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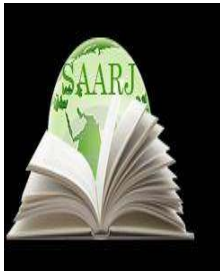


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DISTRIBUTION MEDIUM IN RURAL RETAILING

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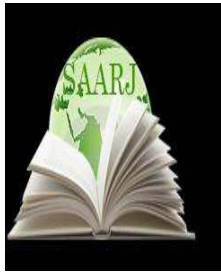
ABSTRACT

When a company decides to sell its products and services in a rural emerging market, one of the most important decisions it will make is the design of its distribution network. While a company operating in a developed market needs to carefully consider its distribution network design in order to achieve profitability, companies operating in rural emerging market face particular challenges because of the low density of the population and poorly developed transportation infrastructure. Indian rural market poses gargantuan challenges for the marketers. To fill the retail centers which exist in about 6 lakhs odd villages is a very challenging task for marketers. The present paper analyses different distribution channels that can be effectively used in rural retailing. For every new opportunity for a villager to use his mobile phone to protect his crops, there is a knock-on opportunity for him to purchase a small refrigerator or a motorcycle. The main advantage of this system is that it facilitates market penetration in the interiors of market. However, the firm must ensure is that it facilitates market penetration in the interiors of the market. Thus successful company will be one which meets consumer's expectations through products offered at affordable cost and still is in position to earn a decent return on investment because of its strong, efficient and intelligent distribution channel.

KEYWORDS: *Rural Markets, Rural Retailing, Distribution Channel, Rural Marketing, Sattelite Distribution, & Syndicate Distribution.*

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PROSPECTS FOR THE DEVELOPMENT OF YOUTH TOURISM IN UZBEKISTAN.

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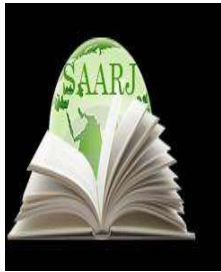
ABSTRACT

Tourism provides a unique opportunity to get deeper into and visually familiarize with the historical and cultural heritage of your country and other states, to awaken a sense of national self-awareness among young people, to cultivate respect and tolerance for the life and customs of other nationalities and peoples. Youth tourism is one of the socio-cultural mechanisms by means of which conditions can be created for the disclosure of young people's abilities, as well as the consolidation in a youth environment of national, civil-legal and moral-cultural values based on patriotism. In the article, the example of Turkey considers the perspective of the development of youth tourism in Uzbekistan. One of the most beloved countries by the youth is Turkey. Firstly, it is the most inexpensive vacation, thanks to the burning permits that appear for a day or two before departure, and secondly, there certainly will not have to yawn from boredom. As for hotels, you can choose almost any, preferring only the location - they are practically not different from each other. The main purpose is to come and spend the night, no more. The following youth activities can be classified as youth tourism: profile camps, excursions, tourist competitions and events, extreme activities in the natural environment. At the end of the XIX century, he bought a small estate, where 68 children came to rest.

KEYWORDS: *Tourism, Travel, Hiking, Youth Tourism, Tourist Potential, Patriotism, Healthy Lifestyle.*

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A STUDY ON MODELING THE BRAND PERSONALITY AND TESTING THE PERSONALITY CONGRUENCE BETWEEN AUTOMOBILE BRANDS AND THEIR CONSUMERS IN INDIA

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ABSTRACT

Brand Personality, which is defined as the personality attributes associated with the brands, forms the core of the symbolic benefits associated with the brands. Marketers use the personality attributes of a brand to obtain a differential position in the minds of the consumers. Although theoretical studies have illustrated the construction of brand personality, and also identified important constructing factors of brand personality, empirical validation of the theories and the constructing components was not done. Identification of the relative importance of the constructing components across different brands was also not empirically identified. Moreover, although much is said about the importance of the personality congruence between brands and their consumers, a little significant contribution is observed to measure personality congruence. In this research work, an attempt has been made to create a model of brand personality, under the light of previous theoretical studies in the field. A methodology is also developed to empirically justify the relevance of the theoretical construct. The relative importance of the constructing components of both brand and consumers' personality is also measured across different brands of automobiles in Indian market. A methodology is also developed to empirically measure the personality congruence between brands and their consumers across different demographic segment and across different levels of brand personality constructing components.

KEYWORDS: *Brand Personality Constructs, Direct Association, Indirect Association, Measuring Brand Personality Congruence, Modeling Brand Personality.*

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