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Empirical Evidence on Extent of Influence of Non-advertising Sources on Purchase of Durable Goods

Rishi Chakravarty and Nripendra Narayan Sarma

ABSTRACT

Previous studies have highlighted the influence of advertising sources on the purchase of durable goods normally that require high involvement of buyers. However, research on the extent of influence of non-advertising sources on the purchase of such goods is substantially less. Therefore, we desired to explore this identified gap and tested a relevant hypothesis in the null form that there is no significant influence of non-advertising sources on gender, age and their interactions of buyers on the purchase of durable goods. Convenience sampling was adopted and data were collected from 329 respondents through a well-structured Google form by using a two-way analysis of variance. A pilot study conducted among 100 respondents indicated that apart from advertising, most of them also considered word-of-mouth, point of purchase influence and brand name before purchasing durable goods. This aroused curiosity to know the extent of non-advertising sources on purchase of select durable goods. The findings show that there is a significant influence of non-advertising sources on car buyers belonging to different age groups while such sources do not have significant influence on the purchase of mobile phone.

Keywords: Non-advertising sources, Durable goods, Word-of-mouth, Point of purchase influence, Brand name

JEL Classification: L68, M30, M31, M37

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Innovations in Distribution Channel – A Case of Hero Cycles

Pranati Paheli

ABSTRACT

You would have surely heard about car loans @ 7.75% but have you ever come across ‘bicycle loans’? In 2013, Hero cycles, the world’s largest bicycle manufacturer announced that it will be tying up with microfinance institutions (MFIs) across India to ensure that the bottom of the pyramid (BOP) can get easy access to finances to buy bicycles. Creating a new sales channel using microfinance institutions (MFIs) to reach the weaker sections of society was a road never travelled. Bicycle industry is a price-sensitive industry because the domestic demand for bicycles comes from the low-income population. Also, in India the penetration of bicycles in rural areas is extremely poor. It is interesting to look at how the industry would reach the enormous untapped potential in the rural areas to maximize its bicycle sales through microfinance. The research paper intended to explore the genesis of a new sales channel by providing microfinance to rural women entrepreneurs. What were the challenges in creating a new sales channel? How the company overcame the challenges of the new sales channel? For the bicycle industry, it’s a new, unconventional sales model and we need to figure out how far the industry can peddle on microfinance institutions (MFIs) to sell bicycles in India.

Keywords: New sales channel, Channel of distribution, Bicycle, Microfinance institutions (MFIs)

JEL Classification: O30, G21

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Factors Affecting Entrepreneurial Intentions: A Literature Review

Apoorva Sahni, Yasmin Janjhua and Krishan Sharma

ABSTRACT

Entrepreneurship has been becoming progressively crucial. It is that weapon that helps combat unemployment, generates productivity, and help achieve innovative and competitive dominance. Various researchers have measured the entrepreneurial intention in different contexts and tried to determine the factors that have an impact on the said intention. The purpose of this paper is to increase the understanding in regard to how entrepreneurial potential is developed among young people. This study attempts to provide a more thorough comprehension of the key factors that lead an individual to become an entrepreneur. A systematic literature review is conducted and the factors that affect the intention have been analysed. The results of the study have led to division of factors into five categories. The five categories comprise of core entrepreneurial intention model, role of personality or psychology variables, demographic variables and their relation with entrepreneurial intention, entrepreneurial education and structural factors. This study will serve as a base for future studies and have implications for educators and policy makers interested in entrepreneurship in India.

Keywords: Entrepreneurial intention, Self-employment, Entrepreneurial behaviour, Psychological entrepreneurial determinants

JEL Classification: M13

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Segmenting, Targeting, and Positioning (STP) of Generational Cohorts Y, Z and Alpha

Mary Rani Thomas and Ginu George

ABSTRACT

The current paper has aimed to build an STP framework that aids marketers in decision-making and contributes to the theory-building of generation alpha. There is significantly less academic literature present on generation alpha which needs to be addressed scientifically. The current research is organised into three sections; the first section aims to point out the importance of generational cohort analysis from a marketing perspective of Segmenting, Targeting, and Positioning (STP) considering the latest marketing trends with consumer behaviour. The second section is dedicated to studying why generation alpha behaviour is essential to be understood by marketers in the current era. The last section discusses the different STP analysis outcome for the three generational cohorts Y, Z and alpha based on the desk review. A qualitative approach is adopted to analyse texts and contents from various sources to arrive at the findings from the latest trends in the marketing domain. The current paper has developed a conceptual model on the framework of STP addressing the three-generational cohorts from a behavioural perspective which academic scholars can further study. The study also serves as a guideline for future scholars who could test the model empirically.

Keywords: Generation alpha, Generation Y, Generation Z, Segmenting, Targeting, and Positioning (STP), Generational cohorts

JEL Classification: M30, M31, M37

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