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
cost 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, marketing 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
costs 43–4
consumer attitudes 71–2, 73, 101, 104
cost-based pricing 186, 189, 190, 191, 194, 197–8
costs 43–4
consumer beliefs 71–2, 101, 103, 104
corporate identity 145
corporate vertical marketing system 209
costs 43–4
cost-based pricing 186, 189, 190, 191, 194, 197–8
consumer confidence
building 227
lack of 98
cost-based pricing 186, 189, 190, 191, 194, 197–8
costs 43–4
corporate identity 145
corporate vertical marketing system 209
costs 43–4
consumer expectations 25–9, 223
costs 43–4
consumer groups 12–13
costs 43–4
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
costs 43–4
consumer types 30
consumer value-based pricing 188–91, 194
costs 43–4
consumer-oriented sales 227
costs 43–4
content analysis 90
costs 43–4
continuous innovation 151
contractual market entry modes 58–9
contractual vertical marketing system 209
costs 43–4
controlled expectations 26
conventional marketing channels 208, 209
Costs 43–4
corporate identity 145
corporate vertical marketing system 209
corporate identity 145
corporate vertical marketing system 209
costs 43–4
corporate identity 145
corporate vertical marketing system 209
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
Index

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
Doye, 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  
‘glocalization marketing’ 59  
Go, F. 171  
Godin, S. 231  
Godiva 144  
good value 190–91  
Gremmett, P. 155  
Greyser, 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 Plattner 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
Konečnik Ruzzier, M. 168, 173, 222
Konečnik, 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
Index

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
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 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