

Index

A

alternative pricing 99
Amazon.com 2

B

blogs 16–30
brand equity 62
brand image 233
branding consumption 168
branding strategies 179
brand loyalty 233
brand management, traditional vs. online 5
brand manager 7
brand messages, and targeting 8
brand name, objective of 52
brand names 49–60
brand naming, process 51
brand personality 9, 31, 31–47, 32, 33, 34, 35, 36, 37, 38, 39, 41, 42, 43, 44, 45, 46
brand positioning, and the e-mode of 112–125
brand positioning, dimensions of 114
brands, evolution of 162
buyer-seller relationship 216
buyers 10, 12, 95, 96, 97, 98, 99, 100, 101, 102, 103, 105, 106, 107, 120, 152, 220, 236

C

consumer 166
consumer, and information satisfaction 294

consumer, online shopping commitment 292–312
consumer culture 161
consumer online purchase 269
consumer online repurchase 270
consumer shopping, and Web site success 241–261
consumer trust 245
corporate names 50
culture 166
customer acquisition 79
customer expectation 1, 4
customers, price-sensitive 4
Czech consumers 210
Czech homes 210
Czech Republic 193–215

D

Dean, Howard 23
digital citizens, and blogs 21
domains, the role of 50

E

e-branding, consumers and culture 161–175
e-branding investment 61–77
e-branding strategy 64
e-brand naming 53
e-Commerce, and nonlinear pricing 95–111
e-culture 167
e-service, building of 179
e-service industry 177

Index

e-services, research on consumer use of 181
eBay 7, 11, 95, 96, 97, 100, 103, 104, 105, 106, 107,
108, 109, 110, 111, 163, 177, 189, 225
electoral strategies 17
English Auction format 100
European Union 194
expectation-confirmation model 266
Expectation-Confirmation Theory (ECT) 265
expectation and confirmation theory (ECT) 270

F

Fishbein's attitudinal model 266

G

Google 31, 32, 33, 35, 36, 37, 41, 42, 43, 44, 45, 46,
47, 139, 148, 150, 154, 155, 156, 157, 158,
159, 160, 187

H

Hungary 195

I

India, e-recruitment 129–147
information satisfaction 227, 292, 294, 295, 296,
297, 299, 300, 301, 302, 303, 304, 305
Innovation Diffusion Theory (IDT) 265
Internet self-efficacy 176–192

J

JobsAhead.com 138
job search, methods (Indian scenario) 128–147
job search methods 126–147
Jobstreet.com 137

M

marketing, and brand positioning 112
Monsterindia.com 139
MSN 31, 32, 35, 36, 37, 41, 42, 44, 45, 141
multi-channel retailers 280
Multi-channel retailing 288
multi-channel retailing, and customer satisfaction
282–291

N

Naukri.com 126–147
Net Economy 48
nonlinear pricing, and e-commerce 95–111

O

offshore outsourcing, and consumer reactions
228–240
on-line shopping 242, 292, 293, 294, 296, 297, 298,
303, 304, 305
on-line survey 35, 44, 292, 298
online brand management 1–15
online brands (e-brands) 1–15
online consumer behavior 262–279
online shopping 1

P

paid placement 150
paid placement, and trademarks 151
Poland 195
political branding, and blogs 16–30

S

search engine, spiders 149
search engines 31, 31–47, 32, 33, 35, 37, 38, 39, 42,
43, 44, 45, 46, 148
sellers 33, 49, 95, 96, 97, 98, 99, 104, 105, 106, 151
service quality 233
switching behavior 216–227

T

Technology Acceptance Model (TAM) 241, 265
Theory of Reasoned Action (TRA) 265
trademark infringement 148–160
trademarks, and paid placement 151
trade name abuse 155

V

virtual community 18
virtual community, influence on branding strategy 21
virtual community, influence on civic behavior 20
virtual community, influence on social capital 20

W

Web site, and consumer experience 78

Web site success, and consumer shopping 241–261

word-of-mouth communication 1, 297

Y

Yahoo 7, 31, 32, 33, 35, 36, 37, 41, 42, 44, 45, 138,
141, 150, 155, 157