



Editorial Notes

Foreword

This special issue of the *International Journal of Emerging Knowledge Studies* (IJEKS) is a collaborative publication with the Postgraduate and Research Department of Commerce with Computer Applications, Sakthi College of Arts and Science for Women, Oddanchatram, Dindigul, Tamil Nadu, India. This collaboration aims to provide a platform for researchers and scholars to present their work on contemporary issues in commerce, digital marketing, consumer behavior, and emerging technological trends. The issue is 60% sponsored by the Open Knowledge Society under its publication waiver policy, thereby promoting open access to valuable research.

Preface

In the dynamic academic landscape, the intersection of commerce and technology plays a significant role in shaping the modern economy. This issue highlights critical aspects of consumer behavior, digital payment systems, and the influence of social media on purchasing decisions. The research presented in this edition offers valuable insights into these fields, serving as a guiding resource for academics, practitioners, and policymakers.

Acknowledgment

The editorial team expresses sincere gratitude to the authors, reviewers, and the advisory board for their dedication and scholarly contributions. A special thanks to the Open Knowledge Society for their financial support in facilitating this publication. Additionally, we appreciate the support from Sakthi College of Arts and Science for Women for fostering this research collaboration.

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Research Articles:

1. **A Study on Impact of Online Shopping upon Retail Trade Business**
Authors: Mrs. S. Kaleeswari and Ms. T. Bavanipriya
Abstract: This study examines the impact of online shopping on retail trade businesses, exploring challenges and recovery mechanisms adopted by retailers to sustain profitability.
 2. **A Study on Consumers Buying Behaviour Decision in Social Media towards Cosmetic Products**
Authors: Mrs. S. Kaleeswari and Ms. M. Deepika
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 3. **A Study on Consumer Preference towards Instant Food Products**
Authors: Dr. S. Samundeeswari and Ms. K. Janani
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 4. **Study on Consumer Preferences towards Google Pay**
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 6. **Impact of Digital Payment System in Small Business**
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 7. **A Study on Consumer Buying Behaviour of FMCG Products**
Authors: Dr. S. Samundeeswari and Ms. L. Sivapriya
Abstract: This paper explores the factors influencing consumer buying behavior in the FMCG sector, including demographic impact, brand loyalty, and pricing strategies.
 8. **A Study on Impact of Social Media Marketing on Consumer Buying Behavior**
Authors: Dr. S. Samundeeswari and Ms. R.V. Rethanya
Abstract: This study assesses the role of social media marketing in shaping consumer purchasing decisions, emphasizing brand awareness, trust, and engagement.
 9. **A Study on Customer Satisfaction Towards Cable TV Services**
Authors: Mrs. S. Kaleeswari and Ms. K. Kulathaiyammal
Abstract: The research evaluates consumer satisfaction with cable TV services, focusing on service quality, pricing, and customer support.
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