

ISSN 0973 - 8703

JOURNAL METRICS

₹ 350/-

Indexed in Scopus

Source Normalized Impact per Paper (SNIP) : 0.731

Indexed in ABDC Journal List (Rating : C)

SCImago Journal Rank (SJR) : 0.209 ; Scopus CiteScore = 1.5 ;

NAAS Rating = 4.24

Scopus CiteScore Journal Rank : 104/177

Indexed in Indian Citation Index [ICI]

Google Scholar h5-index : 10 ; Google Scholar h5-median : 13

ICI Research Impact Indicator (RII) : 0.596

Indian Journal of MARKETING

VOLUME : 50

ISSUE NUMBER : 8 - 9

AUGUST - SEPTEMBER 2020

In This Issue

Forecasting Butyl Price : A Case of India's
Tire Industry

LIBRARY REF. NO. 18
DATE: 27/11/2020

Mehir Kumar Baidya
Bipasha Maity
P. Srinivasan

Sounds Like Chicken : Sensory Marketing
and Sound Effects

Joanne P. S. Yeoh
David Allan

Analyzing Tinder Through User Motivations
and Experiences Among Indian Young Adults

Ananthu Nair
Padmakumar K.

Entrepreneurial Marketing Strategies for Small
Businesses : An Exploratory Study of Start-up
Companies in India

Sarika Sharma
D. P. Goyal

Moderating Role of Brand Trust on Offline vs Online
Shoppers and its Impact on Cognitive Dissonance

Vivek Singh Tomar
Rohit Singh Tomar
Varsha Khattri

COVID-19 : A Huge Opportunity for Innovation
in Marketing

Rajesh K. Pillania

Interpreting Competitive Advantage : Evidence
from Existing Literature

S. Shyam Prasad



INDIAN JOURNAL OF MARKETING

VOLUME : 50

ISSUE NUMBER : 8 – 9

₹ 350/-

AUGUST – SEPTEMBER 2020

CONTENTS

Forecasting Butyl Price : A
Case of India's Tire Industry

Mehir Kumar Baidya 8
Bipasha Maity
P. Srinivasan

Sounds Like Chicken : Sensory Marketing
and Sound Effects

Joanne P.S. Yeoh 19
David Allan

Analyzing Tinder Through User
Motivations and Experiences
Among Indian Young Adults

Ananthu Nair 32
Padmakumar K.

Entrepreneurial Marketing Strategies
for Small Businesses : An Exploratory
Study of Start-up Companies in India

Sarika Sharma 48
D. P. Goyal

Moderating Role of Brand Trust on
Offline vs Online Shoppers and its
Impact on Cognitive Dissonance

Vivek Singh Tomar 66
Rohit Singh Tomar
Varsha Khattri

COVID-19 : A Huge Opportunity for
Innovation in Marketing

Rajesh K. Pillania 80

Interpreting Competitive Advantage :
Evidence from Existing Literature

S. Shyam Prasad 88