

Index

A

Apparel 216-220, 223-224
 Attitude 53, 72, 171, 195, 201, 218-219, 221-222, 224, 230
 Auxiliary Facilities 115, 121-123, 128

B

Blog 9-10, 12, 15, 137-138, 182, 193, 223, 228
 Blogger 9-13, 15, 223
 Blogosphere 9, 12-15
 business model 2-3
 Business to Consumer (B2C) 94

C

Citizen Relationship Management (ZRM) 68, 84
 Click-and-Mortar Companies 2, 8
 Click-Only Companies 2, 8
 Climate Information Sources (CISs) 239
 Collaboration Enablers 229, 235-236
 competitive advantage 37, 39, 60, 87, 101-102, 104, 109-110, 123, 129-130, 150, 154, 170, 223, 235
 Computer-Mediated Marketing Environments (CMMEs) 144
 Conceptual Framework 56, 91, 217-219, 223-224, 228
 Consumer Behaviour 144, 217
 Content Analysis 190-191, 199-201, 210, 215
 CRM Scale 85, 88, 90-91, 94
 Crowdsourcing 20, 102
 cultural differences 234, 236
 Customer Complaints 144
 Customer Experience 84, 129-135, 137-141, 229-232, 236
 Customer Experience Management (CEM) 130, 132, 141, 231

Customer Orientation 67, 70, 72, 84, 231
 Customer Relationship Management (CRM) 52, 68, 70, 84-86, 88, 91, 95-97, 102-105, 110, 113, 130, 132-133, 230
 Customer Satisfaction 2-3, 5, 72-73, 75, 115, 122, 129-131, 136-137, 139, 145, 151, 216-218, 221-222, 224, 228
 Customer Value 96-99, 102-103, 110, 113, 132, 221, 231

D

data sources 45, 47, 56, 59
 Destination Choice 121, 128

E

E-Commerce 1, 3, 5-6, 69, 97, 129-130, 137, 139, 216-217, 221, 223-224
 E-Government 67-71, 84
 E-Marketing 16, 46, 217, 224
 emerging economies 37-39, 43, 45, 49, 59-60
 Entrepreneurship 240
 E-Service Marketing 1-2, 5, 8
 E-Tailing 1-3, 5, 8
 Exploratory Factor Analysis (EFA) 85, 95

F

Facebook 29, 60, 86, 96, 100, 102, 104, 138, 178, 182-184, 187, 191-195, 197-201, 203-204, 207, 209, 215
 Factor Analysis 77, 85, 89, 91, 95
 failure recovery 145, 153-154
 Flow 52, 134, 139, 141, 180
 Focus Group 199, 201, 203-204, 210, 215
 Friendvertising 190-191, 193, 195, 198-201, 203-204, 207-210, 215

Index

G

Government Marketing 68-69, 84

H

Halal Certificate 162, 164-165, 169-170, 176
Halal Food 160-161, 163, 165, 167, 169-172, 176

I

Informal Communication 105, 113
Information Sources 119-121, 128, 239, 241, 246-247
Internet Marketing 1-3, 5, 130, 132, 134, 140
Islamic Branding 160, 162-163, 176

M

Marketing Communications 9-10, 13, 39-40, 43, 46-47, 51-52, 59-61, 120, 191-193
message service 38-39
Mixture of E-Service Marketing 8
Mobile Marketing 38-41, 43, 53, 58, 86, 132
Mommy Bloggers 11-12, 15

N

network economy 16-18
Network Effect 97-98, 110, 113
networking media 18-21, 29
New Public Administration 84

O

Offline Mode 128
Online Customer Experience 129-130, 133-135, 137-139, 141
Online Customer Experience Hierarchy 135, 137, 139, 141
On-line fashion 143, 147-148, 152-154
Online Mode 115-116, 128

P

Personal Blogs 9-11, 13-15
Point-of-Purchase 216-219, 221, 223-224, 228

Post-Purchase 131, 216-218, 221-224, 228
Printed Sources 239, 241, 248, 250-251, 253

R

relationship management 52, 67-68, 70-73, 84-86, 88, 91, 95-97, 102-105, 110, 113, 130, 132-133, 230

S

Service Failure 143-154
service recovery 144-146, 149-154
Seven Elements 134, 139, 141
Seven Sins 141
short message 38-39, 58
Social Media 9-12, 19-20, 86, 117, 121, 137, 178, 182-183, 190-195, 197-201, 203-210, 215
Social Media Advertising 197, 215
Social Media Marketing 19-20, 190-193, 215
social networking media 18-21, 29
Social Networks 86, 96-111, 113, 177-178, 180, 182-183, 187, 190-201, 203, 205, 207-210, 215

T

target markets 240, 246
Tourism Industry 118, 120, 239-241, 246, 254
Tourism Marketing 114-118, 122, 124, 128
Tourism Offerings 120, 128
Tourism Sport 185
traditional services 1-2, 4
Twitter 60, 86, 138, 178, 180-183, 187, 191-192, 195, 199-201, 203-204, 207, 209, 215

U

UK fashion 143-144, 146

V

Virtual Communities 177
Virtualization 16, 32, 91

W

Word of Mouth (WOM) 193-194, 215, 221