

## Mind Your Product-Market Strategy on Selecting Marketing Inputs: An Uncertainty Approach in Indian Context

**Authors :** Susmita Ghosh, Bhaskar Bhowmick

**Abstract :** Market is an important factor for start-ups to look into during decision-making in product development and related areas. Emerging country markets are more uncertain in terms of information availability and institutional supports. The literature review of market uncertainty reveals the need for identifying factors representing the market uncertainty. This paper identifies factors for market uncertainty using Exploratory Factor Analysis (EFA) and confirms the number of factor retention using an alternative factor retention criterion, 'Parallel Analysis'. 500 entrepreneurs, engaged in start-ups from all over India participated in the study. This paper concludes with the factor structure of 'market uncertainty' having dimensions of uncertainty in industry orientation, uncertainty in customer orientation and uncertainty in marketing orientation.

**Keywords :** uncertainty, market, orientation, competitor, demand

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