

SUBSCRIBED

JOURNAL METRICS

ISSN 0973 - 8703

Included in UGC's List of Recommended Journals (J. No. 20802)

NAAS Rating = 4.24

Indexed in Scopus

Indexed in Google Scholar

Indexed in Indian Citation Index [ICI]

Source Normalized Impact per Paper (SNIP) : 0.722

SCImago Journal Rank (SJR) : 0.208 ; Scopus CiteScore : 0.67 ;

Scopus CiteScore Journal Rank : 111/157

Google Scholar h5-index : 8 ; Google Scholar h5-median : 9

ICI Journal Current Index : 0.059 ; ICI Research Impact Indicator : 0.262

INDIA INDUS L
Madhwa
Dr. O. S. 2019
350/-

Indian Journal of MARKETING

VOLUME : 49

**ISSUE NUMBER : 1
(MONTHLY)**

JANUARY 2019

In This Issue

**Branding of Territorial
Speciality Products : A Case
of Udupi Mattu Gulla Brinjal**

**Vikram Baliga
Harish Joshi
Sandeep Shenoy**

**Entry and Expansion Strategies
for Burberry in Oman by Applying
Porter's Five Forces Model**

Tagreed Saleh Abalkhail

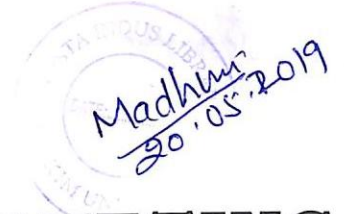
**Toys as Food Premiums : Does it
Promote Unhealthy Eating Habits ?
(Understanding Mother's Perspective)**

**Manjot Kaur Shah
Garima Malik**

**Purchasing Criteria for Apparels
among Indian Consumers**

**Pawan Kumar
Kanchan**

SUBSCRIBED



INDIAN JOURNAL OF MARKETING

VOLUME : 49

ISSUE NUMBER : 1

₹ 350/-

JANUARY 2019

CONTENTS

Branding of Territorial
Speciality Products : A Case
of Udupi Mattu Gulla Brinjal

Vikram Baliga
Harish Joshi
Sandeep Shenoy

8

Entry and Expansion Strategies
for Burberry in Oman by Applying
Porter's Five Forces Model

Tagreed Saleh Abalkhail

25

Toys as Food Premiums : Does it
Promote Unhealthy Eating Habits?
(Understanding Mother's Perspective)

Manjot Kaur Shah
Garima Malik

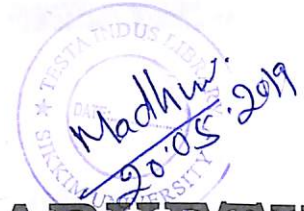
36

Purchasing Criteria for Apparels
among Indian Consumers

Pawan Kumar
Kanchan

48

SUBSCRIPTION



INDIAN JOURNAL OF MARKETING

VOLUME : 49

ISSUE NUMBER : 2

₹ 350/-

FEBRUARY 2019

CONTENTS

Role of Social Network in Defining the Impact of Marketing - Mix on Satisfaction from Food Items at Subsistence Marketplace

**Yukti Sharma
Reshma Nasreen
Amit Kumar**

7

Flyers' Gratification Towards Rajiv Gandhi International Airport

**A. Arun Kumar
D. Kiran Kumar
V. Shekhar**

25

Consumer Perception Towards Social Media Advertisements : A Study Done in a Semi - Urban City of South India

**Adesh Padival
Lidwin Kenneth Michael
Sunith Hebbar**

38

An Exploratory Study of Positioning of Cement Brands in Rajasthan

**S. Shyam Prasad
Vishwajeet Singh Rathore
Aslam Ahmed Kathawala**

52

SUBSCRIBED



INDIAN JOURNAL OF MARKETING

VOLUME : 49

ISSUE NUMBER : 3

₹ 350/-

MARCH 2019

CONTENTS

Effectiveness of Indian Advertisements in Breaking Stereotypes : A Comparative Analysis Using the Hierarchy of Effects Model	Shampa Nandi Sudhindra Bhat Bert Wolfs	7
The Branding Efforts of Snapdeal and the Quest for Profits : A Case Study	Thomason Rajan Jacob Alexander	25
Ethical Challenges in Neuromarketing : A Research Agenda	Jacob Alexander Veena Shenoy Aradhna Yadav	36
The Effectiveness of the Celebrity Advertisement Process and its Impact on Buying Intention	Sathyanarayana S. Sudhindra Gargesa Bhavya N.	50
Talent Management Strategies and Customer Delight : A Conceptual Study	Annette Sonia Maben Rashmi Uchil	63



INDIAN JOURNAL OF MARKETING

VOLUME : 49

ISSUE NUMBER : 4

₹ 350/-

APRIL 2019

CONTENTS

**Belief - Based Marketing vs.
Conjoint : An Illustration Using
the Indian Mobile Phone Market**

**Philip Truscott
Michael Chiam
Nilanjan Raghunath**

7

**Facilitators of E - Tail
Patronage Behavior Among
Generation Z Consumers**

**Vivek Mishra
Biswajit Das**

20

**Market Orientation and Innovation
Capabilities : Does it Impact the
Performance of Small Businesses ?**

M. I. M. Hilal

37

**The Moderating Effect of Gender
on Continuance Intention Toward
Mobile Wallet Services in India**

**T. Thirumal Reddy
B. Madhusudhana Rao**

48



INDIAN JOURNAL OF MARKETING

VOLUME : 49

ISSUE NUMBER : 5

₹ 350/-

MAY 2019

CONTENTS

- | | | |
|--|--|------------------|
| <p>The Impact of Anthropomorphism
on Purchase Intention of Smartphones :
A Study of Young Indian Consumers</p> | <p>Ritu Gupta
Kokil Jain</p> | <p>7</p> |
| <p>Determining the Best Advertising
Medium for a Footwear Company :
A Case Study</p> | <p>Rabeeb Abdul Majeed
K. V. Sriram</p> | <p>21</p> |
| <p>Brand Experience - A Systematic
Review and Research Agenda</p> | <p>Yuvika Sumbly
Sadaf Siraj</p> | <p>33</p> |
| <p>Dynamics for Satisfaction with
Telecom Services : A Pragmatic
Investigation on Customers
of Bhopal, Madhya Pradesh</p> | <p>Rajesh K. Yadav
Nishant Dabhade</p> | <p>49</p> |

SUBSCRIBED



INDIAN JOURNAL OF MARKETING

VOLUME : 49

ISSUE NUMBER : 6

₹ 350/-

JUNE 2019

CONTENTS

- | | | |
|---|--|-----------|
| Consumer Innovativeness : The Mediating Role of Leading Edge Status (LES) on Adoption of Innovative Products in Indian Rural Markets | Arup Kumar Baksi
Tapan K. Panda | 7 |
| Identifying the Switching Determinants of Mobile Enterprise Customers : The Perspective of Pull-Push-Mooring Model and Mobile Number Portability | C.N.S. Ramnath Babu
S. Sundar | 21 |
| Consumer Perception of B2C Websites : An Empirical Study of Delhi - NCR | Sonali Agarwal
P. S. Raychaudhuri | 35 |
| e - National Agriculture Market in India : An Effective Implementation and Farmers' Attraction Path Model | Ramakrishna Bandaru | 48 |

SUBSCRIBED



INDIAN JOURNAL OF MARKETING

VOLUME : 49

ISSUE NUMBER : 7

₹ 350/-

JULY 2019

CONTENTS

Analyzing the Role of Brand
Relationship Dimensions in the
Development of Brand Community

Prafulla Arjun Pawar 7
Umesh Raut

Think Before Getting Addicted
to Smartphones !

Sunita Dwivedi 19
Shrirang Altekar
Nidhi Phutela

A Study of Factors Affecting Consumer
Behaviour Towards Electronic
Durable Goods

Rakesh Kumar 35
S. K. Kaushal

Consumer Preference Towards Private
Label Brands with Reference to
Retail Apparel in India

Sunita Kumar 49



INDIAN JOURNAL OF MARKETING

VOLUME : 49

ISSUE NUMBER : 8

₹ 350/-

AUGUST 2019

CONTENTS

Examining eWOM Credibility - Consumer Purchase Intention Relationship in Facebook : A Mediation Analysis
Kunja Sambashiva Rao
Bramhani Rao 7

Influence of Family Communication Patterns in Family Purchase Decision Making
Vijita Singh Aggarwal
Shefali 23

Developing a Conceptual Model of Customer Loyalty in the Mass Housing Industry : The Case of Housing Investment Group Company
M.R. Karimi Alavijeh
M. Jamshidi Majd
A. Aslani Afrashteh 40

Analysis of Grain Based Distilleries in Northern and Western Maharashtra
Retail Apparel in India
D. Y. Patil
Kamini Khanna
Digvijay Deshmukh 56

SUBSCRIBED



INDIAN JOURNAL OF MARKETING

VOLUME : 49

ISSUE NUMBER : 9

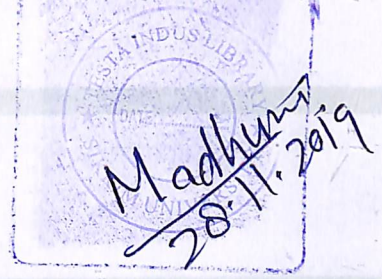
₹ 350/-

SEPTEMBER 2019

CONTENTS

Antecedents Affecting Purchase of Luxury Ayurvedic Skin Care Products	Diksha Pasricha Kokil Jain	7
E - Banking Service Quality : A Scale Development and Validation Attempt	Ajay Chandel Rohit Vij	23
The Moderating Influence of Brand Image on the Relationship Between Customer Engagement and Customer Loyalty	Ngo Hai Quynh	42
Relational Selling, Relationship Quality, and Future Behavioural Intentions in the Health Insurance Industry	Shivaprasad Rai Savitha Basri	57

SUBSCRIBED



INDIAN JOURNAL OF MARKETING

VOLUME : 49

ISSUE NUMBER : 10

₹ 350/-

OCTOBER 2019

CONTENTS

Consumer Acceptance of Branded Fortified Foods and Beverages in India : Towards a Conceptual Framework

Shamal S.
Bijuna C. Mohan

7

The Influence of Financial Quantitative Literacy and Subjective Numeracy on Impulsive Consumption with Materialism as the Mediator Variable

Laurentius Saptono
Budi Eko Soetjipto
Wahjoedi
Hari Wahyono

23

Determinants of Purchasing Selected FMCG Products in India : Evidence from Agartala City

Trinankur Dey
L. S. Sharma

42

Marketing and Exchange of Farm Products in Facebook Groups : A Case Study

Asha Vijay T.
M. S. Raju

58

SUBSCRIBED



INDIAN JOURNAL OF MARKETING

VOLUME : 49

ISSUE NUMBER : 11

₹ 350/-

NOVEMBER 2019

CONTENTS

Role of Customer Engagement in Customer Loyalty for Retail Service Brands : Customer Orientation of Salesperson as a Mediator	Mallika Srivastava	7
A Study on Factors Affecting Mobile Phone Buying Behaviour in Bhubaneswar and Cuttack	Varun Agarwal Rashmita Sahoo Ankita Agarwal	20
A Review of Consumer Adoption of Rooftop Solar PV in India and Effective Frameworks	Amitabh Satapathy Arvind Kumar Jain Sunil Barthwal	39
An Econometric Analysis of Agricultural Production and Economic Growth in India	Dhiresk Kulshrestha Kiran Kumar Agrawal	56



SUBSCRIBED

INDIAN JOURNAL OF MARKETING

VOLUME : 49

ISSUE NUMBER : 12

₹ 350/-

DECEMBER 2019

CONTENTS

The Impact of Proficiency of Marketing Activities and Value Proposition Innovation on New Intelligent Products' Performance	Shashishekar M.S. Sandip Anand	7
Impact of Influencing Strategy Across Product Categories in Family Decision Making	Swapna Menon Padmabati Gahan Siba Sankar Mahapatra	21
Demonetisation and Retail Markets : Lower Perceived Economic Effects Among Unorganized Retailers	T. G. Saji	37
Influence of Materialism on Impulse Buying Among Indian Millennials : Does Income Matter ?	Shaon Sen Smitha Nayak	47