

# Index

---

- Aaker, D.A. 68, 172–3, 179  
Aaker, J.L. 175  
absolute price thresholds 187–8, 192  
Ackoff, R.L. 40  
action experience 144  
actual positioning 128  
administrative vertical marketing system 209  
Adobe Photoshop 236  
advertising 221, 222–3  
    distinction with public relations 224–5  
advertising agencies 222  
affective (emotional) experience 144  
agents 207  
airline industry 122, 129, 136  
Allied Glass 13  
Amazon 109, 211  
American Express 54  
analytical thinking 154–5  
Anderson, E.W. 27, 28  
Antonic, B. 75  
Apfelthaler, G. 58  
Apple 144, 197  
Appy Food & Drink Co. 144–5  
Armstrong, G. 124, 126–7, 188, 189, 211, 226, 229  
attitudinal loyalty 30  
Audi 54  
augmented products 136, 168–9  
authenticity 97–8, 118
- Baeck, A. 155  
Baldwin, C. 154  
Balmer, J.M.T. 145  
Barsky, J. 26, 27  
Beattie, A.C. 16  
behavioral loyalty 30  
behavioral segmentation 121, 122  
Belch, G. & M.A. 222, 224  
Ben & Jerry's 176  
Bickerton, P. 51
- Bitner, M.J. 140  
BMW 72–3  
Body Shop 11  
Boeing 197  
Bohinj Park ECO Hotel 74  
Booms, B.H. 140  
brainstorming 158  
brand architecture 169–70  
brand awareness 144, 176, 179, 181, 220, 225  
brand development process  
    developing elements 174–5  
    implementing and maintaining 178–9  
    strategic analysis 173–4  
    visual elements 175–8  
brand domain 172, 175  
brand equity 170–71  
    measurement 179–80  
brand identity 170–71  
    development process 171–9  
brand image 161, 170, 178, 179, 180, 181  
brand loyalty 17, 29–33, 180, 181, 187, 223, 224  
brand name 172, 175, 176  
brand personality 172, 175  
branding 14–15  
    balanced view toward 170–71  
    importance of 167–70  
Bratkovic, T. 75  
Brazil, internet users 49  
break-even pricing 191  
BRIC countries, economic development 71  
Bridger, D. 97, 98  
Bridges, C.M. 10  
Bridgman, A. 97  
Brooks, R.C. 229  
Brooksbank, R. 227  
Brown, T. 153, 154  
Bryce Wilhelm, W. 10

- Buffalo Wild Wings 118
- Burger King 209
- business models 159
- business networking sites 233
- business plans 38–9, 40, 159
- Business to Business (B2B) 12–13, 88
- Business to Consumers (B2C) 12
- buzz marketing 226, 231
  
- Cadbury 176
- catalog retailing 207
- Chadwick, P. 13, 145
- Chandy, R.K. 153
- Chatterjee, R. 107
- Chernev, A. 38
- Chesbrough, H.W. 152
- Chestnut, R.W. 29, 180
- children, role in purchasing decisions 102
- China
  - internet users 48, 49
  - market size 56
- Churchill, G.A. 79, 82, 88
- Clifford, S. 81, 101, 203
- closed-ended questions 85, 180
- co-creation of brands 31, 51, 53, 54, 100–101, 139, 141, 142, 171, 173, 175, 178–9, 219
- Coca Cola 125, 209
- collaborative websites 233
- commerce communities 233
- commercialization phase, innovation 157, 159–60
- communication channels 100–101
- communication methods, market research 84, 89, 90
- company-sponsored websites and blogs 233
- competitive parity budgeting methods 220
- competitive structure and target marketing 123, 127–30
- competitor analysis 67, 68–9, 173
- competitor pricing 185–6, 187, 193
- competitor strategies 126–7
- competitors, positioning in relation to 127–30
- complaints/compliment systems 28, 29
- complex products 226–7
- concentrated (niche) marketing 124, 125–7
- consumer attitudes 71–2, 73, 101, 104
- consumer beliefs 71–2, 101, 103, 104
- consumer characteristics 97–8
  - influencing factors 101–4
- consumer confidence
  - building 227
  - lack of 98
- consumer expectations 25–9, 223
- consumer groups 12–13
- consumer needs/wants
  - identification of 13–14, 99–100, 227
  - and innovation 153–6, 158
  - and motivation 103
- consumer preferences 27
  - homogenization of 59
- marketing channels 211–12
  - and target marketing 126
- consumer purchase behavior 99–106
  - changes in 106–9
  - research on 81–2
  - role of price 186–7
- consumer types 30
- consumer value-based pricing 188–91, 194
- consumer-oriented sales 227
- content analysis 90
- continuous innovation 151
- contractual market entry modes 58–9
- contractual vertical marketing system 209
- controlled expectations 26
- conventional marketing channels 208, 209
- Cooper, G.R. 156
- core product 136
- corporate identity 145
- corporate vertical marketing system 209
- cost-based pricing 186, 189, 190, 191, 194, 197–8
- costs 43–4
  - consumer knowledge of 186–7
  - marketing channels 202–3, 204, 210, 212
  - marketing communication 216–17, 218, 219, 220, 228, 231
  - over product life cycle 160–62
  - segmentation 119, 125, 126

- Crane, G.F. 151  
 Crawford, M. 127, 176, 177  
 creative selling 227  
 creative thinking 154–5, 158  
 creativity works sharing sites 233  
 cultural factors, purchasing behavior 101  
 cultural specifics, websites 53  
 customer analysis 67, 68, 173  
 customer databases 31, 33, 228  
 customer engagement 142–4  
 customer lifetime value 31–2  
 customer perceived value 24–5  
 customer perspectives of brand 179–80  
 customer relationship management (CRM) 32–3, 236  
 customer satisfaction 25–9  
   monitoring 27–9  
 customer/brand relationship 172, 175  
 customization 10, 33, 46–7, 51, 59, 126, 226–7
- Danone 209  
 data, market research 83  
   collection and analysis 89–91, 92  
 de Chernatony, L. 168, 172–3, 174  
 de Sarbo, W.S. 26  
 decision-making process, consumers 104–5  
   everyday products 104–5  
 decline stage, products 162  
 Dell 197  
 demand  
   analysis of 69–74  
   monitoring 75–6  
   forecasting 81, 91–3  
   and price 192–3  
 demand side innovation approach 152–3  
 demand side management 140  
 demographic factors of demand 67, 71  
 demographic segmentation 120–21  
 design thinking approach 153–6  
   limitations of 156  
 desired positioning 128, 130  
 destinations marketing 14  
 developed countries  
   product marketing 136  
   services marketing 135, 137  
 di Benedetto, A. 127, 176, 177  
 Diamantopoulos, A. 128  
 differential pricing strategy 195–6  
 differentiated (segmented) marketing 118, 124–7  
 direct competitors, analysis of 68–9  
 direct export market entry modes 58  
 direct marketing 204–5, 210, 211, 221, 228–9  
 Dirt Devil 217  
 discontinuous innovation 151  
 discounts 195  
 discovery phase, innovation 157–8  
 Dolce & Gabbana 122–3  
 domestic market size 55, 56  
 Dove 122  
 Doyle, P. 120  
 Duncan, T.R. 177  
 dynamic pricing strategy 197  
 dynamically continuous innovation 151
- economic factors of demand 67, 70–71, 193  
 economic viability perspective of innovation 153–4  
 Edwards, A. 109  
 employees  
   involvement of 68, 178–9  
   in services marketing mix 140–41  
 entrepreneurial design to innovation approach 157–60  
 entrepreneurial intuition 79  
 entrepreneurs/entrepreneurship, definitions of 7  
 environmental factors of demand 67, 73–4  
 Essoussi, L.H. 168  
 Estée Lauder 101  
 ethnographic research 84  
 evaluation phase, innovation 157, 159  
 events marketing 14  
 evolution phase, innovation 157, 159  
 exclusive distribution 212–13  
 executive summaries 40  
 expected performance 25–9  
 experiences marketing 14, 134–5, 142–4, 227  
 experimental phase, innovation 157, 158–9  
 export market entry modes 58  
 external brand implementation 179

- external expertise, market research 80  
 external factors, pricing decisions 92–4,  
 188–94  
 external marketing 141–2, 146  
 external stimuli 99–100  
 external strategic analysis 41
- Facebook 17, 28, 48, 50, 54, 81, 101,  
 145, 203, 217, 218–19, 233, 236  
 facilitators 207  
 family, influence on purchasing  
 behavior 102–3  
 feedback 28–9  
 new products 158–9  
 social media as source of 28–9, 101,  
 218–19  
 focus groups 84, 85–6, 88–9, 90  
 forecasting demand 81, 91–3  
 foreign competition 55  
 formal communication channels  
 100–101  
 Fornell, C. 27, 28  
 France, internet users 49  
 franchises 59, 118, 208, 209, 213  
 Frito-Lay 81, 218–19  
 Fuchs, C. 128
- Gallagher, D. 48  
 Gartner, W.C. 171, 179  
 gender and purchasing decisions 102  
 General Motors 191  
 geographic segmentation 120, 121  
 Germany, internet users 49  
 Gilmore, A. 48  
 Gilmore, J.H. 142, 143  
 global brands 167–8  
 global economic crisis 70–71, 75  
 global perspective 55–60  
 global startups 60  
 ‘globalization marketing’ 59  
 Go, F. 171  
 Godin, S. 231  
 Godiva 144  
 good value 190–91  
 Gremmett, P. 155  
 Greysen, S.A. 145  
 Grönroos, C. 141–2  
 gross domestic product (GDP) 14, 70,  
 135  
 growth stage, products 162  
 guerrilla marketing 226, 231–3  
 Gupta, S. 107  
 Gyekye, L. 160
- Häagen-Dazs 144  
 Hamstra, M. 234  
 Harley-Davidson 144  
 hashtags 54  
 Hasso Platner Institute 154  
 Hawkins, D. 89  
 high price strategy 194–5  
 Hinson, R. 6  
 Hisrich, R.D. 42, 58, 151  
 Hofer 99  
 Hoffman, D.L. 218  
 Holden, R.K. 186, 190, 193  
 homogenous consumer groups 30, 56,  
 59, 117–18  
 Hooley, G. 129  
 horizontal marketing systems 209–10
- Iacobucci, D. 79, 82, 88  
 ideation phase, innovation 157, 158  
 identification experience 144  
 IDEO 154, 155, 157  
 Illy 174–5  
 income distribution 70  
 India  
 internet users 48, 49  
 market size 56  
 indirect competitors, analysis of 68–9  
 indirect export market entry modes 58  
 indirect marketing channels 205–7,  
 210  
 individual marketing concept 9–10  
 individualism 97–8  
 Indonesia, internet users 49  
 industry analysis 173  
 informal communication channels  
 100–101  
 information and communication  
 technology (ICT)  
 impact on demand 72–3  
 impact on marketing 46–55  
 marketing tools 229–35  
 in marketing communication mix  
 100–101, 218–19  
 negative impacts 219  
 information search, customers 54,  
 100–101, 104–5, 106–7, 218–19

- innovation  
   classifying 151  
   in developing new products/services 152–6  
   importance of 150–51  
   and positioning 129  
   process 156–60  
   and product life cycle 160–62  
 innovative products, pricing strategies 194–5  
 inseparability of services 139, 140–41  
 instant messaging 48  
 intangibility of services 137–8, 139, 141, 146  
 intellectual experience 144  
 intellectual property rights 59, 159, 166  
 intensive distribution 212–13  
 interactive marketing 218, 221, 228, 234–5, 236  
   services 142  
 intercept interviews 89  
 interdisciplinary approach to problem solving 154–6  
 intermediaries 210–11  
 internal brand implementation 178–9  
 internal factors, pricing decisions 189, 191–4  
 internal marketing 44, 142, 146  
 internal stimuli 99–100  
 internal strategic analysis 41  
 international pricing strategy 197–8  
 internationalization 46–7  
   importance of 55–60  
   main dimensions of 57  
 internet users 48, 49, 218  
 interpretation phase, innovation 157, 158  
 interval of expected prices 187–8  
 interviews, market research 84, 85–6, 88–9, 180  
 introduction stage, products 161  
 investment market entry modes 59  
 invisible brand identity elements 172  
   developing 174–5  
 invitation only social networks 233  
 irrational purchasing decisions 25  
  
 J. Hilburn 205  
 Jacoby, J. 29, 180  
 Jameson Inns 140, 144  
  
 Japan, internet users 49  
 Joachimsthaler, E. 172–3  
 Jobber, D. 48, 51, 127–8, 130  
 Johanson, J. 56  
 John Frieda 68  
 joint ventures 59, 151, 210  
 Jones, C. 218  
 Jones, T.O. 30  
 just-in-time procurement 211  
  
 Kapferer, J.-N. 171, 172–3, 177  
 Keller, K.L. 140, 156, 171, 174, 175–6, 177, 179, 218, 234  
 Kelley, T. 154  
 Kentucky Fried Chicken (KFC) 16  
 King, D. 107  
 knowledge exchange 151–2  
 Kohli, C. 177  
 Kolar, T. 28  
 Konečník Ruzzier, M. 168, 173, 222  
 Konečník, M. 171, 179  
 Kos Koklič, M. 99  
 Kothari, A. 24, 188  
 Kotler, P. 25, 69, 82, 88, 102, 105, 120, 127, 140, 156, 168, 211  
 Kozinets, R.V. 230  
 Krake, F.B. 168  
 Krispy Kreme 27  
 Kroger 234  
  
 L'Oreal 70  
 Lackner, J. 24, 188  
 Lanning, M.J. 22  
 Laroche, M. 224  
 leading brands, pricing 182, 196, 197  
 less developed countries, product marketing 136  
 Levinson, J.C. 233  
 Lewis, D. 97, 98  
 licensing 59, 152, 153  
 lifecycle stage, families 102–3  
 lifestyle 122, 169  
 Likert scale 85  
 Lingle, R. 128  
 local advertising 222  
 local conditions/markets, adaptation to 59, 120  
 location, pricing based on 195, 197–8  
 logos 168, 172, 175, 177, 178  
 lost customers, analysis of 28, 29

- Louis Vuitton 209
- Lovelock, C.H. 29
- low price strategy 190–91, 194–5, 196
- loyalty programs 224
  
- McDonald, M. 168
- McDonald's 209
- McDougall, P.P. 60
- McLoughlin, D. 68
- macro environment
  - analysis of 66–7, 69–74, 75
  - coping with change in 75–6
- Mahajan, V. 234
- mail communication 89, 228, 229
- mail retailing 207
- Malhotra, N.K. 82
- mark-up pricing 191
- market analysis 81
- market characteristics and pricing 192
- market entry
  - strategies 56–9
  - timing 59–60
- market exit 162
- market participants, impact on pricing 193
- market penetration strategy 161–2, 194–5, 197
- market research
  - brand equity 179–80
  - conducting 79–82
  - development of research plan 83–9
  - definition of problem and research objectives 82–3
  - implementation of research plan 89–91
  - in innovation process 157–8
  - research findings and actions 91
  - support for 80
- market research companies 80
- market share 92, 162
- market size, domestic market 55, 56
- market verification tests 159
- marketing
  - definitions and core concepts 11–17
  - role and understanding of 4–7
- marketing budgets 43–4
- marketing channel intermediaries
  - analysis of 67, 69
  - advantages/disadvantages of using 206
  - new forms of 51
  - removal of 210–11
  - selection of 212–13
- marketing channels
  - changes and trends 208–11
  - designing 211–13
  - impact of ICT 50–51
  - nature of 202–7
  - objectives 212
  - size of 204–7
  - task of 204
- marketing communications
  - budgets 220
  - definition of objectives 220
  - design of messages 220
  - impact of ICT 50–51
  - innovative use of traditional tools 222–9
  - measurement of results 221
  - nature of 217–18
  - selection of tools and media 221
  - shaping the mix 218–22
  - use of social media 229–33
- marketing concept 8–9
- marketing environment 16
  - characteristics 66–7
  - macro environment and demand analysis 69–74
  - management of market changes 3–4, 75–6
  - micro environment analysis 67–9
- marketing innovation 151
- marketing mix 16–17
  - customizing 26
  - impact of ICT 48
  - research on 81
  - services 140–42
  - shaping 218–22
- marketing objectives 41–2
  - monitoring and control 44
- marketing plans 159
  - key components 39–44
  - monitoring 44
  - process 38–9
- marketing programs 43–4
  - monitoring and control 44
- marketing strategies 42–3
- marketplace, orientation towards 8–11
- Maslow, A.H. 13, 103
- maturity stage, products 151, 162

- Mellow Mushroom 26–7  
 merchants 206, 207  
 Merrilees, B. 168  
 Michaels, E.G. 22  
 micro environment, analysis of 66–9, 75  
 micromarketing 124, 126  
 Middleton, V.T.C. 99, 120  
 Miele 191  
 Minnini, T. 176, 177  
 mission 52, 74, 123, 159, 172, 174, 175  
 mission statements 40–41, 44  
 monitoring  
   communication results 221  
   customer satisfaction 27–9  
   demand 75–6  
   marketing plans 44  
 multichannel marketing 210, 229  
 multinational companies, macro level  
   impact 70  
 mystery shopping 28, 29, 84, 85
- Nagle, T. 186, 190, 192–3  
 Nagy, T. 153, 154  
 negotiation pricing 197, 208  
 netnography 84, 180  
 networks, use in monitoring 75  
 new product/services  
   failure of 150–51, 156  
   innovation 152–6  
   pricing strategies 194–5  
 new ventures  
   common mistakes 82–3  
 Nike 144  
 non-price sales promotion tools 224  
 non-probability samples 88, 89, 92  
 non-traditional families, growth of 71  
 Novak, T.P. 218  
 Nussbaum, B. 155
- objective and task budgeting methods 220  
 observational approach, market  
   research 83–4, 85  
 Oliver, R.L. 25, 26, 180, 229  
 Olson, J.C. 99  
 one-level indirect marketing channel 205, 206  
 online communication 84, 89, 229–30  
 online communities 52  
 online information search 54, 98–9  
 online marketing 84, 89, 100–101, 201–2, 210–11, 217, 221, 229–30  
 online shopping 46–7, 54, 106–7, 207, 208  
   characteristics of 108–9  
 open innovation 152–3  
 open-ended questions 85, 180  
 oral communication 229–30  
 organization marketing 14, 144–5  
 organizational culture 172, 175  
 organizational innovation 151  
 Oslo Manual 151  
 outdoor advertising 222  
 Oviatt, B.M. 60
- packaging 172, 177  
 pay what you want pricing strategy 198  
 people  
   impact of ICT 50–51  
   in service marketing mix 140–41  
 perceived positioning 128, 130  
 percentage of sales budgeting methods 220  
 perceptual maps 130  
 perishability of services 137, 138, 140, 146  
 personal communication 84, 89, 90  
 personal factors, purchasing behavior 102–3  
 personal selling 221, 226–7  
 Peter, J.P. 99  
 Peugeot 209  
 physical evidence 139  
   impact of ICT 50–51  
   in marketing mix 140, 141  
 Piller, F. 158  
 Pine, J.B. 142, 143  
 political factors of demand 67, 71  
 population changes 71  
 positioning 117, 127–30, 220  
   and pricing 192  
 post-purchase behavior 105–6  
 price  
   approaches to 188–94  
   factors affecting 189  
   impact of ICT 50–51  
   and positioning 129  
   over product life cycle 160–62  
   role in consumer purchase behavior 186–7

- strategies/adjustment 194–8
- price elasticity of demand 192–3
- price sales promotion tools 224
- price skimming strategy 161, 194–5, 197
- price wars 197
- price-sensitivity 186, 192–3, 195, 197, 224
- pricing decisions, responsibility for 192
- pricing objectives 192, 193
- primary research data 83, 92
- probability samples 88
- problem solving, interdisciplinary approach 154–6
- process innovation 151
- processes
  - impact of ICT 50–51
  - in marketing mix 140, 141
- product attributes 79–80, 104, 128, 130, 155, 172, 174, 179
- product benefits 15, 24, 33, 34, 104, 118, 122, 128, 129, 130, 162, 169, 172, 174, 179, 227
- product concept 8
- product differentiation 127–30
- product innovation 151
- product levels 136
- product life cycle 151
  - management over 160–62
  - and target marketing 126
- product marketing 136
- production concept 8
- products
  - distinction with services 137–8
  - impact of ICT 50, 51
- promotional pricing strategy 196–7
- prototypes 158
- psychographic segmentation 121–2
- psychological factors, purchasing behavior 103–4
- psychological pricing 196
- public relations (PR) 216, 224–6
- purchase decision 105
- purchasing power 70, 71
- qualitative research 84, 88, 90, 157–8, 180
- quality
  - customer perspective 180
  - and positioning 129
  - and price 186–7
- quantitative research 84–5, 90, 180
- questionnaires 85, 86, 87, 90, 180
- rapid penetration strategy 161, 195
- rapid skimming strategy 161
- Red Bull 54, 231, 232
- Redlich, F. 7
- reference groups 101–2
- regulatory factors of demand 67, 72
- Renault 122
- retailing 115–16, 207, 227
- Ries, A. 127
- Robinson, D. 226
- Root, F.R. 58
- routine sales 227
- Rudenko, A. 73, 123
- Russia, internet users 49
- Ruzzier, M. 56, 57, 60, 75, 153, 154, 168, 179
- Ryan, D. 218
- sales forecasts 91–2
- sales promotion tools 224
- sales promotions 223–4
  - pricing strategy 191, 196–7
- sample size/selection 88
- sampling design 88
- Sasser, E.W. 30
- satisfaction surveys 28
- Savored.com 208
- Schmitt, B.H. 43–4
- Schreiter, E. 109
- search engines 53, 54
- secondary research data 83, 92
- sector analysis 173
- segmentation 116–22
  - assessing attractiveness of segments 123
  - effectiveness 119–20
  - variables 120–22
- selective distribution 212–13
- self-analysis 173
- self-image 103
- selling concept 8
- semantic differential scale 85
- sensory experience 143–4
- service marketing 14, 134–5
  - marketing channel adaptation 204



- marketing mix 16–17, 140–42
- nature of services 137–40
- personal selling 227
- value delivery 23, 32
- services, distinction with products 137–8
- Shayon, S. 17
- Silverstein, B. 82
- slogans 172, 175, 176, 177, 178
- slow penetration strategy 161, 195
- slow skimming strategy 161
- SMEs, characteristics of 6–7
- sneezers 231
- social factors, purchasing behavior 101–2
- social media
  - in marketing communications 48, 100–101, 229–35
  - monitoring 28–9
  - use in market research 50, 81
- social media platforms 54
- social networking sites 28, 48, 50, 54, 100, 158, 230, 233, 236
- socially responsible marketing concept 10–11
- socio-demographic questions 85
- sociocultural factors of demand 67, 71–2
- SolarWinds 52
- source credibility 225
- special occasions pricing 196
- special products, decision making 105
- specialization 23, 46–7, 66, 70, 115–16, 118, 202
- Spence, M. 168
- spin-offs 58, 151, 152
- Spinner, J. 15
- Srinivasan, S. 191
- standardization 59, 139–40, 141
- Stanford Institute of Design 154
- Starbucks 16–17
- statistical analysis 90
- Storey, D.G. 7
- strategic alliances 59
- strategic analysis 41, 173–4
- strong brands 167–8, 170
- Stuart, H. 145
- Studio Moderna 228
- subcontracting 59
- suppliers, analysis of 67, 69
- supply chain management 203
- supply side innovation approach 152–3
- Surf Air 13–14
- surveys 84–5, 86–7, 90, 221
- sustainability 10–11, 73–4
- Svensson, G. 59
- Swan, J.E. 229
- SWOT analysis 41, 75
- Taco Bell 25
- target customers
  - advertising tailored to 222–3
  - analysis of 68
  - websites 53–4
- target marketing 15–16
  - impact of ICT 48, 50–51
  - and pricing 192
  - steps 116–17
  - strategies 123–6
  - strategy selection 126–7
  - and value delivery 22–3
- target selection 42–3, 56, 88
- target-oriented direct marketing 228–9
- Taylor California Cellars (TCC) 79–80
- technical feasibility perspective of innovation 153–4
- technological factors of demand 67, 72–3
- telephone communication 84, 89, 228, 229
- telephone retailing 207
- television advertising 51, 73, 100, 212, 218, 221, 222, 229
- Tellis, G.J. 153
- Thierry Mugler 97
- Thwack online community 52
- time
  - lack of 98, 99, 169
  - pricing based on 195–6
- total customer cost/value 24–5
- traditional families, decline of 71
- traditional marketing tools 222–9
- transaction sales 227
- transportation companies, regulation 72
- Treventus Mechatronics 58
- triple bottom line 10
- Tropicana 177
- Trout, J. 127
- Tull, D. 89

- Turban, E. 107
- Twitter 17, 28, 48, 50, 52, 54, 101, 145, 203, 218
- two-level indirect marketing channel 205, 206
- UK, internet users 49
- uncontrolled expectations 26, 28
- undifferentiated (mass) marketing 123, 124, 125, 126–7, 131, 217–18
- unique offerings, pricing 187, 191, 192
- unique selling propositions 69, 125, 128, 129, 135
- unrealistic expectations 223
- US
- internet users 48, 49
  - market size 56
  - online shopping 108–9
- user-driven innovation 149–50, 153–6
- user-sponsored blogs 233
- Vahlne, J.-E. 56
- value 15, 172, 174–5
- and customer perceived value 24–5, 188–91
  - delivery process 22–3
  - and price 186–7
- value added 136, 166–7, 168–9, 185–6, 188, 190–91, 194
- Varadarajan, R. 234
- variability of services 137, 139–41, 146
- vertical marketing systems 208–9, 211
- Vida, I. 99
- video conferencing 48
- viral marketing 230–31
- virtual worlds 51, 233
- vision 9, 10, 41, 128, 172, 174, 175
- visual brand identity elements 168, 172, 174
- developing 175–8
- voice-over internet protocol (VoIP) 48
- volume promotions 196
- Vuong, M. 58
- Walcher, D. 158
- Walmart 101, 109, 203
- Waloszek, G. 157
- websites 48
- creation of 51–5
  - necessity for 218
- wholesalers 207
- Williamson, A. 236
- Wind, J. 234
- Wirtz, J. 29
- word of mouth marketing (WOMM) 218, 221, 226, 229–33
- Yadav, M.S. 234
- yield management 196
- Yotel 9
- Zappos 205
- Zara 209
- Zeithaml, V. 142, 180