

# Index

- Advantages, dual marketing (DM), 112, 210, 228–233
- Affordable Housing Market, 21, 24
- Apple, 175
  - business partners, 178
  - IBM, 178
  - social media, 178–179
- Avery Dennison Corporation, 68–73
- B2B. *See* Business-to-business sector (B2B)
- B2B2C. *See* Business to business to consumer (B2B2C)
- B2C. *See* Business-to-consumer (B2C)
- Big data analytics, 10, 150, 152, 156
- Brand asset valuator, 64
- Brand associations, 62, 63, 67–68
- Brand awareness, 19, 62–64, 67–68, 72–73, 122, 169–170, 172–173, 238
- Brand belief, 79, 83–84, 99, 103–104, 113
- Brand equity, 8, 62–64, 66, 166–167, 172–173
- Brand image, 50, 64, 130, 164, 170–173, 180
- Brand likeability, 79–80, 87, 104, 113
- Brand love, 79, 85, 86–89, 103, 113
- Brand loyalty, 41, 72–73, 85–89, 113, 238
- Brand orientation, 8, 58, 64–65, 82–83, 103, 112
- Brand prestige, 168
- Brand reputation, 10, 79, 86, 103–105, 166–167, 180
- Brand satisfaction, 79–80, 87–88, 113
- Business areas, 209–223
- Business customers, 3, 5, 49, 148, 150, 196, 241
- Business perspective, 210, 214, 226–227, 239–241
- Business-to-business sector (B2B), 3–4, 25–28, 30–31, 49–50, 58–61, 104–105, 163–189, 226–227
- Business to business to consumer (B2B2C), 5, 9, 79–113, 222
- Business-to-consumer (B2C), 4, 9, 21, 28, 31, 49, 57, 58, 68, 71–73, 88, 104–105, 142–143, 153, 234, 241
- Case studies, 5–6, 10, 63, 146, 199, 209–223
- Castrol, 106–112
- Centralization, 192, 202
- Co-branding, 4, 5, 9, 121–133, 222, 227, 239
  - relationship, 128, 132
- Confirmatory factor analysis (CFA), 175
- Conglomerate diversification, 71
- Consumer markets, 41–42, 45, 58, 66, 68, 123, 215
- Coordination, 17
- CreditExpert, 212–213
- Customer-based brand equity (CBBE), 164, 173
- Customer satisfaction, 61, 86–87, 152, 167–169, 175
- Departmentalization, 191, 193, 198, 202
- Digital information technologies (DIT), 49
- Diversification, 70–71
- Divisional Structure, 195, 202
- D.T. Autocafe (automobile repair services), 50–52

- Dual marketing (DM), 3–10
  - case studies, 209–223
  - co-branding, 121–133
  - competencies, 191–202
  - digital technology, 141–156
  - internet, 141–156
  - omnichannel marketing *vs.*, 141–148
  - Quelch's tools, 39–53
  - structure, 191–202
  - supply chains, 15–33
- Dual marketing practices, 10, 209–223
- Dual marketing strategy, 8, 15–34, 68, 71, 107, 112, 217, 221–222
  
- Emerging market, 48–49, 53, 64
- Enterprise Resource Planning (ERP), 15
- Exploratory factor analysis (EFA), 175
  
- Functional structure, 193, 202
- Fuzzy set qualitative comparative analysis (fsQCA), 175
  
- Glynwed, 218–222
- Goodness of fit (GOF), 104
  
- Horizontal integration, 70
- Housing policy, 23–26
  
- Implementation of DM strategy, 219
- Individual consumers, 41, 44, 49, 142, 150
- Industrial branding
  - brand equity and measurement, 62–64
  - brand orientation, 64–65
  - business-to-business branding, 57–62
  - controversies, 66
  - implications, 67
  - recommendations, 67
  - solutions, 67
  - trends, 65–66
- Industrial brand value, 58
- Ingredient branding, 7, 9, 128, 225, 242
- Integrated marketing communication (IMC)
  - analysis and model testing, 89–95
  - brand belief, 83–84
  - brand likeability, 87
  - brand love, 85
  - brand loyalty, 85–87
  - brand orientation, 82–83
  - brand reputation, 84
  - brand satisfaction, 87–88
  - controversies, 80–81
  - data collection, 88
  - issues, 80–81
  - market orientation, 81–82
  - measurement model, 95
  - measures, 89
  - model, 81
  - problems, 80–81
  - re-purchase intention and brand recommendation, 85–87
  - structural model assessment, 95–104
- Issue-based net, 20, 27, 28, 29, 33
  
- Johnson & Johnson, 200–202
  
- Liquidity, 26
  
- Marketing mix, 65, 164, 167–170, 180, 215–217
- Market orientation, 81–82, 112
- Material Resource Planning (MRP), 15
- Matrix structure, 195, 197, 203
- Middle-income dilemma, 21
- Multiple channel marketing, 106–112, 110, 214, 218–222
  
- Omnichannel approach, 9, 149, 153, 154
- Opportunities of DM, 212

- Partial least squares structural equation modelling (PLS-SEM), 89
- Perceived quality, 62
- Perceived quality, 62, 64, 167–169, 171
- Personalised marketing, 10, 149–150, 156, 239
- Policy, 33
- Premium price, 25, 62, 64, 109
- Promotional alliances, 5, 125, 133, 227, 239
- Public policy, 15–34
- Quelch's tools, 39–53
- Real Estate and Housing Developers Association (REHDA), 25
- Re-purchase intention, 80, 86, 104, 113
- Reputation, 84
- Return on investment (ROI), 26
- 'Sandwiched group trap', 21
- Seamless navigation, 154
- Social media
  - apple, 178–179
  - brand equity and brand reputation, 166–167
  - business advantages, 165–166
  - definition, 165
- Sony Ericsson, 131–133
- Specialisation, 191, 192, 193, 202
- Strategic alliance, 5, 7, 72, 74, 242
- Strategic net, 20, 27, 30, 33
- Structural equation modelling (SEM), 174
- Supply chain, 6, 33
  - dual marketing strategy, 17–18
  - evolution, 15–17
  - strategy, 19–20
- Supply chain management (SCM), 16, 17
- Team structure, 193, 194, 203
- Theory of planned behaviour (TPB), 84
- Tools/Envelopes/Labels, 72
- Unicredit, 153–155
- Variance inflation factor (VIF), 95
- Word of mouth, 169–170