
Index

- 4Ps (of marketing management) 307, 312, 313, 320–25
- 30Rs (30 Relationships of Marketing) 306–12, 319, 328
- ‘80/20 rule’ 5
- A2A (actor-to-actor) interaction 320
- AAA (American Automobile Association) 250, 256
- ABC (activity based costing) 1
- accountability 89, 136
- accountable marketing 90, 91
- acknowledgment 251, 252, 254, 256
- acquiescence (relationship commitment level) 19, 20
- ACSI (American Customer Satisfaction Index) 3
- action loyalty 259
- active opportunism 272
- ‘active voice’ (loyalty program study variable) 197–8, 199, 200–201, 212
- Adams, John 282, 283, 284
- ‘adaptive service recovery approach’ 145
- additional RBs (relational benefits research area) 34, 47–50, 70–71
- Adhikari, Atanu 187
- ‘adventurous consumers’ 187
- advice benefits 35, 48
- advocacy (relationship commitment level) 19, 20
- affective loyalty 259
- affinity marketing 214, 215, 220
- affirmatory factors 58, 61
- Aftermarketing* (book) 3
- airline industry 2, 110, 237
- Alter, Catherine 278
- Amin, Hanudin 187–8
- and Kumar Kumar, V. 80
- Anderson, E. 273
- anger 93, 95, 138, 139
- ‘anticipated regret’ 93
- Apple (technology multinational) 8
- appraisal theory 260–61
- appreciation 253–4
- ATMs (automated teller machines) 177, 178, 182, 183–4, 188
- attitudinal customer metrics 85–6, 87–8, 89
- Azim Premji Foundation 12
- B2B (business-to-business) marketing 141, 145, 246, 303, 309, 313, 318, 319–20
- B2C (business-to-consumer) marketing 141, 145, 319–20
- Bachmann, Duane 287
- Bagozzi, Richard 165
- Bailey, Diane 278
- Baker, Thomas 130–31
- balanced centricity 315
- Ball, Dwayne 132–3
- Barki, Henri 279
- Baron, Robert 279
- Beatty, Sharon 35–6, 48, 139, 142–3
- behaviour monitoring 275
- behavioural customer metrics 85, 86–7, 88–9
- behavioural uncertainty 272, 274
- Berenguer-Contrí, Gloria 44, 64
- Berry, Leonard L.
- central purpose of relationship marketing 23–4
 - definitions of relationship marketing 16, 153
 - and emergence of relationship marketing 16
 - and firm–consumer relationships 184
 - and future research into relationship marketing 16, 24–30
 - relationship marketing strategies 17, 18
 - and research into relationship marketing 16

- successful relationship marketing
 - implementation 21–2
 - and trust 17–21
- Bies, Robert 283
- bilateral idiosyncratic investments 275
- Bill and Melinda Gates Foundation 12
- Bluedorn, A.C. 197
- Bolton, Ruth 141–2
- Bone, Sterling 256
- Bonifield, Carolyn 132–3
- borrowing constructs 257
- Boyle, Brett 273
- BPO (business process outsourcing) 5
- brand communities 8–9
- brand equity 216, 246
- Buck, Ross 254–5
- Bugel, M. 25
- Bügel, Marnix 94
- bundling 4, 78, 80
- Bunker, Matthew 132–3
- Burnham, Thomas 54–5, 60
- Buyology* (book) 321

- C2B (consumer-to-business)
 - interaction 319
- C2C (customer-to-customer)
 - interaction 319, 328
- Callister, Ronda 278, 280
- Capella, Michael 41, 52
- Carey, J. Ronald 156
- Carter, Jimmy 1
- case theory 316–18, 325–8
- CBD (customer business development)
 - teams 239–40
- cell (mobile) phones 163–4, 180, 182, 183, 184, 324
- central purpose of relationship marketing (Berry) 23–4
- centricity 313–15
- CFA (confirmatory factor analysis)
 - mixture modelling 194, 196, 198–200, 202–6, 207
- Chang, Yu-Hern 47–8, 57, 60, 62
- characteristics of services 28
- Chen, Fang-Yuan 47–8, 57, 60, 62
- China 47
- Choi, Sunmee 132–3
- Christopher, M. 318
- Cicero 264
- CIT (critical incident technique) 144
- ‘class’ marketers 179
- classic market relationships 307–8
- CLV (customer lifetime value)
 - and CVM 76, 84–5, 89–90, 96, 98
 - quantification of 3
 - and service dominant logic 231, 242, 243–4, 244–5, 246, 247
- Coca-Cola Company 2
- co-creating value with customers
 - 10–11, 143, 236–40, 241, 245
- cognitive loyalty 259
- Cohen-Charash, Yochi 283
- Colby, Charles 187
- Cole, Catherine 132–3
- Colgate, Mark 39–40, 46, 48, 52, 57–8, 61, 64
- Colquitt, Jason 287
- ‘comfort’ (relational benefit) 38
- commercialism 321–3
- ‘commitment and trust’ perspective 25, 75, 225–6, 252, 257, 306
- communication (as source of conflict) 277, 281
- compensating unfairness 285
- complexity 315–18, 321
- complexity theory 317
- computerization of services sectors 2, 237
- conative loyalty 259
- conceptual issues (RBs research category) 67–8
- conduct standards 19
- confidence benefits 33, 35–7, 39–44, 46–8, 51–2, 112
- conflict 269–71, 277–81, 288–9, 290
- Conlon, Donald 284
- context-related research (into relational benefits) 34, 46–7
- contextual issues (RBs research category) 62–5
- contextual variables (in service failure and recovery) 127, 129, 131, 133, 135, 137, 138, 141–2
- contracts 274–5
- convenience benefits 36, 48–9
- cooperation (relationship commitment level) 19, 20
- coproduction 157–8, 159
- core services marketing (relationship marketing strategy) 17, 18

- corporate tax rate 1
- CPG (consumer packaged goods)
 - companies 2
- 'criminal network' 308, 310
- critical incident technique 142–3
- CRM (customer relationship management)
 - and CVM 75
 - defining 75, 304
 - growth of 13, 75
 - and loyalty programs 194, 207
 - and service dominant logic 231, 242–3, 244–5, 246, 247
 - and target marketing 4
- Cropanzano, Russell 283
- Crosno, Jody 274
- cross-functional collaboration
 - 11–12
- 'crowdsourcing' 240
- CRP (consumer relationship proneness) 26–7
- CRS (computerized reservation systems) 2
- Crutchfield, Tammy 198
- CSR (corporate social responsibility)
 - 8, 12, 310
- cultural factors 140
- customer advocacy 115–16
- customer attitudes 81
- customer characteristics 81
- customer contact data 81
- customer coping 167–8
- customer data analysis 75, 76, 77, 81–3, 116–18, 144
- 'customer delight' 93, 260, 261–3
- customer descriptors 81–2
- customer empowerment 28, 80
- customer engagement 96–7
- customer equity model 215, 216–17
 - see also* equity theory
- customer expectations 123, 124
- customer feedback 116, 197–8, 199, 200–201, 212
- customer intelligence 84–5
- customer interaction orientation
 - 80
- customer metrics 85–90, 98
- customer networks 97–8
- customer participation 143, 146
- customer profitability research 3
- customer recognition 112–13
- customer satisfaction
 - and gratitude 258–9, 260, 261–3
 - and happiness 92–3, 260, 262
 - and loyalty programs 197, 199, 203, 206, 207–8, 213
 - and medical relationships 167
 - quantification of 3
 - and relational benefits research
 - 50–51
 - research classification 3–4
 - and service failure and recovery 137, 144, 146
- customer share 114, 115
- customer value
 - co-creating value with customers
 - 10–11, 143, 236–40, 241, 245
 - and joint ventures with customers
 - 10–11
 - management *see* CVM
 - and relational benefits 67–8
 - and tiered value propositions 106, 108–10, 115, 117
 - see also* CLV
- customer voice 116
- customer-centric approaches 76, 78–81, 90, 91
- CVM (customer value management)
 - and CLV 76, 84–5, 89–90, 96, 98
 - and CRM 75
 - and customer data analysis 75, 76, 77, 81–3
 - and customer engagement 96–7
 - and customer intelligence 84–5
 - and customer metrics 85–90, 98
 - and customer networks 97–8
 - and customer-centric approaches 76, 78–81, 90, 91
 - defining 75
 - and dynamic customer management
 - 94, 96
 - future research directions 92–8
 - and NPS 87–8
 - and performance 90–92
 - process of 76, 77
 - and product-centric approaches 76, 78–81
 - and word of mouth 93, 94, 97, 98
- 'cyberchondriacs' 164

- Dahlstrom, Robert 273, 274
 Dallimore, Karen 128–9
 Data Protection Directive (European Union) 118
 data quality 82
 database marketing 4, 13
 Davenport, Thomas 84
 Davis, Fred 178
 Dawes, J. 26
 De Wulf, K. 26, 197
 DeConinck, James 287
 defining relationship marketing 5–6, 16, 233–4, 302–4
 ‘demarketing’ 157
 denial of responsibility 286
 dependence 225–6, 274
 derived customer data 81
 Deutsch, Morton 279
 DeWitt, Tom 132–3
 Dholakia, Utpal 108
 Diamantopoulos, Adamantios 134–5
 Dickerson, C.M. 290
 difficult patients (source of ‘provider wounding’) 166
 discomfort (technology adoption inhibitor) 186
Discovering the Soul of Service (book) 23–4
 distributive equity 109–10
 distributive fairness/unfairness 282, 284, 287
 distributive justice 136
 Dong, Beibei 132–3, 143
 Donkers, Bas 89
 Dwyer, F. Robert 251, 255
 dynamic customer management 94, 96
- Eaton (gas valve supplier) 238
 economic benefits 37–8, 40, 110–11, 113
 effective coproduction 157–8
 Ehrenthal, Joachim 245
 Eiseman, Jeffrey 279–80
 El-Ansary, Adel 278
 ‘elite’ customers 237
 email 162–3, 163–4
 emotions
 and CVM 93
 emotional connection 25
 emotional labour (source of ‘provider wounding’) 166
 emotional trauma/grief (source of ‘provider wounding’) 166
 emotive feedback 7–8
 and gratitude 252, 253–4, 258–9, 260, 261–3
 and service failure and recovery 137–9
 ‘employee service quality’ (loyalty program study variable) 197–8, 199, 201–3, 206, 207, 213
 EMR (electronic medical record) 170–71
 energy crisis (1974–78) 1
 enhancement (relationship commitment level) 19, 20
 Ennew, Christine 128–9
 environmental turbulence/uncertainty 89–90, 274, 291–2
 equity theory 109–10, 271, 281–5
 see also customer equity model
 ‘e–relationships’ 308, 309
 E-R-QUAL (service quality scale) 142
 E-S-QUAL (service quality scale) 142
 EVA (economic value added) 1
 Evanschitzky, H. 25
 evolution of relationship marketing 301–2
 exchange theory 118, 161, 273, 282
 expected utility theory 92
 ‘explorers’ (technology customer type) 186
- face-to-face relationships 38, 39, 46–7, 48, 125
 fairness theory 136
 fan equity 215, 216–17, 218, 220–22, 226, 228
 fan loyalty 216, 218, 222
 financial customer metrics 85, 87, 89
 financial issues (RBs research category) 65–7
 financial switching costs 54, 55, 60
 Finkel, Norman 281
 ‘firm-determined’ marketing initiatives 108
 Fisher, Robert 132–3
 five ‘conflict-handling’ styles 280

- 'five blind men and the elephant'
analogy 5–6
- Folger, Robert 283
- Forbes, Lukas 126–7, 132–3
- forgiveness hypothesis 140–41
- formalization 275–6
- formative conceptualisation 69–70
- forward-looking models 96
- Fournier, Susan 158
- Foxall, Gordon
- FPs (fundamental ideas or propositions) 230, 232–3, 234, 237, 239, 240, 244, 245, 246
- France, Jr., Bill 218, 225
- France, Sr., Bill 218, 225–6
- Frankl, Victor 167
- Frazier, Gary 288
- Fredrickson, Barbara 252, 255–6
- frequent flyer schemes 2, 237
- frustration (source of service negativity) 168
- FTMs (full-time marketers) 308, 309
- functional benefits 39, 44, 50
- Furst, Andreas 128–9, 141
- future evolution of relationship marketing 6–12
- future research into relationship marketing 16, 24–30
- GAM (global account management) 5
- Garbarino, E. 27
- Gaski, John 288
- G-D (goods dominant) perspective
and co-creating value with customers 236
and CRM 244
traditional logic of 230, 231, 234–5, 236, 242, 243, 246, 247
and transaction marketing 234–5
view of the customer 231–2
- GE (General Electric) 1
- gender 139–40
- genetics 169–70
- Giandola, Andrew 226
- Gilbane (construction management firm) 88
- goal completion 93–4, 95
- goal congruence 260–61
- Goodwin, Cathy 137
- Google Analytics 97
- governance mechanisms 274–5, 291
- Graham, S. 260
- gratitude
and acknowledgment 251, 252, 254, 256
and appreciation 253–4
and cognitive activation 261–2
components of 253–4
consumer-related studies 256–8
defining 252–3, 255–6
and emotion 252, 253–4, 258–9, 260, 261–3
experiential/expressive aspects 258
future research directions 258–63
and goal congruence 260–61
and happiness 260, 261–3
and loyalty 259
moral functions of 251
and perceived causation 261
and personal intent 261
and reciprocity 252, 255
and recognition 253–4
and relational exchanges 251, 252, 255–6, 257–8
and 'reward' 249–51
and satisfaction 258–9, 260, 261–3
and transactional exchanges 255
and trust 257, 259
- 'gratitude cycle' 251, 256
- Gray, Barbara 280
- Grayson, Kent 65
- 'green relationship' 310
- Greenberg, Jerald 283
- Grégoire, Yany 132–3, 134–5, 141
- Gremler, D.D. 198
- Grewal, Dhruv 132–3
- Grönroos, Christian 239
- Groupon (discount website) 3
- Gruen, Thomas 234–5, 273
- Gummesson, Evert 239, 319
- Gundlach, Gregory 288
- Gupta, Dinesh Kumar 182
- Gupta, Pradeep 182
- Gupta, Sunil 89
- Gwinner, Kevin 35, 39, 46–7, 198
- happiness
and customer satisfaction 92–3, 260, 262

- and CVM 92–3, 95
- and gratitude 260, 261–3
- ‘hard benefits’ 107, 109, 110–11
- ‘hard’ medical guidelines 156–7
- Harpham, Edward 254
- Harris, Jeanne 84
- Harris, K.E. 128–9
- Hartwick, Jon 279
- Harvick, Kevin 224–5
- Hawkins, Timothy 274
- health care consumption levels 155–6
- healthcare case theory 325–8
- Hedrick, Natalie 128–9, 130–31
- Heide, Jan 272, 273, 288
- Heitmann, Mark 94
- Henard, David 207
- Hennig-Thurau, Thorsten 36, 37, 40–41, 47, 49, 52
- Hess, Ronald 130–31, 132–3
- Hilfiker, David 165
- Hinds, Pamela 278
- history benefits 40, 48, 60
- Hocker, Joyce 279
- Hocutt, Mary 128–9
- Hoekstra, Janny 80, 84
- HOG (Harley Owners Group) 8
- Holbrook, Morris 256
- Holloway, B. 27, 142–3
- Homburg, Christian 128–9, 141
- Horwitz, M. 278
- hostile takeovers 2
- Howard, J. A. 313
- Hunt, S. 6, 318
- Hunter, Gary 162
- Hurricane Katrina 256
- identity (relationship commitment level) 19, 20
- identity threats (source of service negativity) 168
- identity-related benefits 36, 41, 49
- IKEA (furniture retailer) 238
- IMP (industrial marketing and purchasing) 5, 318
- incompatibility 277
- increased purchases 114–15
- India
 - adoption of technology 177–8, 180, 181–5, 187–8
 - banking industry 177, 178, 181–5, 188–9
 - demographic changes 179, 181–2
 - liberalization of economy 177, 179–80
 - and SSTs 177–8, 181–5, 187–9
 - individual variables (in service failure and recovery) 127, 129, 131, 133, 135, 137, 138–40, 144–5
 - industry/sector comparisons 28–9, 30
 - ineffective coproduction 157–8
 - inflation 1
 - Inman, J. Jeffrey 93
 - innovativeness (technology adoption contributor) 186
 - insecurity (technology adoption inhibitor) 186
 - ‘intangible antecedents’ 29
 - interaction response capacity 80
 - interactional fairness/unfairness 282, 285, 287
 - interactional justice 136
 - interest in alternatives (relationship commitment level) 19, 20
 - interest rates 1
 - internal marketing (relationship marketing strategy) 17, 18
 - Internet
 - bundled telecom products 78, 80
 - and customer engagement 97
 - and evolution of relationship marketing 302, 303
 - Indian connectivity data 180
 - and loyalty programs 3
 - and medical relationships 164
 - online banking 177, 178, 182, 184–5
 - and relational benefits 46–7, 48
 - and service failure and recovery 142
 - interorganizational relationships 222, 223
 - interpersonal causes of conflict 277
 - interruptions (source of ‘provider wounding’) 166
 - ‘involvement’ (loyalty program study variable) 197, 199–201, 206–7, 212
 - Isdell, Neville 8
 - J.D. Power and Associates 3
 - Jehn, Karen 278
 - John, George 273

- Johnson, M. S. 27
 joint ventures with customers 5–7, 9–12
 Jones, Michael 53–4, 58–9, 60
 Joshi, Ashwin 273
Journal of Marketing 230
Journal of the Academy of Marketing Science 34
 justice 125, 136, 137–9, 146
 justifying decisions 286
- Kalamas, Maria 134–5
 Kaltcheva, V. 26
 KAM (key account management) 2
 Karande, Kiran 130–31
 Kau, Ah-Keng 128–9
 Keiningham, Timothy 88
 key account management 4–5, 11–12
 Kim, Young-Gul 69
 Kinard, Brian 41, 52
 k-means cluster analysis 196
 knowledge creation 84
 Komter, Aafke 252
 Kotler, P. 313
 Kottler, Jeffrey 279
 KPI (key performance indicator) analysis 244–5
 KPN (telecommunications company) 78, 80
 Kruger, Barbara 321
 Kumar, Nirmalya 287–8, 291
- Lacey, R. 198
 Lacey, Russell 42–3
 ‘laggards’ (technology customer type) 186
 LBOs (leveraged buyouts) 5
 learning costs 54, 60
 Lee, Dong-Jin 273
 Lemon, Katherine 85, 93
 Leventhal, Gerald 283, 284, 285
 Lewicki, Roy 283
 Li, Lee 274
 Lin, Neng-Pai 37–8, 68
 Lindstrom, Martin 321
 links 315, 318
 Loh, Elizabeth Wan-Yiun 128–9
 lost benefits switching costs 58, 60
 loyalty
 and customer metrics 88–9
 and gratitude 259
 and relational benefits research 50–51
 loyalty programs
 and computerization of services sectors 2
 conceptual framework of 105–6
 controversial nature of 104
 and CRM 194, 207
 and customer advocacy 115–16
 and customer benefits 110–13
 and customer information 116–18
 and customer involvement levels 195, 197, 199–201, 206–7, 212
 and customer satisfaction 197, 199, 203, 206, 207–8, 213
 distinction from reward programs 107
 economic benefits 110–11, 113
 firm benefits 114–18
 frequent flyer schemes 2, 237
 future research directions 208–9
 and ‘hard benefits’ 107, 109, 110–11
 hotel chain study
 CFA mixture modelling 196–7, 198–200, 202–6, 207
 class interpretation 200–201
 conceptual development 195–6
 data acquisition 197
 implications of 206–8
 limitations of 208
 post hoc analysis 201–6
 taxonomic procedure 196–206
 variables measured 197–9, 212–13
 increasing membership rolls 193
 increasing repatronage 114–15
 membership fees 108
 proliferation of 104, 193
 and relational benefits 110–18
 and relationship commitment 106, 107–8, 114, 119
 research classification 3
 resource benefits 111–12, 113
 and segmentation of customer 194, 195
 and service quality 197–8, 199, 201–3, 206, 207, 213
 social benefits 112–13
 and ‘soft benefits’ 107, 109, 111–13

- and tiered value propositions 106, 108–10, 115, 117
- and trust 193
- utilization of 105, 106–7, 118–19
- and word of mouth 106, 115
- LTV (lifetime value) of customers 2, 3–4, 83
- Lusch, Robert 10, 230, 231, 232–3, 234
- Lynn, Ann 280
- Lynn, Michael 250–51

- M&A (mergers and acquisitions) 1–2
- MacArthur Foundation 12
- McCall, Michael 250–51
- McCarthy, J. E. 313
- McCull-Kennedy, Janet 63,
- Magnini, Vincent 130–31
- Malcolm Baldrige Quality Awards 1
- ‘many-to-many marketing’ 306, 307, 311, 312, 315–16, 318–20, 326
- Mark, Tanya 85
- marketing contact data 81
- ‘marketing-oriented management’ 318
- marketing research cooperation 116
- Markov model 96
- Martin, C. L. 195
- Martín-Consuegra, David 42
- Martín-Ruiz, David 43, 68
- Marzo-Navarro, Mercedes 39, 48–9
- mass marketing/marketers 64, 179
- Matos, Celso 130–31, 134–5
- Mattila, Anna 126–7, 128–9, 132–3
- Maxham, James 143
- mechanistic approaches to service recovery 141
- mediation 280
- medical information 164
- medical relationships
 - and EMR 170–71
 - existing research 153–4
 - and genetics 169–70
 - health care consumption levels 155–6
 - multiple customer relationship management 161
 - and negative services 167–8
 - patient coproduction management 157–8, 159
 - and patient obligations 165, 167
 - poor quality of 154
 - and preventive medicine 169–70
 - provider balancing 158, 160–61
 - relationship intensity management 155–7
 - and service networks 162–3
 - and technology 162–4
 - and volunteerism 164
 - and ‘wounded providers’ 164–7
- ‘mega relationships’ 310–11
- Mende, M. 27
- Meuter, Matthew 185
- Miksanek, Dr. Tony 155–6
- miscellaneous causes of conflict 279
- mistakes (source of ‘provider wounding’) 166
- Mittal, Banwari 10–11
- Mittal, Vikas 134–5
- mixture modelling 196–7, 198–200, 202–6, 207
- MLB (Major League Baseball) 224
- Moag, J.S. 283
- moderating variables (in service failure and recovery) 127, 129, 131, 133, 135, 137, 138, 139
- Molina, Arturo 43
- Moments of Truth* (book) 3
- monitoring 275, 276
- ‘monogamy’ of loyalty program members 195
- moral functions 251
- Morgan, R. M. 196, 318
- multiple customer relationship management 161
- multiple levels of relationship marketing 21–2

- ‘nano relationships’ 310–11
- NASCAR (National Association for Stock Car Racing)
 - corporate application of sponsorship supply chain 226–8
 - and customer equity model 215, 216–17
 - and fan equity 215, 216–17, 218, 220–22, 226, 228
 - ‘NASCAR experience’ 215, 218, 220
 - popularity/growth of 214, 217–18, 219
 - and relationship equity 216, 217–18, 220–23, 228

- sponsorship marketing 214–15, 223–6
 - sponsorship structure 217–23
 - sponsorship supply chain 218, 220–26
 - and value-added process 220–22, 223, 225, 226
- national culture dimensions 47, 49
- NBA (National Basketball Association) 223
- Need Services 28
- negative behaviours 268–9, 271, 288–91
- negative switching costs 56–9, 60
- Neslin, Scott 82
- Netemeyer, Richard 143
- network theory 315, 317, 318
- Netzer, Oded 96
- 'new dominant logic' 230
- New York Times Magazine* 281
- New Zealand 47
- Noble, Stephanie 64–5
- nodes 315, 318, 320–21
- nomological issues (RBs research category) 68–71
- non-market relationships 310–11
- Normann, Rafael 238
- Nowakowski, Jaclyn 284
- NPS (net promoter score) 3–4, 87–8
- Oliver, Richard 93, 259, 261, 262
- one party centricity 313–15
- 'one-to-one marketing' 304, 306, 314
- online banking 177, 178, 182, 184–5
- opportunism 269, 270, 272–6, 288–9, 290
- optimism (technology adoption contributor) 186
- optimization models 84
- 'opt-out' standards (US) 118
- organic approaches to service recovery 141
- organizational fairness 282
- Osgood, Charles 279
- Ouchi, W.G. 276
- outcomes (relational benefits research area) 34, 50–52
- outcomes (service failure and recovery dimension) 123–4, 127, 129, 131, 133, 135
- output monitoring 275
- ownership (relationship commitment level) 19, 20
- Pakuda, Bahia Ibn 253
- Palmatier, Robert 252, 257, 260, 268
- 'paranoid' (technology customer type) 186
- Parasuraman, A. 142, 178, 186, 187, 198
- Parish, J. 27, 62
- Park, Chung-Hoon 69
- Park, Oun-Foung 134–5, 142
- partnering models 237–8
- 'Partnership Marketing Staff' 225
- 'part-time marketers' 239–40
- passive opportunism 272
- patient coproduction management 157–8, 159
- 'patient empowerment' 29
- patient obligations 165, 167
- patient satisfaction 160
- Patterson, Paul 36, 47, 55–6, 126–7, 128–9
- Paul, Michael 44–5, 49–50, 51, 69, 71
- Peppers, D. 304
- perceived causation 261
- perceived competence 19, 20
- perceived fairness/unfairness 19, 20, 281–8, 289, 291
- Perreault, William 162
- personal intent 261
- personal service benefits 40, 46, 48
- Petrof, John 234
- pharmaceutical industry 326–8
- Phillips, Joanna 64–5
- 'philosophy' of relationship marketing 23–4
- physical fatigue (source of 'provider wounding') 166
- Pieters, Rik 93
- PIMS database research 1
- 'pioneers' (technology customer type) 186
- Polese, F. 319
- Pondy, Louis 278
- population membership data 196–7
- positive switching costs 56–9, 60, 61
- 'positive word-of-mouth' (loyalty program study variable) 197–8, 199, 200–201, 212

- positive-negative asymmetry effect 268
 potential threat of harm (source of service negativity) 168
 PR (public relations) 323–4
 Prahalad, C. K. 10
 predictive models 84
 preferential treatment 111–12
 ‘prevention pride’ 94
 preventive medicine 169–70
 ‘price’ (in 4Ps of marketing management) 323
 price increases 26
 pride 94, 95
 Priluck, R. 126–7
 privacy 82, 117–18
 procedural equity 109–10
 procedural fairness/unfairness 282, 284–5, 287–8
 procedural justice 136, 146
 procedural switching costs 54, 58, 59, 60
 ‘process’ (service failure and recovery dimension) 123–4, 124–5, 136–43
 process conflict 277
 Procter & Gamble (P&G) 11
 ‘product’ (in 4Ps of marketing management) 322–3
 product-centric approaches 76, 78–81
 ‘promotion’ (in 4Ps of marketing management) 323
 ‘promotion pride’ 94
 ‘propensity to remain’ (loyalty program study variable) 197, 198–9, 200–201, 203, 212
 prospect theory 92
 provider balancing 158, 160–61
 psychological benefits 44, 50
 psychology 93, 94
 PTMs (part-time marketers) 308, 309
 public private partnership 12
 Pujols, Albert 222
 purpose driven relationships 8

 quality improvement benefits 41, 49

 Rackham, Neil 237–8
 Rahim, M. 278, 279
 Raimondo, Maria 134–5
 Ramani, Girish 80
 Ramaswami, Sridhar 287

 Ramirez, Richard 238
 Rangaswamy, Venkat 10
 Rao, A.K. 187
 RBs (relational benefits)
 additional RBs 34, 47–50, 70–71
 conceptual research category 67–8
 confidence benefits 33, 35–7, 39–44, 46–8, 51–2
 context-related research 34, 46–7
 contextual research category 62–5
 cost of implementation 66–7
 and customer–firm relationship concepts 68–9
 customer relational benefits research 32, 34–52, 71
 and customer value 67–8
 defining ‘relationships’ 32–3, 71
 drawbacks of 64–5
 evolution of 62
 financial research category 65–7
 formative/reflective conceptualisation 69–70
 influence of other RBs on 68
 and loyalty programs 110–18
 and mass marketing 64
 nomological research category 68–71
 outcomes 34, 50–52
 and profitability 65–6
 and relationship quality 67
 research questions 61–71
 and ‘servicescape’ 62–3
 social benefits 33, 35–7, 39–45, 46, 48, 50, 51–2, 60, 64, 67
 special treatment benefits 33–4, 35–7, 39–44, 46–8, 51–2, 64
 and switching costs 52–61
 and word of mouth 35, 37, 41, 43, 51–2, 59
 Reagan, Ronald 1
 ‘receptive consumers’ 187
 reciprocity 252, 255
 recognition 253–4
 ‘recovery voice’ 146
 reflective conceptualisation 69–70
 refusal of medical care 158
 regret 92–3, 95
 Reichheld, Frederick 24, 88, 207–8
 Reinhardt, Uwe 160

- relational norms perspective 224–5
- relational switching costs 55, 60
- 'relationship balancing' 158
- relationship commitment 25, 106, 107–8, 114, 119
- relationship conflict 277
- relationship customization (relationship marketing strategy) 17, 18
- relationship equity 216, 217–18, 220–23, 228, 246
- relationship intensity management 155–7
- relationship pricing (relationship marketing strategy) 17, 18
- relationship variables (in service failure and recovery) 127, 129, 131, 133, 135, 137, 138, 140–41
- relationship-destroying behaviours
 - and conflict 269–71, 277–81, 288–9, 290
 - further research directions 290–92
 - integration of 288–9
 - and negative behaviours 268–9, 271, 288–91
 - and opportunism 269, 270, 272–6, 288–9, 290
 - and positive–negative asymmetry effect 268
 - and unfairness 270, 271, 281–9, 290–91
- repatronage, increasing 114–15
- 'repeated patronage' 32
- resource benefits 111–12, 113
- respect benefits 47–8
- retaliatory behaviour 276
- reward programs 107
- reward, concept of 249–51
- Reynolds, Kristy 35–6, 48, 139
- Ringberg, Torsten 130–31, 145
- Rio-Lanza, Ana Belen del 136, 137
- Rody, Raymond 288
- Rogers, M. 304
- ROI (return on investment) 90
- Roloff, M.E. 278
- RoMI (Return on marketing investment) 1
- Ross, Ivan 137
- Ruekert, Robert 198
- Rust, Roland 85, 87, 261, 262
- SAM (strategic account management) 5
- Samaha, Stephen 288, 291
- Sasser, W. E. 24
- 'satisfaction' (loyalty program study variable) 197, 199, 203, 206, 207–8, 213
- 'saving face' 47–8
- Schminke, Gerald 283
- Schoefer, Klaus 128–9, 134–5
- SDL (service dominant logic)
 - and CLV 231, 242, 243–4, 244–5, 246, 247
 - and co-creating value with customers 238–40, 241, 245
 - and CRM 231, 242–3, 244–5, 246, 247
 - defining 305
 - emergence of 230
 - and evolution of relationship marketing 305–6, 325
 - organizational structure of marketing 238–40
 - and 'relationship equity' 246
 - relationship marketing perspectives 230–31, 233–6, 238–47
 - and transaction marketing 234–5, 236
 - view of the customer 231–3
- secrecy 286
- segmentation of customers
 - and CVM 84–5
 - and future RM research areas 26–7
 - and loyalty programs 194, 195
 - and tiered value propositions 106, 108–10, 115, 117
- 'self-determined' marketing initiatives 108
- self-interest 234–5, 254, 272
- Seneca 255
- service augmentation (relationship marketing strategy) 17, 18
- service failure and recovery
 - and accountability 136
 - characteristics of failures 126, 128, 130, 132, 134, 138
 - contextual variables 127, 129, 131, 133, 135, 137, 138, 141–2
 - and customer data analysis 144
 - and customer expectations 123, 124

- and customer participation 143, 146
- and customer perceptions 124–5, 136–7, 140–41
- and customer retention 123
- and customer satisfaction 137, 144, 146
- encounters 125, 136–7
- future research directions 143–6
- individual variables 127, 129, 131, 133, 135, 137, 138, 139–40, 144–5
- and justice 125, 136, 137–9, 146
- methodology of research 143–4
- moderating variables 127, 129, 131, 133, 135, 137, 138, 139
- outcomes 123–4, 127, 129, 131, 133, 135
- post-recovery outcomes 137–9
- process 123–4, 124–5, 136–43
- recovery strategies 126, 128, 130, 132, 134, 138
- and relationship-destroying behaviours 292
- relationship variables 127, 129, 131, 133, 135, 137, 138, 140–41
- research overview 124, 126–36
- and ‘service recovery paradox’ 144
- soliciting complaints/feedback 145–6
- and technology 142–3
- service guarantees 18
- service networks 162–3
- service quality 18
- ‘service recovery paradox’ 144
- ‘service science’ 305–6, 325
- servicescape 62–3
- setup costs 54, 55, 60
- Shah, Reshma 273
- shared values 113
- shareholder value 89–90
- ‘share of customer’ 43, 196, 197–8, 199, 200–201, 212, 246
- ‘share of heart’ 6, 7–9
- ‘share of wallet’ 4, 6, 7, 246
- Sheppard, Blair 283
- Sheth, Jagdish 10–11
- Shim, S. 195
- ‘shopping assistance’ benefits 35, 48
- Shugan, Steven 104, 193
- SIC (standard industrial classification) 5
- simplicity 317–18, 321
- Singh, Jagdip 287
- ‘skeptics’ (technology customer type) 186
- Smith, Adam 249, 252, 254
- Smith, A.K. 125, 141–2
- Smith, Tasman 36, 47, 55–6
- social benefits 33, 35–7, 39–45, 46, 48, 50, 51–2, 60, 64, 67, 112–13
- social exchange theory 282
- social media 8–9, 97
- social switching costs 58, 60
- ‘soft benefits’ 107, 109, 111–13
- ‘soft’ relationship factors 156–7
- Soscia, Isabella 256, 260, 261, 262
- Soutar, Geoffrey 67
- Spake, Deborah 38, 49
- Sparks, Beverley 126–7, 136
- special market relationships 308–10
- special treatment benefits 33–4, 35–7, 39–44, 46–8, 51–2, 64
- Spector, Paul 283
- sponsorship marketing 214–15
- SPT (segmentation, positioning, and targeting) 1
- SSTs (self-service technologies)
 - adoption by India 177–8, 181–5, 187–9
 - defining 177
 - function of 178
 - global context 185–8
 - hybrid models 188–9
 - and service failure and recovery 141, 142
- stagflation 1
- Steindl-Rast, David 253
- Stern, Louis 278
- strategic philanthropy 12
- strategies of relationship marketing 17, 18
- structural benefits 37–8
- Stump, Rodney 273
- successful relationship marketing implementation 21–2
- Sweeney, Jillian 49, 67
- swine flu 326–8
- switching costs/barriers 52–61
- ‘symbiotic benefits’ 49
- synergistic effects (source of ‘provider wounding’) 166
- Szymanski, David 207

- TAM (technology acceptance model) 178, 187–8
- 'tangible service quality' (loyalty program study variable) 197–8, 199, 201–3, 206, 207, 213
- target marketing 4
- targeting profitable customers 21
- task conflict 277
- 'TB traveler' 158
- TCE (transaction cost economics) 2, 224
- team identification 216
- 'techno-inclined' consumers 187
- technology
 - Indian adoption of 177–8, 180, 181–5, 187–8
 - and medical relationships 162–4
 - self-service technologies *see* SSTs
 - and service failure and recovery 142–3
 - and successful RM implementation 22
- 'technology readiness' 178, 186
- 'techno-prone' consumers 187
- 'techno-resist' consumers 187
- 'techno-savvy' consumers 187
- Thailand 47
- The House of God* (book) 164–5
- The Loyalty Effect* (book) 3
- The Theory of Moral Sentiments* (book) 249, 254
- The Wealth of Nations* (book) 254
- therapeutic effects (source of service negativity) 168
- Thibaut, John 283, 284
- third parties, use of 280
- Thomasina, Mrs. (patient) 155–6, 164
- tiered value propositions 106, 108–10, 115, 117
- time frames, altering 286
- time pressures (source of 'provider wounding') 166
- time saving benefits 35, 48
- Tjosvold, Dean 279
- Tombs, Alastair 63
- Total Relationship Marketing* (book) 306
- TQM (total quality management) 2
- transaction data 81–2
- transaction marketing 21, 234–5, 236, 302
- transaction-specific service recovery 137
- TRI (Technology Readiness Index) 186
- trust
 - Berry's trust-based relationships model 17–21
 - 'commitment and trust' perspective 225
 - and conflict 279
 - and CRP 27
 - and gratitude 257, 259
 - and loyalty programs 193
 - and opportunism 276
 - and relationship commitment 25
- TSA (transaction-specific assets) 274
- two-way communication 17–18
- uncertainty 272, 274, 276
- 'unconvinced consumers' 187
- unfairness 270, 271, 281–9, 290–91
- United States 47
- utility models 92
- value equity 216
- value-added process 119, 220–22, 223, 225, 226, 228
- Van Doorn, Jenny 94, 96
- Vargo, Stephen 10, 230, 231, 232–3, 234, 236, 240, 242, 244, 247, 305
- Vázquez-Carrasco, Rosario 56–7, 61
- Verhoef, Peter 81–2, 94, 96
- Verma, Harsh 126–7
- video links 163
- vigilance (source of 'provider wounding') 166
- virtual revolution 3
- volunteerism 164
- VSA (viable system approach) 318
- Wagner, Tillmann 65
- Walker, Lauren 283, 284
- Walker, Orville 198
- Walker, Rhett 185–6
- Wall Street Journal* 290
- Wall, J.A 278, 280
- Wal-Mart (supermarket chain) 11, 223
- Walton, Richard 278
- Want Services 28

- Warhol, Andy 321
Warrington, P. 195
Wathne, Kenneth 272, 288
Watkins, Philip 252
Webb, Dave 49
Weiner, B. 260
Weun, Seungoon 126–7
Whirlpool (home appliance retailer) 238
WHO (World Health Organization) 326
Williamson, Oliver 272, 273, 276
Wilmot, William 279
Wong, Nancy 126–7
word of mouth
 and CVM 93, 94, 97, 98
 and loyalty programs 106, 115
 and net promoter score 4
 and relational benefits 35, 37, 41, 43, 51–2, 59
 and service failure and recovery 137
 and loyalty programs 197–8, 199, 200–201, 212
‘wounded providers’ 164–7
Xu, Yingzi 42, 67–8
Yen, Hsiu Ju 39, 46–7
Yim, Chi K. 94
Zeelenberg, Marcel 93
Zhang, Jingyun 140
‘zone of tolerance’ 123