### Index

ACI Agribusiness Ltd, Bangladesh 291  
ACT Logistics Ltd, Bangladesh 291  
adolescent health education 77, 82  
adolescent materialistic lifestyles, antecedents for 76–7  
Advanced Chemical Industries (ACI) Ltd, Bangladesh 291  
advertising  
annoyance due to 135  
avoidance of 128–33  
demographic differences in 139–40  
measurement of 135  
model of 130, 137  
in China 127–8  
confirmatory factor analysis 135  
effectiveness of 126  
emotional 273  
exaggerated claims in 131  
general results 141  
government-approved ratings 127  
hypotheses testing 138–40  
intrusiveness of 128–33, 134  
effects of 137  
managerial implications of 141–2  
measures 134–5  
methodology for study of 133–4  
motives of 135  
mistrust of 139  
role of trust in 138  
rationale for country selection 126–7  
reactance theory 129  
rejection of 131  
research findings 135–8  
research limitations 142–3  
rivalries for 127  
role of gender in influencing 132  
subliminal 283–4  
target audiences 142  
television see television advertising  
thoretical background of 128–33  
validity and reliability of 135  
youth-related expenditures 76  
Akai 156–7  
Alibaba (e-commerce company in China) 93  
Amazon 36, 252  
American Marketing Association 58  
Arvind Mills (Indian company) 156  
Asian Tigers 1  
Bangladesh Bureau of Statistics (BBS) 288  
Bangladesh Council of Scientific & Industrial Research (BCSIR) 292  
Bangladesh, supermarkets in 287  
affordability and accessibility, issue of 295  
Agora Supermarkets 290  
case studies 291–5  
current and potential growth of 289  
factors affecting growth of 295–7  
FDI incentive programmes 289  
Frontier Fund 290  
government policies for 289  
Meena Bazar 290–91  
penetration of 295  
price strategy 294  
Shwapno retail chain 291  
size of 298  
take-off of 290–91  
Bata (Indian footwear company) 157  
benchmark, of marketing capabilities 58  
Bhabha Atomic Research Center (BARC), India 158  
Bharat Petroleum Corporation Ltd, India 158  
*blat*, characteristic of 203, 204, 205, 214, 217  
Bolshevik Revolution (1917) 30  
Boston Consulting Group 93  
brand, concept of 151  
brand equity 55, 58, 59, 64, 68–9  
customer-based 151  
brand experience 151  
brand identity 100  
brand loyalty 151  
brand management 69
Brazil, Russia, India, China, and South Africa (BRICS) 91
Britannia, India 152
Brundtland Commission 31
Bulgaria, marketing in 265–6 aspects of 265 buying, process of 271–2 consumer behaviour 267 cultural maps and marketing mix 267–71 current cultural environment and 266–71 e-marketing, idea of 278, 280 export-related 265 new marketing 266 subliminal advertising, effect of 283–4 business-to-business (B2B) relationships 4 Ford’s model of 206 Russian management of see Russian–non-Russian B2B relations business-to-consumer (B2C) marketing 222 buyer–seller relationships 197, 206 buying, process of 271–3 comparison and decision to purchase 275–7 developing interest 273 gathering information 274–5
Carrefour (French company) 119, 121–2 cash-and-carry stores 119 Central and Eastern European (CEE) countries 3, 63, 120, 163 channels of information 274, 277 Chik (Indian brand) 154 China, advertising in 127–8 government-approved ratings 127 growth on spending on 128 intrusiveness and avoidance 128–33 key statistical indicators 126 permitted time for 127 regulation of 127 revenue growth 127 television 141 China Central Television (CCTV) 127 China Educational Television 127 China, MNC retailing in 119–21 characteristics of 120 joint ventures 119 opening to retail FDI 119 scandals in 121 state ownership of stores and 120 China National Chemical Corporation 94 chronic diseases 33, 37, 39, 74, 76–7 Cinemagic (Mexican cinema company) 107–10 customer value-added services 109–10 management practices 109–10 strategic focus 108–9 clinical health consultants (CHCs) 38–9 Coke 152 Commonwealth of Independent States (CIS) 197 community kitchen, concept of 158 competition, in globalized world 42 competitive strengths 41–3 conspicuous consumption 75, 228 consumer behaviors 43, 89 in cultural context 271–7 decision-making 224 due to religion 227 education, impact of 227–8 effect of subliminal advertising on 283–4 in emerging economies 2 generalisations of 223 illegal-dishonest behaviours 269 to Internet and e-commerce 235–6 marketing practices and 224 personal-sexual behaviours 269 perspective of marketing managers on 269–70 in Russia see Russian consumer behaviour social institutions 228 social values/attitudes 227 stimuli-answer model of 284 Torstein Veblen effect 228 consumerism, notion of 75 Consumer Rights Protection Society 233 consumption patterns, in emerging economies 2–3, 225, 228 corporate bond markets 95 Corus (Anglo-Dutch steel firm) 95–6 Council of Mutual Economic Assistance (CMEA), Russia 223 country attractiveness 43 ranking 42 variables for 41
country image (CI)
- analysis of 172–90
- construct of 164–6
- in emerging markets 167–8
- importance of 168–9
- industry/product category analysis
  171
- notion of 163
- overview of 168–91
- country of brand (COB) 164
- country of design (COD) 164
- country of manufacture (COM) 164
- country-of-origin (COO)
  - attitudes to foreign products and 233
  - concept of 163–4
  - effects of 100, 165, 191
  - globalisation of markets and 164
  - impact of 192
  - “made in” labels 164
- country-of-origin image (COI) 166
- cultural maps
  - based on
    - masculinity indices 270
    - uncertainty avoidance 270
  - of car buyers’ motives 270
  - for marketing mix optimisation
    267–71
- currency depreciations 241, 250
- customer disposition, criteria for 246
- customer equity 59
- customer experience, idea of 57
- customer loyalty and bonding 55, 153
- customer satisfaction 55–6, 63
- data collection procedure
  - analysis approach to 17–22
  - certified mail 15
  - covering letter 15, 17
  - in cross-national research 12, 16–17
  - emic approach 10
  - equivalence 10–14
  - emic and etic 10
  - establishment of 11
  - functional 11
  - instrumentation 11
- errors in
  - measurement 14
  - non-coverage 14
  - non-response 14
- sampling 14
- etic approach 10
- mail survey 15–16
- questionnaire as a tool for 13
- reminder letter 15
- results from the countries surveyed
  22–3
- sample characteristics 18–20
- “death-wish” marketing 57
- de Certeau, M.D. 116
- decision making 7, 73, 79, 164, 200–201, 222, 224, 228, 273, 276, 278
- health-related 77
- for purchasing 231, 236–8
- therapeutic 38
- department stores 106, 114
- destination image (DI) 166
- diagnostic services 37–9
- biomarker testing 37–8
- clinical health consultants (CHCs) 39
- economic burden of 37
- Health Diagnostic Laboratory, Inc.
  (HDL) 37–9
- digital technology 42
- digital video recorder (DVR) technology 125
- Dillman, Don A.
  - framework for
    - cross-national research 16–17
    - mail survey 15–16
  - on postal data collection techniques 22
- distributor–supplier relationships 198
- Dostoevsky, Fyodor 229
- dot-com crisis 245
- Dr Reddy’s Laboratories (India) 94
- DuPont 94
- eBay 252
- e-choupal (rural supply chain) 157
- e-commerce 93, 242
  - 4 Cs framework 245
  - 4 Ps framework 245
  - 5 Vs framework 245
  - advances in 261
  - barriers and drivers to 248–50
  - consumer behavior to 235–6
  - content analysis 257–61
  - customer interaction 259
  - development in Russia 242, 248–55
distinctiveness of parameters 246
dynamics of volume of 248
external research on 255–61
evolution of 242
factors stimulating the development of 249
firms’ strategic responses to 243–5
forms of interaction with clients 260
functioning of 243
interactivity 246
intermediaries 247
marketing frameworks in 245–8
marketing strategies 259
market structure of 250–53
networking with suppliers 258
online purchasing 254
product categories in 253–4
sales generation, categories of 253
speed of response 247
at strategic and operational level 247
success of 245
and traditional markets 245–8
trends in the development of 254–5
economic liberalisation 1
e-loyalty 247
e-marketing
architecture of 279
in Bulgaria 278, 280
channels of 275, 277
characteristic of 246
classification of 278
development of 277–83
elements/instruments of 280
as website marketing 279
e-marketplaces, concept of 247
emerging economy firms
CAGE distance framework 98, 99
Cinemagic (Mexican cinema company) 107–10
as global challengers 93–4
joint ventures 94
La Martina luxury apparel (case study) 100–106
psychobranding of 89
reasons for going global 94–6
strategies to approach emerging markets 96–9
emerging market economies 241
criteria used to define 91
definition of 1
domestic companies in 92
economic capabilities of 2
features of 1
growth of 92
impact on marketing 3
market structure of 96
mutual fund investment 91
rise of 3
significance of 91–3
and the world 93–4
employment, to rural women
Self Help Groups 153
Unilever India 153
entrepreneurial orientation, notion of 243–4
equivalence, idea of 10–14
etic–emic dilemma 10
Euromonitor 41, 253
European Union (EU) 3, 265
Export Processing Zones (EPZ) 289
Fair & Lovely (company) 155
fast food companies 83
fast-moving consumer goods (FMCG) 146, 149–50, 153, 231
femininity (FEM) index 269
financial accountability 56
financial crisis of 2007–08 58
firm marketing 56, 59–60, 62
Food Guide Pyramid 78
food retailing 118, 290
foreign direct investment (FDI) 95, 115, 119, 169, 287, 298
Frankel, Jeffrey 99
Gazprom (Russian company) 93
Gemcon Food & Agricultural Products Ltd 291
giant retailing
global retail corporations 118
price-bargaining power 115
resistance to 114–15
Gini index 229
global branding 164
global challengers 92–4
cost advantage of 94
global Internet retailers 252
globalization
consequences of 89–90
impact of 30–31, 32, 40
Index 305

of markets 90
non-communicable diseases and 33–4
Goldman Sachs 31, 92, 288
Great Depression 114
Greatz, B. 16–17
gross domestic product (GDP) 31, 91,
120, 126, 287–8
guanxi, role of 198, 203

haats (village markets) 149, 151
healthcare
insurance systems 41, 42
private and public 41–2
healthcare marketing
competitive gap 44
diagnostic services 37–9
distribution gap 45
globalization and 30–31
global market for HDL services 40–43
non-communicable diseases and 33–4
in private sector 35–7
product line gap 46
strategic alliances for 44–7
strategy for 44–7
sustainability of 31–3
usage gap 44–5
Health Diagnostic Laboratory, Inc.
(HDL) 34
business model 41
competitive gap of 44
competitive profile of 43
competitive strengths of 41–3
country’s attractiveness to 42
diagnostic services 37–9
digital technology 42
distribution gap 45
global expansion 41
global market 40–43
investment and growth 43
marketing strategy 44–7
product line gap 46
product/service offerings 41, 45
resource expenditure strategy 44
service offerings 46
strategic alliances 44–7
target population 43
usage gap 44–5
health education
as antidote for unhealthy food consumption 82–3
conceptual framework of 82
definition of 77
during early stage in life 77
in schools 77–8
social impact of 77
health promotion 77
Healthy Eating Research 76
healthy food consumption
and health education in schools 77–8
health-related decision making 77
literature on 74–8
motivation for 73–4
relationship between materialism and 74, 75–6
research on 73–4
youth-related advertising expenditures 76
healthy lifestyle 235
“hit-and-run” marketing 57
Hofstede’s scale 201
Horlicks 153
hypermartks 74, 118–19
i-marketing 274–5
income distribution 229, 244, 295
Independent, The 294
India, MNC retailing in 119–21
employment and 120
investment by retail food MNCs 119
kirana shops 120
retail trade 120
supply chain 120
India, value branding in 146, 147–50
distribution scenario 150–51
e-choupal 157
haats (village markets) 149
kirana shops and 149
mandis (agricultural markets) 149
multi-brand outlets 151
national brands 150–51
Project Shakthi 153
regional brands 151
retailing dimension of 149
indigenous retailer resistance 117
Industrial Marketing and Purchasing (IMP) 197
industrial revolution 35, 37, 93
inflation-based indexation 229
information and communications technology (ICT) 242, 244
information technologies 236
Infosys (Indian software company) 93
intellectual property rights, protection of 232–3
international business development, patterns of 116
International Business Review (IBR) 17
International Finance Corporation (IFC) 91
international marketing, networks in 198
International Organisation for Standardisation (ISO) 292
Internet marketing 277
consumer behaviour to 235–6, 242
mobile retailing 254
networking with suppliers 258
retailing brand shares 252
retailing websites 255
ITC company 157
iTunes 36
JBS Friboi (Brazilian meat company) 94
job creation 93
joint ventures 94, 119, 197, 298
Journal of International Business Studies (JIBS) 17
Journal of World Business (JWB) 17
kirana shops 120, 149
kitchen markets 288, 292, 297
La Martina luxury apparel (case study) 100–106
brand artifacts 100–101
branding strategy 100
country-of-origin effect 100
Croata (tie company) 103–4
brand pyramid 105
global expansion premises 101
integration marketing communications 106
La Casona store 101
market adaptation 101–2
Polo Management Group (PMG) 102–3
product differentiation attributes 104–6
product mix and pricing tactics 101–2
sales and distribution 106
Latam Airlines (Chile) 93
Latin American markets, characteristics of 3
Levitt, Theodore 90, 233
life expectancy 41
lifestyle coaches 38–9
Likert scale 63, 134
logistics system, for perishable products 289
long tail, theory of 34–40
Lux 154
Lyons, Gerard 92
McKinsey Global Institute 160
Madura Coats 154
mail survey data collection framework for 15–16
techniques for 16
Main Street Crusader movement 114
Management International Review (MIR) 17
mandis (agricultural markets) 149
market growth, evaluation of 41
marketing
definition of 266
effects of 58
types of 57–8
marketing accountability
concept of 55
definition of 55, 58–9
development of 59
dimensions of 61
importance of 66
literature review 55–61
research on 61–8
methodology of 62
results of 62–8
role of 56
usage of 67
marketing communication channels 277, 279
available to the hotel manager 281
social media affecting 280
marketing effectiveness, levels of measuring 59
marketing function, concept of 56
marketing manager, competence of 66
marketing metrics 58, 60
importance of 64
usage of 68
marketing mix
Index

concept of 245, 247

marketing of healthcare see healthcare marketing

marketing performance
concept of 56
measurement of 58
metrics of 58, 60, 64
marketing productivity chain, definition of 57
marketing-related firm capabilities, importance of 65
marketing strategy 60, 91, 109, 225, 229, 233, 245
and accountability 59
applied by companies 259, 266
development of 255, 273
for e-marketing 247
implementation of 243
and strategic alliances 44–7
success of 247
trends and implications for 242
market liberalisation 167, 241
market size 41–3
masculinity (MASC) index 269, 270
mass customization, meaning of 34, 36, 39, 40
mass retail development, process of 115
materialism, among adolescents 76
Belk’s notation on 75
concept of 72
consequences of 73
definition of 75
health education 82–3
impact on healthy food consumption 74, 75–6
implications of 83
psychological well-being 81–3
research propositions on 78–83
Richins and Dawson views on 75
socialization agents influencing 78–81
media 80–81
parents 78–9
peers 79–80
measurement errors 13–14
Mercedes-Benz 151
Merchants’ Minute Men movement 114
Merck (German pharmaceutical company) 94
merger and acquisitions 96

metropolitan wet markets 292, 294
Miller–Tydings Act (1937), US 114
mobile Internet retailing 254
multinational companies (MNCs) 93
in Bangladesh 288
foreign direct investment (FDI) 115
forms of resistance 117–19
framework for resistance to 121–2
globalization of 115
growth of 115
managerial issues 117–19
resistance–acceptance dynamics 119–21
resistance to retailing 115–17
retailing in China and India 119–21
value branding 146
mutual fund investment 91

Naspers (South African company) 93
non-communicable diseases (NCDs)
approach by private sector to address 34, 35–7
biomarker testing 37
cardiocascular disease (CVD) 37–8
costs of 37, 40
diet-related 34
in emerging economies 33
globalization and sustainability issues and 33–4
healthcare services aimed at 36
impact on individuals and society 34
long tail, theory of 35
in low- and middle-income countries 33
obesity-related diseases 38, 40
“premature” deaths due to 33
rise of 37
types of 33
non-coverage errors 13–14
non-response errors 13–15
Nutrition Flag 78
nutrition health education 77

obesity 76–7
Oblomovshchina 204
organizational learning, theory of 58
origin labelling 164

pasar malam (night market) 297
patent protection 42
Peter England 154
Phillips 157
“premium” marketing 57
price-bargaining 115
private–public partnerships (PPPs) 44
product-country image (PCI) 165, 233
product images (PI) 165, 191
“productive” marketing 57
product life cycles 60
Project Shakthi 153
prosumption, notion of 36–40
psychobranding, of emerging economy firms 89, 153
Cinemagic (Mexican cinema company) 107–10
concept of 111
La Martina luxury apparel (case study) 100–106
purchasing power parity (PPP) 288
questionnaire mailing 15
Quigley, Jim 93
Rangdhanu Group 292
research and development (R&D) 94
retail food marketing 287
retailing 113 see also giant retailing
cash-and-carry stores 119
food retailing 118
history of 114–15
hypermarkets 119
indigenous retailer resistance 117
kirana shops 120, 149
populist movements 114
resistance to 114–15
supermarket chains 114, 119, 150
urban development in 150
retail trade 120
return on investment (ROI) 39, 58
Robinson–Patman Act (1936), US 114
RosBusinessConsulting (RBC) 234
Rose, Andrew 99
Rosneft (Russian company) 93
rural lifestyle 149
Russian Association for Electronic Communications (RAEC) 243
Russian consumer behaviour
associated with food products 224–5
attitudes to
fast fashion 234–5
foreign products 233
private brands 234
country of origin image 233
decision-making processes 237
due to religion 227
education, impact of 227–8
features of 222
gender structure and 231
green consumption 235
Internet and e-commerce 235–6
language and 226
Law on Consumer Protection 233
main factors defining 225–33
cultural factors 225–8
economic and demographic factors 229–32
legal factors 232–3
during periods of economic disturbance 228, 234
place of purchase 236–7
price sensitivity 229
social institutions 228
social values/attitudes 227
Soviet legacy versus market disillusion 223–5
Torstein Veblen effect 228
urbanisation, effect of 231
western patterns, adoption of 233–7
Russian–non-Russian B2B relations 197, 216
antecedents and manifestations 200
blat, characteristic of 203, 204, 205, 214, 217
business culture and 207
collectivism of 200
cultural dimensions of 199–206
emotionalism 204–5
friendly and hospitable attitudes 213–14
GLOBE project 204
long-term relationships 204, 211
model development 206–15
particularism 202–3
performance orientation 203–4
power distance 201
recommendations for 217
Russian Customs Code Book 209
shared norms in 216
styles of 206
trust and commitment formation in 208–11
ultimate commitment 214–15
uncertainty avoidance 201–2
Russian Union of Organic Farming 235

sachet technology, advent of 153–4
sampling errors 13–14, 133
Self Help Groups 153
service-based economy 120
shandies 151
shopkeeper resistance movement (France) 115
Sino-Australian business relations 206
small- and medium-sized enterprises (SMEs) 63, 256
social exchange, theory of 15
social institutions 226, 228
Society for Marketing Advances 58
Stewart, D.W. 58
stock keeping units (SKU) 153
subliminal advertising
definition of 283
effect of 283–4
Sunday Times Rich List 230
Supermarket Owners’ Association 296
supermarkets 114, 119, 150
adoption of 297
in Bangladesh see Bangladesh, supermarkets in
case studies 291–5
consumer buying preferences 296–7
consumer perception of 296–7
factors affecting growth of 295–7
FDI incentive programmes 289, 298
logistics and the supply chain 296
rise of 287
size of 298
supply cost of imported products 296
take-off of 290–91
supplier–distributor relationships 209
supplier–retailer relationships 206
supply chain 120, 289
efficiency of 35
management of 290
sustainability, notion of 31–3
non-communicable diseases and 33–4
sustainable development 31

Tailored Design Method (TaDM) 16
appropriateness of 17
development of 16
efficiency of 17
non-monetary incentives 17
target population 43
Tata Motors (India) 92, 93
Tata, Ratan 95
Technomarket 275
Technopolis 275
television advertising 80–81
avoidance of 130
in China 141
demographic determinants of 140
effectiveness of 130–31
growth in 125
rejection of 131
use in value branding 155–6
zapping (channel switching) 132, 133
Titan 154–5
Torstein Veblen effect 228
Total Design Method (ToDM) 15–16
cross-cultural effectiveness of 17
Trina Solar 93
trust, phenomenon of 208–11
characteristic-based 208
institution-based 208
process-based 208
T-series 157

uncertainty avoidance index (UAI) 269, 270
unhealthy food consumption 76–7, 79
consequences of 77
fast food companies 83
health education as an antidote for 82–3
television advertising aimed at 80–81
Unilever India 149, 153

value branding, in emerging economies 4
brand revenues 151
cultural practices and 154
current status of 153–8
definition of 153
of digital watches 154–5
distribution scenario 150–51
in edible market 157
in fairness (facial) brand 155
of fast-moving consumer goods 153
in footwear market 157
haats (village markets) 149
in Indian marketing context 146, 147–50
in jeans apparel 156
Kirana shops and 149
mandis (agricultural markets) 149
in marketing soft drinks 158
for the masses 151–2
multi-brand outlets 151
national brands 150–51
need to redefine 152–3
in niche segments 146
in pre-recorded cassette industry 157
price–benefit equation and 151
in ready-made shirt market 154
regional brands 151
retailing dimension of 149
in sachet market 153–4
sachet technology, advent of 153–4
scope for 158–60
stock keeping units (SKU) 153
target segments 156–7
in television market 156–7
in transistor radio for the rural market
157
use of TV advertisements in 155–6
Wal-Mart 113, 119, 121
wealth, creation of 31, 32
opportunities for 36
wealth distribution see income
distribution
website marketing 279
wholesaling and sourcing management
119
World Bank 95, 229
World Commission on Environment
and Development (WCED) see
Brundtland Commission
World Health Organization (WHO) 34,
73
World Trade Organization (WTO) 119
World Values Survey (WVS) 269
Zappos 36