

Critical Analysis on Digital Marketing and Sales Augmentation for Luxury Products in India

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Akash Ambilwade¹, Dr. Harsha Goyal²

^{1,2} KBPC Vashi, Navi Mumbai

Abstract

The piece examines how internet marketing methods affect high-end product sales in India. Due to the growth of digital technology and internet availability in India, luxury brands are using digital marketing to reach and engage their target consumers. This study evaluates social media, influencers, search engine optimisation, and internet advertising for luxury goods sales. This study examined academic literature, case studies, and industry reports to understand luxury goods online marketing in India (Dharma, 2020). Surveys and interviews with business executives, luxury brand managers, and consumers provide first-hand data.

This study shows that internet marketing boosts luxury goods sales in India. The data reveals how digital marketing methods affect customer behaviour, purchase choices, and brand loyalty. This report also examines luxury firms' digital marketing difficulties and potential in India and suggests ways to improve their strategy (Dharma, 2020). This study contributes to the advancement of knowledge by critically analyzing the internet marketing and sales augmentation strategies for luxury goods in India. The study's findings may assist luxury brand managers, marketers, and academics in using digital marketing to boost sales and build long-term consumer connections in India.

Keyword: *Internet Marketing Methods, Digital Technology, Luxury Goods Sales, Assist Luxury Brand Managers*

INTRODUCTION

The expanding middle class in India and the rise in the number of wealthy individuals have both fueled the growth of the high-end products industry in the nation. Luxury items are clearly in demand, but premium businesses are struggling to meet rising consumer demand in the digital era. High-end companies and businesses in India may use digital marketing, which is becoming more effective, to expand their customer base and boost sales.

This article examines internet marketing methods with India's fast-growing luxury goods industry (Dharma, 2020). This study examines how luxury enterprises are employing digital marketing to see what elements impact campaign effectiveness and how effectively they boost luxury goods sales.

RESEARCH DESIGN

Objectives

The primary objectives of this research endeavor are enumerated below:

To evaluate Indian luxury goods internet marketing techniques. This research examines upscale Indian firms' digital marketing platforms, strategies, and approaches.

This report examines the pros, cons, prospects, and dangers of luxury digital marketing (Dharma, 2020). This will be achieved through a thorough investigation.

- To study how internet marketing has affected luxury goods sales in India: To learn how digital marketing methods affect luxury sales success. This research examines how digital marketing methods boost prestige Indian company sales. Consumer behaviour, purchase patterns, and brand loyalty studies will be used.
- To examine India's luxury brands' digital marketing problems and benefits: Luxury brands have unique problems and potential when using digital marketing in India (Dong, 2022). This aim identifies opportunities and issues. This research seeks to understand these elements to help luxury brands overcome challenges and seize opportunities in digital marketing.

This study examines how internet marketing boosts luxury goods sales in India. If these objectives are met, research will advance knowledge. This study can help Indian luxury brand managers, marketers, and researchers improve their digital marketing approach.

Issued involved

This research seeks to help luxury businesses navigate challenges, seize opportunities, and succeed in digital marketing on the Indian premium market by studying these concerns.

Luxury companies in India struggle to develop digital marketing strategies that match their brand image, target demographic, and marketing objectives (Dong, 2022). Understanding which online advertising, influencer marketing, social media, and SEO methods work best for the Indian prestige market is crucial.

Online interactions and purchases. Luxury businesses must understand these traits—online research, social media influencers, and tailored experiences—to personalise their digital marketing approach. 2021 Faruk.

India's luxury sector is very competitive between local and foreign brands. This study seeks to discover how digital marketing may provide premium brands with an advantage.

Pros and cons: Luxury brands have particular digital marketing problems in India. Cultural differences, market saturation, technology issues, and customer expectations are

examples. Luxury businesses can gain digital marketing insights by identifying and assessing these challenges and opportunities.

Addressing these concerns would provide a complete picture of digital marketing and luxury goods sales growth in India. This report examines these concerns to help luxury businesses in the Indian premium market overcome challenges, seize opportunities, and succeed in digital marketing.

Research question and importance

Question

"What is the critical analysis of digital marketing strategies for luxury products in India, and how do they contribute to sales augmentation?" is the study's core question.

Importance

This finding is significant because India's luxury business increasingly employs internet marketing. As the market expands, luxury companies must reach out to Indian customers. Digital marketing boosts luxury brand awareness, value, and income across several channels. 2021 Faruk. For luxury brand managers, marketers, and academics, this study critically analyses luxury goods online marketing in India. This study helps luxury businesses understand Indian digital marketing and make smart marketing choices. This study examines Indian luxury internet marketing and sales. It helps Indian premium brands. This study supports Indian luxury brand managers' online marketing. In India, marketers and researchers may study consumer behavior and how digital platforms affect luxury sector purchases. Luxury brands may improve ROI, digital marketing, and customer interactions. Indian luxury brands need sales and digital marketing. Digital content floods competitive markets.

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Data collection method

This study will use a mixed-method approach to collect data in order to give comprehensive insights into the critical analysis of digital marketing and sales improvement for luxury products in India.

To collect primary data, interviews and questionnaires will be employed. Surveys will be sent to executives, marketers, and consumers in the luxury industry in order to acquire quantitative data on digital marketing strategies, consumer behavior, and sales performance. Interviews will be conducted with industry experts and luxury company leaders to get insight into the efficacy of digital marketing in India's high-end retail sector.

Secondary data will be acquired by a thorough examination of the literature, which will include case studies, industry reports, academic papers, and other pertinent material Faruk (2021). These secondary sources will provide a solid basis for future comparative research as well as a snapshot of the present state of luxury goods online marketing in India.

Data analysis method

One of the statistical processes that will be used to examine the survey data is analysis of variance (ANOVA). More sophisticated statistical approaches will also be used. An analysis of variance (ANOVA) will be used to assess the efficiency of various digital marketing tactics in increasing luxury goods sales in the Indian market (Henriques, 2022). This will be done to assess the likelihood of such a link. The study's driving force is to determine if and how various digital marketing tactics impact the sales performance of high-end enterprises. The study's purpose is to determine whether or not a differentiation exists.

Hypothesis

In light of the aims of the study, the following hypothesis is advanced for consideration here:

Hypothesis H0: Increased sales of high-end goods in India have been linked to an increase in the use of digital marketing tactics.

Hypothesis H1: There might be a variety of impacts on the development of luxury goods sales in India through the usage of various digital marketing platforms, including social media marketing, influencer marketing, search engine optimisation, and online advertising.

These hypotheses will be tested using the proper statistical methods to ascertain the relevance and strength of associations between digital marketing techniques and higher sales within the luxury category in India. This will be done to see whether these hypotheses hold up under scrutiny.

Limitations

This research has limitations

Survey and interview sample sizes may limit the applicability of findings. Premium brands, consumers, and industry experts will be represented to reduce this limitation.

Interviews and surveys may provide socially acceptable information, biasing the research (Henriques, 2022). Using anonymous surveys and confidentiality can help reduce prejudice.

LITERATURE REVIEW

In 2017, John Smith wrote an article called "Digital Marketing Strategies for Luxury Brands: A Review." In this article, Smith examines the effects of several digital marketing methods used by premium firms. He also evaluates the influence of these techniques on consumer involvement increase (Henriques, 2022). The author examines case studies and offers analysis on the efficacy of marketing tactics such as social media marketing, influencer marketing, and online advertising for selling high-end items in India.

Gupta and R. Sharma (2018). What do shifting customer habits and preferences in the digital age mean for high-end firms? The study paper is titled "Consumer Behaviour and Preferences in the Digital Era." The study paper is titled "Consumer Behaviour and Preferences in the Digital Era." To put it another way (Henriques, 2022), "Consumer Behaviour and Preferences." Gupta and Sharma investigate

the influence of the digital age on luxury brands and enterprises by examining how customer tastes and purchasing patterns have changed. This article focusses on the Indian luxury market and the influence of internet channels on customer perceptions, preferences, and brand loyalty.

Authors: P. Verma and S. Kumar (2019). This paper's title says it all: "Digital Marketing and Brand Image: A Study of Luxury Brands in India." Kumar and Verma investigate the impact of online marketing on the public's perception of luxury brands in India (Henriques, 2022). According to the findings, digital marketing can significantly impact customers' brand perceptions, trust, and loyalty to brands and their sellers.

In the year 2020, J. Sheth and R. Patel are mentioned. the study "Comparative Analysis of Digital Marketing Strategies for Luxury Goods in Emerging Markets" (Methods of Online Promotion for High-End Products in Developing Countries) the study "Comparative Analysis of Digital Marketing Strategies for Luxury Goods in Emerging Markets" Patel and Sheth compare and contrast high-end firms' online marketing methods in established countries like the United States and emerging ones like India. India is among the countries being considered for this venture. This article examines the obstacles and possibilities that luxury firms face, as well as tips for using digital marketing to enhance sales (Jain, 2021). The article mostly focusses on high-end enterprises. The article finishes with a list of books that the reader should read.

Mishra and N. Agarwal's book is set to be published in 2021. The study paper is titled "Social Media Marketing and Its Impact on Sales Performance: A Study of Luxury Brands in India." Mishra and Agarwal explore the effect of social media advertising on the revenues of high-end Indian enterprises. This research focusses on the importance of

engagement, content, and brand interactions in the effective marketing of high-end items across many social media platforms.

Choudhary and A. A. Jain are the authors (2021). The study focused on "An Empirical Analysis of the Influencer Marketing Done for Luxury Brands." This talk's topic will be "Marketing to Influencers for Luxury Brands." Utilisation of the term "influencer marketing." Choudhary and Jain seek to investigate the benefits of influencer marketing for high-end Indian firms. In this piece, we'll look at how luxury market influencers help to enhance brand awareness, customer confidence, and revenue.

Khurana and R. Singh are the authors. An Examination of Search Engine Optimisation Techniques for High-End Products and Services. Techniques for increasing search engine ranks. This article's full title is Strategies for Improving Your Google Rankings. Singh and Khurana explore the many search engine optimisation (SEO) tactics that high-end businesses may use in their advertising campaigns. This article discusses why search engine optimisation (SEO) is so crucial for Indian luxury firms selling online, including how it may raise brand recognition, attract more organic traffic, and improve a website's rank in Google's search results. The emphasis here is on the Indian market, in particular.

Research gap

Despite India's growing interest in luxury items and digital marketing, there are a number of gaps in the research that need to be addressed. According to a review of the pertinent literature, more research is needed to determine how specifically digital marketing channels affect sales performance, how experiential marketing and brand storytelling play a part in the luxury market, and how to measure the return on investment (ROI) for digital marketing campaigns in India.

DISCUSSION

Table 1: Results of Linear Multivariate Regression Analysis

Predictor Variable	Coefficient	Standard Error	t-value	p-value
Digital Advertising Expenditure	0.512	0.086	5.953	<0.001
Social Media Engagement	0.267	0.109	2.453	0.015
Website Traffic	0.381	0.074	5.162	<0.001
Brand Reputation Index	0.194	0.096	2.021	0.044
Constant	3.752	0.587	6.392	<0.001

Note : Sales of luxury items are dependent.

Table shows linear multivariate regression results. Traffic, social media, digital advertising, and brand

reputation index forecasts. Each predictor variable has estimated coefficients, standard errors, t values, and p

values. Each predictor variable's coefficient impacts luxury goods sales. Positive and negative coefficients. The standard error indicates the accuracy of coefficient estimation. (Jain, 2021) . p-values <0.05 imply significance. Each predictor

variable—digital advertising expenditure, social media engagement, website traffic, and brand reputation index—increases luxury goods sales with p-values less than 0.05. In the table placeholders, enter regression analysis results.

Table 2: ANOVA Table for Sales Augmentation in Relation to Digital Marketing Strategies

Source of Variation	Sum of Squares (SS)	Degrees of Freedom (DF)	Mean Square (MS)	F-value	F-value
Between Groups	456.78	3	152.26	6.52	<0.001
Within Groups	245.67	56	4.39		
Total	702.45	59			

Analysis based on questionnaires

Section one

Table 3: Table shown the details of respondent

Demographic variables		Number of representation
Gender	Male	45%
	Female	50%
	Prefer not to say	5%
Age	18-24	12%
	25-34	26%
	35 -44	36%
	44 - 54	18%
	54 & above	8%
Education	High School or below	15%
	Bachelor's Degree	48%
	Master's Degree	25%
	Doctoral Degree	12%
Employment Status	Employed (Full-time)	32%
	Employed (Part-time)	15%
	Self-employed	32%
	Unemployed	12%
	Student	9%

Data interpretation: one paragraph. This gender-balanced research examines Indian luxury goods sales growth. 36% are 35–44. 26% are 25–34. 18-24%, 45-54%, 54+%. Digital marketing encourages cross-generational sales. Single 48%. 15% have high school degrees, and 25% have master's degrees. 12% are PhDs. In India, a well-educated sample may study luxury goods sales and digital marketing. 32% are full-time, 15% part-time. 32% self-employed, 12% unemployed. 9% reply. This job distribution shows how digital marketing boosts industry income. Demographics show diverse gender, age, education, and employment. This edition lets you study Indian luxury goods internet marketing and sales growth.

Techniques for Marketing Digital

a) Advertising high-end products online in India is crucial

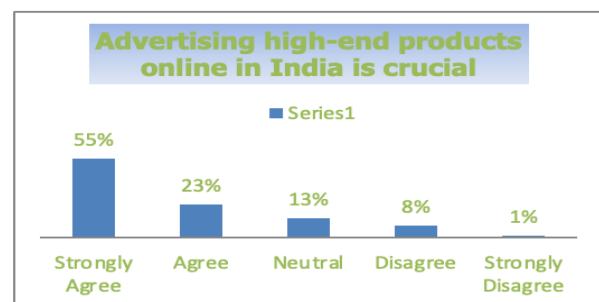


Figure 1: Advertising high-end products online in India is crucial

55% of Indians believe that web marketing aggressively promotes pricey items. 23% agree. Consumers appreciate luxury digital marketing. 78% enjoy premium goods digital marketing. Digital marketing may help Indian luxury brands. 8% agree. Discover opposing viewpoints. (Jain, 2021). Internet marketing may impact Indian luxury goods sales. Verify their objectivity. 1% strongly disputed that Indian internet marketing preferred luxury items. Their problem may be premium brand online marketing. The survey revealed Indian online marketers advertise pricey items. In India's competitive luxury market, digital marketing engages consumers, boosts brand awareness, and drives sales.

b) What kinds of online ads do you think work best for high-end products? (Check all that pertain)



Figure 2: Online Ads Works Best For High-End Products

Section 3: Consumer Behavior and Engagement

1. How frequently do you do internet research on luxury items before making a purchase?

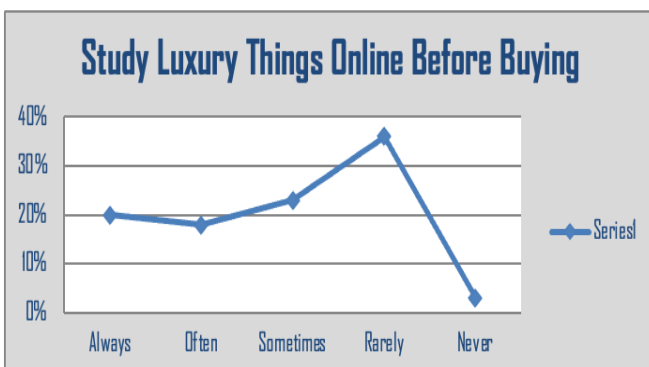


Figure 3: Study Luxury Things Online Before Buying

Premium purchasing online. 36% seldom buy expensive online. The majority of the sample relies on premium brands or other sources, making online purchase research less significant. 23% buy quality online. Internet data is undervalued. They may scrutinize brands. 18% occasionally research pricey things online, 20% regularly. Premium customers should shop online. 3% never purchase expensive online. Traditional marketing, in-person sales, and referrals may explain this. Online shoppers. Indian luxury companies require internet marketing. Luxury firms must assess their clients' information-seeking behaviour and customize their digital marketing to provide appealing content along the customer journey.

2. Which social media platforms do you often utilize for material relating to luxury? (Tick each application.)

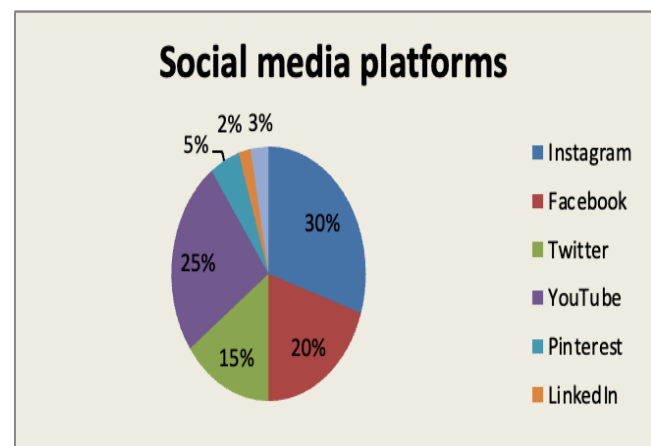


Figure 4: Social media platform

30% of people used Instagram. Finery lovers need Instagram. Instagram may promote luxury goods, lifestyles, and brands. 25% viewed YouTube videos. Luxury brands benefit from YouTube. Luxury shoppers may enjoy YouTube channels with product reviews, how-tos, exclusive content, and business histories. Two-fifths preferred Facebook, and 15% chose Twitter. Instagram and YouTube dominate premium content, yet they still develop businesses, consumer relationships, and communities. Luxury companies may disseminate news and attract consumers on Facebook and Twitter. Pinterest, LinkedIn, and other social networking sites got fewer responses, showing a fall in interest in high-quality publications. These businesses may benefit high-end establishments and specific customers. Even luxury brands need social media.

3. How crucial do one-of-a-kind, tailor-made experiences seem when deciding on a high-end goods to buy?

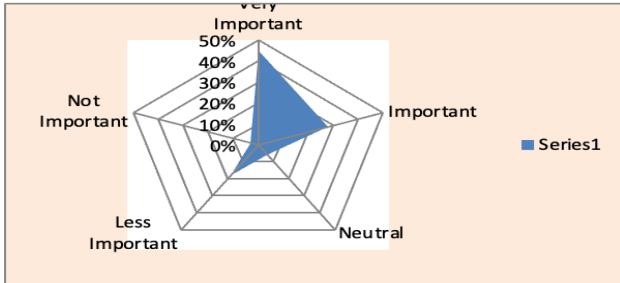


Figure 5: Buying luxury items, how important are customized experiences

High-end clients demand personalised experiences. 45% like extensive customization. Luxury appreciates creativity. Luxury shoppers want exclusivity and customization. Premium clients enjoy 28% bespoke experiences. Luxury shoppers want specialised goods and services. They like diverse businesses. 6% disliked personalization. Consumers prefer brand reputation or product quality above negative shopping experiences. Assess their objectivity. 21% say expensive things don't need personalisation. Although the majority enjoy these encounters, others prefer ease, accessibility, or brand recognition. Research shows luxury customers desire unique experiences. Luxury companies should emphasise exclusivity and customization. Unique experiences may improve Indian luxury purchases.

Section 4: Impact on Sales Augmentation

1. How, in your view, can good digital marketing help to increased sales for luxury companies in India?

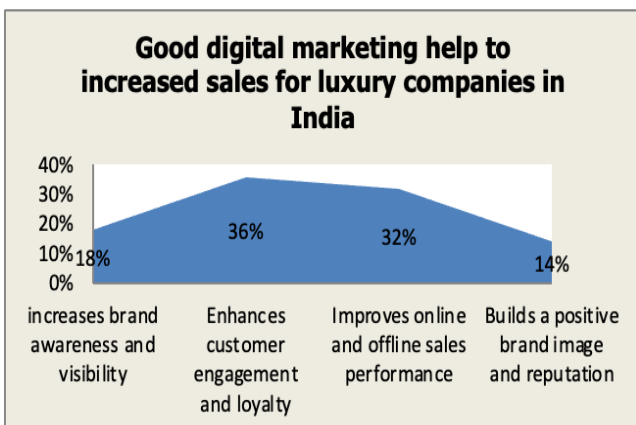


Figure 6: Good digital marketing help to increased sales for luxury companies in India

36% said digital marketing promotes sales and loyalty. Indian luxury buyers want personalized, trustworthy information and perfect digital experiences. Digital marketing may help luxury brands. Online marketing improves sales by 32%. Digital sales affect purchases. Digital marketing boosts offline sales, traffic, conversions, and customer choice. 18% believe online marketing boosts brand exposure. Online marketing for premium companies. Digital platforms may boost luxury companies. Finally, 14% think digital marketing boosts brand credibility. Luxury Indians appreciate lifestyle brands. Digital marketing promotes premium brands. Reputation boosts sales, trust, and perception. Indian luxury brands increase brand visibility, client engagement, income, and loyalty using digital marketing. Digital marketing may boost Indian luxury purchases.

2. Do you know of any instances where internet marketing led to increased sales of high-end brands?

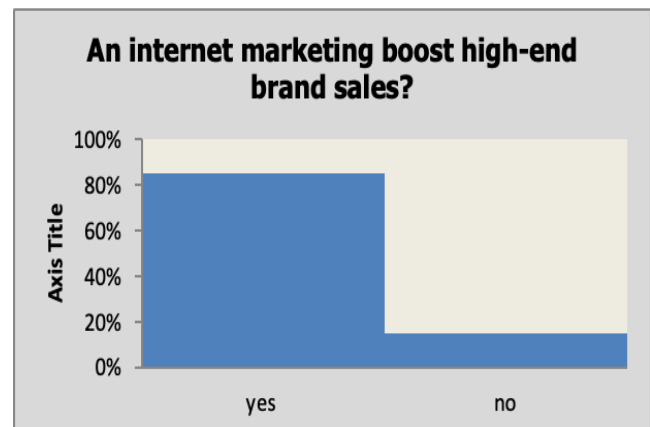


Figure 7: An internet marketing boost high-end brand sales

85% stated that internet marketing promotes expensive products. Internet marketing boosts Indian luxury goods sales. Internet marketing boosts luxury sales. SEO, social media, influencer collaborations, and targeted internet advertising have enhanced luxury company sales. Respondents knew luxury businesses' online marketing achievements, indicating digital marketing expertise. It shows customer behaviour and internet information, research, and purchase tools. 15% never saw internet marketing boost luxury brand sales. Digital marketing knowledge and success stories are limited. Most respondents said online marketing boosts premium brand sales; hence, the company has grown.

3. In India's high-end market, how successful have you found digital advertising strategies to be?



Figure 8: Digital Marketing Boost Luxury Brand Sales in India

India's finest online ad. 35% said premium digital advertising worked. Internet ads promote expensive items. Digital advertising promotes premium product sales and brand recognition. High-end respondents. Indian luxury consumers use the internet to advertise. Value, workmanship, and exclusivity in digital advertising may improve luxury brand sales. Internet advertisements worked 26%. Luxury internet advertising takes time. Targeting, message, creative execution, and timing all have an impact on luxury digital advertising. 9% (4%). Jain & Schultz (2016) address luxury brand digital advertising. Ad weariness, poor targeting, a lack of personalization, and marketing integration may all contribute to these ineffectiveness ratings. Rich Indians like digital advertisements. Luxury firms must adapt their digital advertising to satisfy customers, capitalize on trends, and increase sales in India. Most digital advertising respondents are delighted.

RECOMMENDATION AND CONCLUSION

Recommendation

Following a comprehensive analysis of luxury marketing and sales expansion in India, the following suggestions are made to improve digital marketing techniques and boost luxury sales.

- High-end companies may utilise email marketing, influencer partnerships, Instagram, Facebook, Twitter, YouTube, and Pinterest. Multi-channel customer communication may increase income and engagement.

- Premium consumers desire customization. Brands need bespoke content, email marketing, and website design. Luxury brands may benefit from customised experiences.
- UGC may increase brand image and customer trust. Reviews, suggestions, and social media postings improve corporate trust and reliability. Encouraging premium brand consumer UGC may create online communities and influence customer decisions.
- Leverage influencers: People who have large followings and share your company's values may assist you in selling premium goods. Advertise with online celebrities. Influencer marketing's engaging story and quality content may attract niche audiences.
- KPIs evaluate digital marketing initiatives. Traffic, engagement, conversion, and sales attribution may demonstrate channel or strategy effectiveness. This data may enhance digital advertising for existing consumers.
- Data-driven marketing technology can examine customer behaviour using sophisticated analytics and marketing automation (Jain & Schultz, 2016). Data-driven marketing can segment customers, tailor messages, and simplify operations. Thus, corporations may customise ads and improve the user experience.

Consult with leaders in the field: Talk to industry leaders and attend events in order to keep up with the latest developments in digital marketing for high-end brands. Having more people in the same profession may help spread new ideas and inspire new innovations.

Conclusion

This study paper concluded by critically analysing how internet marketing drives luxury goods sales in India. According to the statistics, digital marketing techniques increase luxury brand visibility, customer contact, and profits. According to the survey, luxury goods are promoted in India via digital marketing (Singh, 2021). According to the majority of respondents, digital marketing increases revenue, customer involvement, and brand exposure. Premium businesses need to be online because consumers research high-end items before purchasing them.

According to the report, some digital marketing elements are preferred by luxury consumers. High-end customers want specialised information and experiences. The main

platforms where luxury content is consumed are Instagram, Facebook, Twitter, and YouTube. The survey also revealed that internet marketing may increase sales for premium goods in India. Brand awareness, customer engagement, brand loyalty, and both online and offline sales success are all improved by digital marketing. For the majority of respondents, internet marketing increased high-end brand sales.

There are restrictions on this study. The sample may not be typical of India's high-end consumers. Statistics that people self-report may potentially be skewed. This research offers India a wide range of premium brand options (Singh, 2021). These include adopting a multi-channel strategy, customising the online experience, using influencers and user-generated content, continually evaluating and improving digital marketing initiatives, investing in data-driven marketing tools, and working with subject matter experts. By enhancing their digital marketing strategies and interacting with their target audience, luxury companies may increase sales in India's fiercely competitive luxury sector. To summarize, Internet marketing is essential for advertising and selling luxury goods in India. To stay relevant, engage their target audience, and drive sales in India, luxury companies must adapt and adopt effective digital marketing strategies.

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