlogging encourages a two-way conversation between influencers and their followers, thus making the marketing process more personalized and efficient (Ünalmiş et al., 2024). Vloggers, through their narratives and real-life stories, establish a feeling of trust and identification that resonates with audiences, ultimately influencing their purchasing behavior (Sheng et al., 2022). The Indian Knowledge System (IKS) incorporates the extensive database of traditional knowledge, ethical trade, and sustainable trade practices that have guided India's economic and cultural history for centuries (Timane & Wandhe, 2024). Texts such as the Arthashastra of Kautilya, the Thirukkural of Thiruvalluvar, and the Vedas stress fairness, consumer protection, and responsible trade practices. These concepts underscore the necessity of ethical business practices, long-term customer relationships, and sustainability in trade (Deodhar & Balasubramanian, 2020).

Sustainability has become a global business priority, and India is not an exception. Sustainable business encompasses practices of using environment-friendly processes, ethical sourcing, eco-friendly production, and transparent marketing. Modern consumers are more environmentally aware and like to buy from those brands that are showing corporate social responsibility (CSR) (Gong et al., 2023). Vloggers are also important agents of awareness for sustainable business practices through their reviews and endorsements of the brands promoting these practices.

For example, vlogs about eco-packaging, cruelty-free and fair-trade certification educate and compel consumers towards making responsible purchases (Bhargava, 2023). Brands sponsored by vloggers with environmental orientations build up trust and become the choice for social consumers. In addition, IKS presumes compatibility with nature and ecological consumption and serves as an influential guide for corporations trying to include ancient knowledge alongside current environmental sensitivity (Coutinho, F., Dias, A. and Pereira, L.F., 2023).

Given that India is one of the biggest consumer markets in the globe, it is essential to realize how vlogging can influence consumer behavior. While changing digital consumption trends are rising, blending age-old ethical business standards with new-fangled marketing concepts can be the competitive advantage that brands may require (India's Digital Future: Mass of Niches, 2023). Therefore, the primary aim of this study is to examine the degree to which vlogging affects consumer buying behavior in India and assess how values from the Indian Knowledge System and Ali, U.A., Faraz, M., Salman, S.M., Memon, J.A., & Aziz, A. (2024) sustainable business practices influence this online marketing environment.

2. Research Methodology

The study employs a qualitative research method applying systematic literature review and case studies. A review of literature was done to base theoretical foundations of vlogging, influencer marketing, ethical commerce, and sustainability. Four Indian brands (Forest Essentials, FabIndia, Patanjali, and Organic India) were further chosen as cases because they all have strong representation of IKS principles and sustainability. The analysis of the case study entails content analysis of vlogs, consumer engagement metrics, and social media sentiment analysis to determine how these brands use vlogging for consumer influence.

3. Results and Discussion

3.1 Literature Review Analysis

3.1.1 The Influence of Vlogging on Consumer Trust and Brand Loyalty

Consumer trust is a key element in establishing long-term brand loyalty, and vlogging is an important factor in establishing this trust through authenticity and transparency. Influencer marketing, which includes vlogging, has a greater influence on consumer trust compared to traditional advertising because it is personalized, as noted by Naveen et al., 2024. Suraj and Jadhav, 2023 opine that the credibility of vloggers results from personal experiences and

objective product reviews, thus their endorsements are more influential in making purchasing decisions.

Past research confirms this concept, pointing out that vlogging increases brand involvement and trustworthiness (Ali et al., 2024; Mehta et al., 2024). Sheng et al. (2022) point out that vloggers use convincing tactics like para-social interactions and value-based content, resulting in higher consumer trust. Additionally, Ünalmiş et al. (2024) contend that influencer-generated content in areas such as beauty and personal care increases perceived authenticity, supporting brand loyalty.

3.1.2 Sustainable Business Practices in India

Sustainability has become a paramount concern for Indian business houses, especially with intensified environmental issues and heightened consumer awareness. Sharma et al., 2025 argued that companies integrating sustainable practices are likely to have a competitive edge along with building customer loyalty. In the same line of thought, Singh and Vallarasu (2023) identified eco-friendly packaging, ethical sourcing, and responsible marketing as core strategies for brands in line with sustainability objectives.

Kumari et al. (2022) conducted a systematic review on the drivers for green marketing adoption and discussed the enablement thereof, namely-enhanced by consumer awareness and regulatory policies. Gong et al. (2023) look into how sustainable marketing engages customers and encourages them to buy products, showing evidence of a direct relation from corporate social responsibility (CSR) to business success. Vloggers play a critical role in enhancing consumers' awareness on these topics and fill the void between businesses and environmentally conscious buyers (Sheng et al. 2022; Park et al. 2022).

3.1.3 Indian Knowledge System (IKS) and Business Ethics

The views of the Indian Knowledge System (IKS) implicating ethical commerce and sustainable trade are profound. Kautilya in the Arthashastra (4th century BCE) talked about fair price, transparency, and consumer welfare, which were the very essence of upholding ethical business practice (Deodhar & Balasubramanian, 2020). The Thirukkural, another writing attributed to Thiruvalluvar (1st century BCE), speaks of honesty and pious wealth acquisition, virtues upon which modern Indian business ethics were built.

Timane and Wandhe (2024) explain how contemporary commerce is infused with IKS principles, particularly around sustainability-oriented brands. Ethically driven from virtue ethics, Tanveer et al. (2021) argue for stronger consumer-brand relationships, consequently leading to brand loyalty. The very tenets of IKS have found a respectable place in contemporary sustainable marketing, further underlined in their relevance (Dyck & Manchanda, 2021).

3.1.4 Intersection of Vlogging, IKS, and Sustainable Practices

The synergy of vlogging, IKS, and sustainable business practice supplies a brand a unique opportunity to engage with consumers ethically. According to Park et al. (2022), vloggers who integrate traditional knowledge and sustainability themes into their content positively influence consumer behavior, fostering a culture of ethical consumption. This strategy thus assures brand loyalty along with obtaining broader societal benefits.

The authors Tanveer et al. (2021) point out that wherever sustainable marketing is based on ethical principles, the integration between a consumer and a brand is much deeper. In a similar tone, the authors Sheng et al. (2022) also argue that vlogging is perhaps the most effective medium to promote such values and thereby, an effective tool to promote ethical business. Moreover, by incorporating IKS principles through sustainable marketing into vlogging, businesses seek to build and sustain credibility and trust over time among consumers.

The emerging literature brings to light the transformational role of vlogging in influencing consumer behavior; the Indian Knowledge Systems have always contributed to sustainability; and their integrating elements can shape the formation of ethical and responsible business practices in India. Future research can address how brands can leverage further vlogging toward ethical consumption and sustainability while in consonance with IKS principles.

3.2 Case Studies Analysis

3.2.1 Case Study: Patanjali Ayurved

Patanjali Ayurved, an innovative Indian brand rooted in Ayurvedic tradition, has used vlogging for its product promotion. With influencers based on holistic wellness and natural remedies, in their vlogs detailing the Patanjali products, they have often narrated how the brand showcased itself as loyal to Ayurvedic principles married with traditional Indian Knowledge System. According to Sharma and Gupta (2022), vlogging has contributed immensely to shaping consumer trust and brand loyalty towards Patanjali by buttressing its claims of authenticity and sustainability.

Patanjali also uses vlogging for tutorials, where influencers show the ideal way of using herbal products to explain their benefits to consumers. Eco-friendly and socially responsible sourcing of raw materials and sustainable practices of awarding contracts are some of the points highlighted by various vloggers in their videos.

3.2.2 Case Study: Forest Essentials

Forest Essentials, a luxury Ayurvedic skincare company, engages with its consumers through vlogging and highlights the deep-rooted traditional formulations and sustainability. The influencers boast about the use of organic ingredients, ethical sourcing, and zero-waste packaging by the brand. According to Mehta (2023), since vlogging has come into play, the freshness of the product that viewers crave was granted as a byproduct of the transparency and heritage-driven approach attached to influencer collaborations with Forest Essentials, thereby increasing engagement for the FMCG brand among buyers.

Vloggers often demonstrate how the products should be applied and speak of Ayurveda in skincare on an almost scientific plateau. With this kind of educational content, it helps build trust among consumers that Forest Essentials is positioned as the expert in holistic beauty. Moreover, the vlogs legitimately represent the company's eco-friendly practices, like the use of glass for packing and the reduction of carbon footprints, thus appealing to eco-friendly consumers even further.

3.2.3 Case Study: FabIndia

FabIndia, known for its handcrafted, sustainable clothing and lifestyle products, collaborates with vloggers to showcase their ethical sourcing, environmental responsibility, and traditional artistry in these digital marketing strategies. Singh and Verma stated that vlogging by FabIndia is unique in educating consumers that it supports indigenous artisans and sustainable fashion. FabIndia's vlogging strategy involves collaborations with fashion and lifestyle influencers, highlighting behind-the-scenes footage from their artisan workshops to promote traditional techniques employed in textile production. This kind of video allows consumers to develop an emotional bond with the brand, thus justifying the ethical value of their purchase. Moreover, the brand is promoting organic dyes, fair trade wages, and handloom fabrics, thus appealing to eco-friendly consumers.

3.2.4 Case Study: Organic India

Organic India is a company that aims to promote wellness through organic, sustainable farming and Ayurvedic herbal products. Vlogging plays a crucial role in its marketing strategies by creating a vision of the mission of providing ethically sourced, high-quality health supplements.

Influencers in health and wellness create content on the benefits of herbal teas, dietary supplements, and organic farming practices.

The vlogs featuring Organic India often double up as a testimonial for the farmers practicing regenerative agriculture, reiterating the company’s commitment to fair trade and conservation of the environment. Banerjee and Joshi (2022) explain that such vlogging strategies positively influenced consumer trust and loyalty because of the in-depth knowledge they imparted about the brand's sustainability efforts.

Table 1: Case Studies on Vlogging and Sustainable Business Practices

Brand	Vlogging Strategies Used	Sustainability Initiatives Highlighted	Indian Knowledge System (IKS) Alignment
Patanjali Ayurved	Tutorials, influencer reviews, testimonials.	Ethical sourcing, eco-friendly packaging.	Rooted in Ayurveda and holistic wellness; promotes self-reliance (Swadeshi) and natural healing.
Forest Essentials	Beautyvloggers demonstrate product use, discuss Ayurveda in skincare.	Organic ingredients, zero-waste packaging, reduced carbon footprint.	Aligns with Ayurveda's emphasis on purity, herbal formulations, and balance with nature.
FabIndia	Behind-the-scenes vlogs of artisan workshops, fashion influencer collaborations.	Organic dyes, fair-trade wages, handloom textiles.	Upholds Indian traditional craftsmanship, Gandhian ideals of self-sufficiency (Khadi), and sustainable consumption.
Organic India	Health influencers create educational content, farmer testimonials.	Regenerative agriculture, fair trade, organic certification.	Draws from Vedic agriculture and Ayurveda, emphasizing harmony with nature and ethical farming.

This table showcases the way Indian brands use vlogging, sustainability, and traditional knowledge to interact with the consumer. Vloggers act as mediators, educating the masses on ethical sourcing, environmental consciousness, and the historical wisdom embedded in Indian business practices. Relying on the Indian Knowledge System in this regard furthers the brand's authenticity, targeting those consumers who are desirous for a combination of modern needs and traditional values.

3.3 Key Takeaways from Case Studies

The case studies mentioned above reveal the following insights:

- We will start with the first insight: Consumers are increasingly embracing vlogs that were made authentic with openness, ethical sourcing of ingredients, and sustainability.

- Secondly, there is the understanding that with educational content featured, trust is built in that the brands that place indigenous knowledge spice into their vlogs take home a more loyal followership.
- Thirdly, there is the insight that an eco-friendly going has now a selling point when vlogged, thus enhancing the brand reputation and attracting consumer demand.
- Through vlogs, showcasing artisans, farmers, and the origin of products creates emotional connections with the consumers, thereby causing engagement.

4. Key Findings

Some of the most significant findings in the Indian market regarding the impact of vlogging on consumer behaviour include:

4.1 Vlogging boosts consumer trust and interaction.

- Consumers show a higher tendency to trust vloggers espousing authentic and experience-based content.
- Emotional connections with the audience are established more strongly through vlogs exposing greater product demonstrations, testimonials, and behind-the-scenes insights.
- Indian consumers prefer vloggers who reflect cultural and ethical values, reinforcing the IKS-based messages.

4.2 Influence on purchases

- After all, vloggers are said to act as digital intended word-of-mouth marketers and effectively influence consumer decision-making.
- Reviews of sustainable brands from influencers develop desire for eco-friendly and ethically produced products.
- In addition, viewers are likely to buy products marketed by brands they consider as knowledgeable and completely trustworthy.

4.3 The Role of the Indian Knowledge System in Ethical Marketing

- The brands that feature Indian traditionalism and fair-trade-type business ethics (such as Ayurveda and sustainability) within vlogging strategies tend to earn more consumer loyalty.
- The ancient principles of the Arthashastra and traced repeated tooth of or score Thirukkural resonate to modern-day consumers, who are looking for authenticity and genuine business practices.

4.4 Sustainability Messaging is a Competitive Advantage

- Vlogging brands that highlight their sustainability gain greater consumer attention and loyalty.
- Eco-conscious consumers engage more with vloggers who openly appreciate and endorse sustainable living and responsible consumption.
- Vlogs that promote environmental responsibility provide high visibility for firms that use sustainable production methods.

4.5 Impact on Brand Loyalty

- Vlogging improves the consumer-brand relationship, giving rise to repeat purchases and brand advocacy.
- Consumers remain loyal to those brands that work closely with vloggers and generate repeat value-generated content.

5. Discussion

According to this research, vlogging changes how consumers behave with their buying decisions. It is not only a medium of entertainment; it is also a locomotive for marketing embedded in the country's cultural and ethical heritage. Vlogging could be one medium through which brands could send a message to connect with people when they also lend credence to issues that hold weight through the prism of Indian Knowledge System (IKS) and sustainable business practice. Embedding traditional ethical practices in business throws weight toward building brand authentication, and consumers view these brands as more trustworthy since they stand for authenticity and transparency. Furthermore, vlogging became a boon to put across traditional Indian values, resonating with modern consumers who must link their experiences to their culture.

Given sustainable stories, more and more consumers are pushing the envelope for more advocacy toward unethical and environment-friendly purchasing habits. They adamantly believe transparent storytelling through vlogs educates consumers about their sustainable forays and gains them an upper hand in the competitive marketplace. Of course, challenges remain in the search for credible influencers who uphold sustainability and ethical values. However, opportunities abound for brands to partner with niche vloggers focusing on ethical commerce, improving their reach and impact on consumers.

Future vlogging trends and consumer behaviors shall merge the best use of AI-driven influencer marketing through data-driven content recommendations to further refine personalized targeting of the consumers. The newer entrants, like Instagram Reels and YouTube Shorts, shall offer even more engagement with brand visibility. Vlogging strategies, embracing cultural storytelling along with sustainability messaging, will culminate in long-term brand success, further fortifying consumer trust and loyalty.

6. Conclusion and Recommendations:

This study highlights the growing influence of vlogging on consumer buying behavior, especially in the Indian market. Vlogging builds a bridge between brands and consumers through expert intercession imbued with authenticity, trust, and engagement. By coherently aligning IKS principles and sustainable business practices, vlogging can be used by brands for ethical commerce and environmental responsibility.

Some key findings show that consumers favor vloggers who espouse traditional Indian values, sustainability, and ethical trade." By exploiting the power of vlogging into their strategy of promotion, Patanjali Ayurved, TATA Consumer Products, and FabIndia have increased consumer trust and loyalty." To flourish in the markets, businesses should devise digital marketing strategies that are both culturally relevant and sustainability-driven.

Future research could cover other emerging trends in influencer marketing, regional differences in consumer behavior, and in-depth examination of the long-term impacts of ethical vlogging on a brand reputation.

7. Theoretical Implications

Insights from this study offer many benefits to marketers, firms, and policymakers on ethical and sustainable vlogging strategies grounded in Indian traditions. Once businesses recognize consumers' behaviors that could be driven by vlogging, they will be willing to fashion their digital marketing strategies to enhance engagement and ultimately increase sales. Therefore, because IKS principles are integrated, modern marketing resonates with India's ethical and cultural heritage and, by implication, responsible consumerism, and sustainable business growth.

Additionally, this study provides academic value in contributing to the debate on how digital marketing is growing within a culturally rich framework. It fills in the gaps between traditional business wisdom and modern digital marketing: how ethical and sustainable practices can

impact consumer trust, loyalty to the brand, and long-term business accomplishment. Further, this would be a guideline for policymakers in responsible influencer marketing coupled with sustainability, while businesses may derive clearer options to promote assurance and ethical persuasion to Indian consumers.

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