Index

Symbols

(1xRTT) is short for Single Carrier (1x) Radio Transmission Technology 231

A

Adani Retail Limited 131
Adaptation-Level Theory 88
Advanced Mobile Phone Service (AMPS)
232
Advanced Research Projects Agency of
Department of Defense 186
AMPM 131
ANOVA 94
application prospects, in management
66, 119
ARPAnet 186
attributes, awareness, trial, availability and repeat (AATAR) 163, 272

B

banking correspondents 35 banking industry 32, 226, 340 behavior-based sales system (BBSS) 258 behavioral drivers 164 Big bazaar 131

bigger is better concept 301, 323 branchless banking 35 brand image 257 Brazil 205 break even point analysis 200 bulk purchase price (BPP) 21, 161, 172 business, corporate concepts of reengineering 200 business, re-engineering for competitive advantage 197 business-to-consumer (B-to-C) 167, 263, 337 business performance (BP) 43 business strategy, dimensions of 324 business to business (B2B) 250 Business to costumer (B2C) 250 buy-one-get-one-free 163 buyer-supplier relations 142, 156 buyer-supplier transactions, hypotheses of 144 buyers' satisfaction 156 buyer satisfaction 150 buyer value 156 buyer value concept 148 buying arousal, developing 259 buying behavior, economic issues guiding 241

| C | CPFR(collaborative planning and forecasting) 136 |
|---|---|
| capital and production structure 320 CCP (Calling Party Pays) 234 | CRM(Customer relationship management) 127 |
| channel function performance 140 | CTC (critical-to-cost) 217 |
| China 194 | CTD (critical-to-delivery) 217 |
| co-production agreement 283 | CTP (critical-to-process) 217 |
| Code Division Multiple Access (CDMA) 232 | Customer Contact Theory 78, 79 customer economy, why 76 |
| Combination Export Manager (CEM) 282 | customer economy vs. information |
| common cause variation 217 | economy 76 |
| Comparison Level Theory 88 | customer lifetime value (CLV) 62 |
| competitive drivers 308 | customer lifetime values 54 |
| competitive focus 202 | customer relationship management (CRM) |
| comprehensive branding (CB) 328 | 41, 60, 127 |
| compulsive buying 23, 163 | customer value (CV) 43 |
| compulsive buying behavior 163 | customer value, aggregate returns on 60 |
| computer aided simulations 167 | customer value, and reengineering process |
| Conceptual Model 89 | 199 |
| conceptual motivation 262 | customer value, and speed of market pen- |
| confirmation 88 | etration 58 |
| Consult-Ing Project 207, 208 | customer value, and technology 228 |
| consumer-to-consumer (C-to-C) 167, 263 | customer value, creating 50 |
| consumer need 110 | customer value, measuring gaps 62 |
| consumer portfolio management process | customer value, measuring the 54 |
| 120 | customer value concept 66 |
| consumer positioning 117 | customer value gap (CVG) model 64 |
| consumer preference and market demand, rationale of 116 | customer value management 39 |
| consumer preferences, towards product and services 239 | D |
| consumers, shopping behavior 24 | 'do it yourself' (DIY) 174, 268 |
| consumer satisfaction 166 | decision support system (DSS) 125, 129 |
| consumer value, defined as a tool 110 | design 91 |
| consumer value, measuring the 113 | Differential Emotions Scale 87 |
| contractual agreements 283 | Digital Dozen 86 |
| control center (CC) 54, 113 | direct marketing 187 direct selling approach 6 |
| control charts 217 | disconfirmation models 111 |
| control charts, basic steps for using 218 | DMAIC analysis 214 |
| control management 298 | do it yourself (DIY) 5, 264 |
| control plan 215 | Domino's Pizza 222 |
| controls 328 | DSS (Decision Support Systems) 125 |
| convenience 91 | DSS, advantages of 130 |
| cost drivers 308 | DSS, application in grocery sector 126 |
| costumer to business (C2B) 250 | DSS, characteristics of 130 |
| costumer to costumer (C2C) 250 | DSS, in organized retail 127 |

| DSS, in retail 137 | gift card 173 |
|--|---|
| DSS, in retailing 129 | global competitiveness 190 |
| DSS, issues of 135 | globalization, drivers of 307 |
| | |
| DSS tools 127 | Global System for Mobile Communications (GSM) 232 |
| \mathbf{E} | global trading 201 |
| a hanking 29 | Go-to-market planning 280 |
| e-banking 38 | Go-to-Market strategy (GTM) 10, 280, |
| e-commerce 337 | 332 |
| e-commerce, driving through 339 | government drivers 310 |
| e-retailers 336 | Gross Domestic Product (GDP) 227 |
| e-retailing 194 | Gross Domestic Froduct (GDF) 227 |
| e-supply chain management (eSCM) 189 e-trust building process 189 | Н |
| easy installment payment (EIP) 172 | Hispanic consumers, shopping behavior |
| electronic banking, vs. conventional wis- | 165 |
| dom 34 | Home Shopping Network 188 |
| | Hong Kong 190 |
| electronic cash card (ECC) 21, 161, 173 | C C |
| electronic commerce (e-commerce) 339 | Hyper-competition 326 |
| electronic support system (ESS) 125 | hyper-store 5 |
| Enabling Innovations (EI) 43 | I |
| Enhanced Data for GSM Evolution | 1 |
| (EDGE) 230 | in-store arousal 268 |
| enterprise resource planning (ERP) 200 | in-store environment 164 |
| entry plan, developing 296 | India 124, 197 |
| ERP (Enterprise resource planning) 135 | industrial goods or services 199 |
| every day low prices (EDLP) strategy 25 | information economy, why 76 |
| exit policy 299 | information search costs 196 |
| Expectation-Disconfirmation Paradigm | |
| 88, 89 | information technologies, growth of 227 |
| exporting 281 | information technology revolution 73 |
| eye-track experience (ETE) 174 | ING Comercial America 205 |
| (= -=) -, · | ING Insurance Americas 205 |
| \mathbf{F} | insurance market, managing agents in 206 |
| | integrated marketing communication |
| fast moving consumer goods (FMCG) | (IMC) 329 |
| 57, 197 | Interactive Kiosks/ATM's (IK's) 86 |
| financial services industry 32, 226, 340 | interactive loyalty program 193 |
| Fishbein Model 84 | international business 278 |
| focused commitment strategy (FCS) 144 | International Electronic Network 186 |
| franchisee, benefits of 288 | internationalization 279 |
| franchising 284, 286 | international marketing 278 |
| franchising, four possible models 287 | Internet, demographics of 187 |
| functional performance 141, 156 | Internet-based inter-organizational systems |
| p | (IIOS) 195 |
| G | Internet channel, consumer acceptance of |
| | 193 |
| General Packet Radio Service (GPRS) 230 | Internet retailing 192 |
| geographic information system (GIS) 125 | internet retaining 1/2 |
| | |

ITES (Information Technology Enabled multi-national plant locations 278 Multimedia Message System (MMS) 230 Services) 125 multinational retail enterprises (MNREs) Izard's Theory 87 221 J N joint ventures 288 just-in-time (JIT) 200 negative disconfirmation 88 new products, in the market 50 K non-conventional banking practices 35 novelty 92 Kaiser average 177 NSFnet 186 Kotler's Triangle Model 99 $\mathbf{0}$ L OLAP (online analytical processing) 125 leisure shopping, defining 258 One Factor Theory 88 level of satisfaction, measuring 265 online consumer behavior, characteristics licensing 284 of 192 Location-Based Services (LBS) 231 operational definitions 89 organised retailing 124 M organizational performance 219 management contract 283 outcome-based control system (OBSS) Management Information System (MIS) 191 outsourced salespeople, role of 260 managerial implications 99, 154 manufacturer's export agent (MEA) 282 P market coverage, and customer value patent licensing agreement 283 enhancement 57 perceived ease of use 84 market drivers 308 perceived usefulness 84 marketing flowchart 248 performance 90 marketplace standing 318 piggybacking, 279 Market Requirement (MR) 43 point-of-sales services 156 market size 187 point of sale (POS) 135, 194 market uncertainties, and entry decisions point of sales promotion programs 180 11 point of sales promotions 162 Merchant Middlemen 282 POS (point of sale) 135 Mexico 205 positive disconfirmation 88 Mexico City 238 post-buying level of satisfaction 167 Millet 186 pre-purchase stage, promotional activities mistake proofing 218 during the 166 mobile phones, retailers perspectives in profit centre approach (PCA) 323 sSelling 245 Profit Impact of Market Strategy (PIMS) mobile phones technologies, and market 316 behavior in Mexico 232 Profit Impact of Market Strategy (PIMS), Monitoring and Evaluation (M&E) process

299

Monte Carlo (MC) method 177

background to 316

prospecting buyers, driving 261

PTT (Push to Talk) 230

public sector undertakings (PSU) 197 situation analysis 248 Pyramid Model 100 smart cards 23 special cause variation 217 Stages of Control Phase 215 standard error (SE) 151 quality, four-way classification of 142 Star Bazaar 131 Quality Service Theory 82, 85 statistical control 216 Statistical Process Control (SPC) 216 R Statistical process control (SPC) 219 r-banking, products and services 37 statistical process monitoring (SPM) 217 radio frequency identification (RFID) store credit card (SCC) 173 125, 198, 338 strategic alliance, for international market-Radio Transmission Technology (RTT) ing 291 231 strategic directions, four options 322 regression analysis 94 strategic thrust 325 Regression Model 95 Subjective Norms 83 retailer dominance, level of 180 supplier practices 150 retailer services, technology applications suppliers of DSS, perspectives of 136 in 205 supply chain management 124, 202 retailing, defined 124 supply chain planning (SCP) 129 retailing, technology shifts in 336 SWOT analysis 249 retailing, tools of 7 T retailing management 3 retail store categories 4 target group index (TGI) 299 return on sales (ROS 321 team retailing strategy 9 rfficiency 90 techno-ready marketing 85 technology, and globalization 341 S technology, for store management and paysafety 91 ments 338 sales and advertising, growth of 188 technology, growing merchandising trends sales promotion activities 257 with 25 sampling 169 technology, impact on retailing 337 Satisfaction Theory 87 Technology Acceptance Model 84, 89 scale development 93 technology and customer value, synergy self eervice technologies 86 of 19 self service retail store 21 technology drivers 309 self service technologies 82 technology readiness index (TRI), 85 Self Service Technology Operation Paratechnology services, and consumer behavdigm 82 ior 230 Service Quality Model 81 Telephone/Interactive Voice Recognition Service Quality Theory 79, 89 Systems (IVR's) 86 SERVQUAL, five dimensions of 81 Theory of Reasoned Action 82, 84, 89 shopping advantage card (SAC) 174 Time Division Multiple Access (TDMA) shopping advantage cards (SAC) 21, 161 232 Short Message System (SMS) 230 total quality management (TQM) SIPOC (supplier, inputs, process, output 200, 329

and consumers) 222

transaction cost theory 142
Transmission Control Protocol/Internet
Protocol (TCP/IP) 186
trust, as a collective behavior 145
ttributes, awareness, trial, availability and
repeat (AATAR) factors 57
turnkey operation 283

U

umbrella control of activities 301, 323

\mathbf{V}

variables charts 217 VB (visual basics) 135 vendor managed inventory systems (VMIS) 125 virtual sales 337 virtual shopping centers 188 visual basics (VB) 135 visual merchandising 167

\mathbf{W}

Wal-Mart de Mexico 169
WAP (Wireless Application Protocol) 230
Web marketing 189
Web retailers 195
wholly-owned subsidiaries 294
wide area network (WAN) based software
207
written agreements 290
WWW, three broad groups of 194