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BOOK OF ABSTRACTS

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Introduction

This book includes the (edited) abstracts of the papers that will be presented at the 23rd Recent Advances in Retailing and Services Science Conference, at the Carlton/Hilton hotel, Edinburgh, Scotland, July 11-16, 2016. Full papers, if available, are included on an accompanying memory stick.

The aim of the conference is to bring together an international and multidisciplinary audience working on different topics in retailing and consumer behavior research. Both completed work and work in progress will be presented. This is reflected in the kind of papers that have been accepted for presentation.

We hope the papers will trigger discussion, exchange of ideas and new joint projects.

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An Assessment of Arguments for and Against Increasing the Minimum Wage for Retail Employees

In her classic treatise Nickle and Dimed: On (Not) Getting By in America, Barbara Ehrenreich vividly portrayed her experiences in a number of low-paying, primarily retailing, jobs in the United States. The takeaway from Ms. Ehrenreich's experiences in the real-world of minimum wage jobs was that these workers could not earn even a subsistence living in these vocations. Despite the protests of the critics, unskilled minimum wage workers are often, in fact, better off on welfare; full-time employment in many retail establishments/sectors (e.g., Wal-Mart, fast food) is no guarantee that employees will be self-sufficient. One proposed solution to the plight of low pay retail employees is to increase mandatory minimum wages. Toward this end, the Obama administration has called for an increase in the federal minimum wage and many states and some municipalities have also increased mandatory minimums in their respective jurisdictions. Increasing the minimum wage is not, however, without its critics (and supporters). For example, in a recently published article in Business and Society Review (118:4, 463-487), Hovenga, Naik, and Block argue that increasing minimum wages, although intended to help, can actually end up "causing far more harm than good." They argue that increasing minimum wages may have the unintended effect of increasing minority unemployment, particularly among younger workers. In contrast to conventional economic thinking on the subject, Nobel Prize winning economist Paul Krugman recently observed in the New York Times ("Liberals and Wages," July 17, 2015): "There's just no evidence that raising the minimum wage costs jobs, at least when the starting point is as low as it is in modern America." This paper presents an overview and assessment of arguments for and against raising retail minimum wages. As will be evident, the issue of retail wage increases is complex and multidimensional encompassing economic, political, and ethical positions.

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Is Internet the Great Equalizer: Does Ethnicity Matter in Social Media Activities?

In a recent Pew Research Centers study, it was reported that the percentage of adults who use the Internet and who use it for activities such as social networking varies by ethnicity. For example, in the U.S., the percentage of African Americans over the age of fourteen who use the Internet for social networking is higher than that of White Americans. Similar ethnic-based differences have been found in the use of specific social media platforms. Blacks, for example, are more likely than whites to use Instagram and less likely to use Pinterest. The goal of this study is to examine the influence of ethnicity on the frequency of use of social media platforms for networking and blogging. Soon after the commercialization of the Internet, the question of Internet access pushed itself to the forefront. As the telecommunications infrastructure was not widely available then, people in different parts of the country had uneven access to the Internet. Furthermore, as the costs of owning a computer and subscribing to the Internet service were high, an income barrier was created for joining the digital age. Access to the Internet also varied by gender, age, and education. These gaps were captured by the phrase digital divide, described as inequalities in computer ownership and Internet access. As the Internet has moved to a new phase, commonly referred to as Web 2, the concept of digital access divide has been broadened to include digital usage divide. What is being found is that people do not use the Internet for the same goal and purpose. A significant amount of variations in the use of the Internet exist. Considering the centrality of the Internet in consumers' lives, there is now significant interest among academics and practitioners in finding the reasons for these differences in uses. And one of the factors that is drawing increasing attention is ethnicity. Differences in the use of social media by ethnic groups are reported regularly in news media. However, a review of the literature indicates that while the effects of ethnicity on different types of consumer behavior have been researched extensively, what has not been explored adequately is the impact of ethnicity on the use of social media. In particular, the question that has not received much attention is whether ethnicity plays a role in the use of the Internet for social networking and blogging after controlling for demographic variables such as gender, age, education and income. This study attempts to fill this gap in the literature. The ordinal regression model will be used to test the hypothesized relations between independent and dependent variables. The independent variables comprise of ethnicity and demographic variables (gender, age, education, and income). The dependent variables comprise of social uses of the Internet, which will include using social media (Facebook, Twitter, and LinkedIn); sharing opinions; posting to a blog; and reviewing products or services.

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Theory of Due Purchase: RFM Roles in Predicting Repeat-Purchase Behaviour

While existing research on the predictive ability of recency, frequency and monetary value (RFM) treats the RFM variables as independent and causal of repeat purchase, this paper breaks down the process through which RFM variables influence repeat purchase. The paper analyses two datasets, one of which is commonly utlised in the literature, and the other by a large company based in the Middle East, to examine three conditions that determine the likelihood of making a repurchase. It investigates how repurchase behaviour is affected by consistency and frequency of purchase and purchase quantity, both mediated by recency of purchase. The research findings, including which RFM variable should be manipulated, provide marketers with practical knowledge which helps tailoring promotional plans and strategies.

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The Sound of Pricing: Exploring the Impact of Phonetic Symbolism on Consumer Perceptions' of Expensiveness

In marketing, phonetic symbolism has been investigated especially in branding, based on the idea that the sounds (phonetic structure) of brand names may affect consumer attitudes. Phonetic symbolism seems to occur with both vowels and consonants, although evidence for phonetic symbolism involving *vowels i*s more consistent. The most conclusive case is probably the vowel–size symbolism. According to it, front vowels like /i/ (as in "tip") are related to meanings like small, light, fast, and sharp. Conversely, back vowels like /o/ (as in "top"), are related to meanings like large, heavy, slow, and dull. While studies on brand naming put a lot of emphasis on this effect, it has been largely understated in the pricing literature. The overarching question of our research is related to this domain. The main hypothesis of our study is that the sound (i.e., the phonetic structure) of a product price may affect the consumer perceptions about the expensiveness of that product. To test our hypothesis we used a between-subjects experimental design. Using a multi-item Likert-like scale from pre-existing literature, we measured the "Perceived Monetary Cost" for a can of Coca Cola sold in a grocery store. We replicated this measurement for different scenarios at different price levels. While the objective price variations between groups were constant in monetary terms, the vowel–size symbolism effect is expected to bias the perceptions of price variations. Our preliminary analysis seems to confirme our hypothesis. The sound of a price might bias –either in positive or negative terms– the perception of expensiveness of a product. The critical numbers (i.e, the ones to avoid and those to be preferred in pricing), would vary based on the language of a Country. In Italy, for instance, 7 might have a positive effect, while 8 a negative one. Further analysis and data gathering are in progress, both in English and in a non-English speaking country. This would corroborate the cross-national relevance of the results.

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Adolescents' Role in Family Decision Making: A Comparative Study of Vacation and Restaurant Services in India

Adolescents and their influence in the family decision making has been of continuing importance world over. They continue to fascinate marketers. The Indian consumption will quadruple from 2006-2025, as a result of the rise in incomes, enhancement in the demographic profile of Indian youths and decline in the household savings rate. It will become the world's fifth largest consumer market by 2025 (McKinsey & Company, 2007). There is definitely an opportunity for the various travel agencies and other tourism service providers to give significant attention to adolescents when preparing a marketing strategy for families with adolescent children (Carr, 2006) With the entry of quick service restaurants like McDonald and KFC in India, in the late 90's, dining out has become a trend. Before, Indians considered homemade food as good, now this perception has entirely changed. Families are giving up their conventional view of dining at home and have started eating out. It is because the offerings of these restaurants has been modified as per the taste and price that suits the pockets of the Indian consumer. Moreover, the social media has too been highly beneficial in popularizing this trend. These restaurants have also gained from the increasingly busier lifestyles of the people in India, which has led them to dine out more often rather than cooking at home. In the metros and Tier I cities, people are willing to pay more for luxury dining experience as well. This study will give a cue to the marketers whom to appeal to, whom to target their promotional campaigns and for whom to tailor their service processes. It will also help the various travel agencies and restaurants to plan, market and publicize the services they offer. Children influence family decision-making in the following four ways. First, children influence their parents for buying products according to their preferences. Second, older children have pocket money and are able to buy their products themselves. Third, they also influence the purchases, which are done for the whole family. Fourth, children also influence their parents' preferences. The twin objectives of this research are: To understand the role of adolescents in the family vacation decision-making process and to investigate their role in the family dine out decision-making process. It is a descriptive study, where the researchers have taken into account the various decisions, which a family goes through when dining out at a restaurant and before planning to go on a vacation. The role of adolescents is also expected to be high in the family decision making of these services, especially because these are services high in experiential qualities. The study is expected to validate the findings from a number of studies.

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Taboo Tattoos? A Study of the Gendered Effects of Body Art on Consumers' Attitudes Toward Visibly Tattooed Front Line Staff

The purpose of this experiment is to examine the gendered effects of body art on consumers' attitudes toward visibly tattooed employees. We analyse the reaction of 262 respondents with exposure to male and female front line staff in two distinct job contexts: a surgeon and an automobile mechanic. The results demonstrate differences on three dimensions: a) job context, b) sex of face and c) stimulus (i.e., tattooed or not). We demonstrate significant interaction effects on those three dimensions, and our findings point to the intersectionality of gender-based and tattoo-based discrimination. Consumers have a negative reaction to body art, but perceptions of tattoos on male and female front line staff differ significantly. A key marketing challenge is how to balance employees' individual rights to self-expression and at the same time cater to consumers' expectations regarding appearance of staff. Our study forms the basis for this debate that is only just emerging.

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The Damaging Effect of Negative Online Customer Reviews: Implications for Brand Equity and Purchase Intention

This research sought to investigate the effect that negative online customer reviews have on brand equity and purchase intention, being guided by the research question: *Do negative online customer reviews of consumer electronics adversely affect brand equity and the purchase intentions of consumers in South Africa?* The study examined the influence of negative electronic word of mouth (eWOM) on brand equity, as influenced by customer review quality, product involvement and source credibility. A 3 (high quality review versus low quality review versus no review) × 2 (high product involvement versus low product involvement) factorial experiment with 236 respondents was conducted. Using a multitude of multivariate analyses, the results revealed that the presence of negative eWOM has a significant detrimental effect on brand equity and purchase intention. Furthermore, the effect of negative online customer reviews is more detrimental to the brand equity of a high involvement product than a low involvement product. The results also revealed that high quality reviews are more influential than low quality reviews with respect to brand equity, and the difference between the levels of eWOM source credibility has no significant effect on brand equity.

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The Generation Y's Attitude Towards the Usage of Mobile Applications for Purchasing Fast Fashion Goods - A Quantitative Approach

Nowadays mobile devices like smartphones and tablets seem to have a huge impact on the retail landscape. Mobile devices have long-since become a part of people's daily life. In 2012 almost 70% of the Austrians already possessed a smartphone and around 21% were owner of a tablet (Stegmüller, 2013). Today's mobile devices made the earlier hold on fiction of communication, entertainment and information at any time and at any place to our reality (Giordano & Hummel, 2005, pp. V-VI). Apart from communication, entertainment and information, mobile devices are more and more used for shopping. As a new online distribution channel, m-commerce offers new possibilities for retailers. Especially mobile apps are changing the retail world and offer many opportunities for retailers and their channel offers (Taylor & Levin, 2014, p. 759). This new possibility should be taken seriously as customer expectations regarding channel choice and flexibility have increasingly changed (Heinemann, 2012). Taking as an example the Austrian market, 92% of the Austrians until the age of 30 years do have a smartphone. Consequently this study focuses on this age group focusing on the so-called Generation Y (people born between 1980 and 1995). In addition, Generation Y is a "heavy user generation" regarding mobile usage and they use their smartphone as a communication tool more intense than any other age group (MMA, 2013). The aim of this study was to find out to what extent the Generation Y, taking as an example the Austrian population in this age group, already uses mobile applications to purchase fast fashion goods, e.g. H&M, Zara etc., and which factors are influencing the intention to use those apps. In order to be able to provide answers to this research questions a quantitative study in form of an online questionnaire (n= 152) was carried out. A number of research hypotheses have been developed in order to identify a possible influence of several variables on the intention to use fast fashion retailer apps, mainly focusing on the Theory of Planned Behaviour (Ajzen, 1991) and on the Technology Acceptance Model (Davis, 1989). The empirical study has shown that the Generation Y in Austria does not commonly use mobile applications. Only approximately one person out of four has already tried such an app. Moreover, the study shows that the intention to use those apps is most likely influenced by the Perceived Enjoyment of non-users. The variable Perceived Enjoyment has been evaluated quite negatively within this study. This leads to the assumption that non-users have doubt on the enjoyment of the usage of such apps. Therefore, it is recommended that fast fashion retailers try to find ways to increase the Perceived Enjoyment factor, e.g. by including gamification elements in their apps. Moreover, it is recommended to promote those apps more target-group oriented and more frequently as almost a quarter of the survey respondents have not known of the existence of such apps or had a lack of knowledge about the functions and benefits of fast fashion apps.

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How Consumers Process Two-Sided Opinions and Make Judgments about Tourist Products? A Theoretical Model

In the tourism sector, services cannot be evaluated before consumption and consumers look for unbiased information to choice providers and destinations. However, when searching for advice on tourism services online, consumers frequently encounter multiple reviews that are contradictory and presented in different orders in terms of valence of the opinions. Therefore, a question arises on how consumers process two-sided opinions and make judgments about tourist products. We propose a research model that explains how individuals integrate opinions from contradictory reviews in the online context, paying special attention to the role of heuristic information cues and visual content. Drawing on the Heuristic-Systematic model, we analyze: (1) the impact of valence sequence (the order of positive and negative online reviews) of eWom generated by consumers on consumers' intentions to use tourist products; (2) the moderating role of heuristic information cues (consensus, source expertise and proximity of the reviews) and visual content on the impact of valence sequence on consumer behavioural intentions. Consensus information and source credibility cues have been successfully examined from the heurístic-systematic perspective. When exposed to the high level of consensus on reviews, consumers may form their impressions about a tourist service according to the overall rating provided by other consumers (heuristic processing) and follow the advice provided by consumers ranked as experts (source expertise) rather than the sequence of individual consumer ratings. According to temporal construal theory, temporally proximal events are perceived in more concrete and solid terms, while temporally distant events are perceived in more abstract terms. Therefore, when online reviews are *proximal,* the impact of the sequence of reviews on consumer behaviour will be less significant. We suggest that the online consumer review summary information should be used to control the customer message process and when consumer reviews conflict, managers should take note of the sequence in which consumers read the reviews. This study also contributes to literature in social media by investigating the moderating role of the photo-sharing process in consumer responses to online reviews. Despite tourists often rely on images and descriptions in their decision-making process, little research has focused on the role of online photos on tourist behaviour. We highlight the role of visual content as a moderator of the impact of two-sided comments on behavioural intentions. Our research model contributes to a better understanding of the interactions between different types of eWOM and provides service practitioners with actionable suggestions on how to improve the design of their eWOM systems.

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Omni-Channel Based Promotion-Effects on Purchase Behavior and Brand Image

Digitalization is turning today's consumers into omnichannel customers that often use digital and physical channels during both the pre-purchase and purchase phase (Rigby, 2011; Verhoef, *et al*., 2015). Due to mobile broadband and Wi-Fi services, digitalization affects consumers also in the physical store environment as they have access to other channels while shopping. We argue that shopping across channels is one consequence of digitalization that multichannel retailers may use to create attractive, goal-congruent shopping experiences. If retailers use the rich digital shopping traces when designing retail mix strategy across channels, shopper may respond positively to, for instance, individualized promotions (Brynjolfsson, *et al*., 2013). We believe that the mobile channel can especially generate several digital shopping traces both in the pre-purchase phase (e.g. browsing data from retailers online channels) and in the purchase phase using mobile technology. Thus, in this paper we investigate how consumers react when retailers use consumers' digital shopping traces (from mobile phones and other digital devices) when designing a promotion. We argue that a promotion offered during the actual purchase that matches a consumer's digital shopping trace from the pre-purchase phase will be congruent with a consumer's shopping goal for that specific purchase. Based on Verhoef, *et al*.'s (2015, p. 176, Note: our italics) definition of omnichannel management, "...the synergetic management of the numerous available channels and customer touchpoints, in such a way that the *customer experience* across channels and the *performance* over channels is optimized*"*, we address two types of outcome variables purchase behavior (performance related) and brand image (experience related). Grounded in congruity theory we therefore hypothesize that shopping goal-congruent promotions will have a positive effect on purchases and brand image. We also hypothesize that the effect is mediated by the perceived value of the promotion. We also address whether the effects are contingent on planning behavior and type of product. We test our hypotheses in two experimental studies with 526 and 550 respondents respectively, in two different retail industries (durable goods in study 1 & travel in study 2), for two different product categories (hedonic vs. utilitarian in study 1) and for two different type of purchases (unplanned vs. planned in study 2). The preliminary analyses confirm our hypotheses, showing positive effects for both purchase behavior and brand image from a goal-congruent promotion (compared to a not goal-congruent promotion). The effects are mediated by perceived promotional value. Moreover, goal congruity effects are also dependent on type of product and type of purchase as we have stronger congruity effects on brand image and purchase behavior in planned purchases and in utilitarian categories. Theoretical contribution and practical implications for retail digitalization and multichannel retailing will also be discussed in the paper.

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Perceived Brand Similarity and its Effect on Stress and Coping

In competitive marketplaces, consumers are not only confronted with an ever-increasing number of alternatives in many product categories, but also with an increasing range of similar looking brands. Given that today's consumers are time-stressed, and purchase decisions are thus often made in-store (POPAI, 2014), particularly the imitation of the visual appearance of a brand—the so-called trade-dress (Warlop & Alba, 2004, p. 21)—can have various negative effects. It can, e.g., lead to mistaken purchases, thereby lowering customer satisfaction and reducing brand or store loyalty (e.g., Mitchell, *et al*., 2005). Moreover, it has been theoretically discussed that the inability to choose can evoke feelings of stress to which consumers may respond with different coping strategies, like abandoning the purchase (e.g., Mitchell & Papavassiliou, 1997). Although reactions like this can result in decreasing sales and earnings from a retailer's or a manufacturer's point of view, the concept of brand similarity has not yet been linked to stress and coping theory. Therefore, the objectives of this study were threefold: First, we investigated if the perceived similarity between private labels and national brands evokes feelings of stress in terms of threat and challenge emotions when consumers shop for groceries and/or personal care products. Second, we examined the mediating effects of cognitive appraisals as proposed by stress theory. Third, we analysed which coping strategies consumers use. To test our hypotheses, which were largely derived from cognitive stress and coping theory (e.g., Lazarus & Folkman, 1984), two pre-tests with 60 respondents in each and a main study with 270 respondents were conducted. With regard to the concept of coping, hierarchical factor analysis showed that it consisted of two dimensions that could be labelled "emotion-focused coping" and "problem-focused coping". While the former dimension was composed of coping strategies that target emotion-regulation, the latter consisted of strategies that serve to alter the stressor. The results of the structural equation modelling showed that consumers are more likely to experience negative threat emotions (e.g., worry) than feeling challenged when they are faced with similar looking brands. Further, the findings revealed that threatened consumers predominantly engage in emotion-focused coping strategies (e.g., withdrawal or emotional venting), whereas challenged consumers use problem-focused coping strategies more often. The results of the mediation analysis were in line with Lazarus' stress and coping theory.

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The Impact of Private Labels' Image on Retailers' Brand Image: An Extended Study

Although the importance of private labels has grown over the last decades, potential feedback effects from private labels' to retailers' brand image have seldom been addressed in past research (e.g., Kremer & Viot, 2012; Vahie & Paswan, 2006). Additionally, previous analyses have not accounted for the fact that most retailers nowadays manage a broad private label portfolio—from discount to premium store brands. This, despite the fact that the image of private labels and that of retailer brands are critical variables with respect to differentiation and loyalty because they influence consumers' attitudes and, consequently, their shopping and patronage behaviour (e.g., Collins-Dodd & Lindley, 2003; Lee, 2004; Mazurski & Jacoby, 1986). Therefore, we investigated if the image of differently positioned FMCG private labels exerts an impact on retailers' brand image and we examined if the reciprocal spillover effects vary according to the positioning of the private labels. Furthermore, we analysed if retailers' brand image affects retailer loyalty. To test our hypotheses, two main studies were conducted. The effective sample size was 250 for each survey. As far as the stimuli are concerned, we focused on the image of "Spar" and "Billa"—two leading Austrian food retailers—and we examined the potential feedback effects of discount private labels', premium store brands' and value-added private labels' image. In fact, these image transfer effects were analysed at an aggregate level and at the retailer (or retail) brand level. With respect to retailers' brand and private labels' image, exploratory factor analyses revealed a three-factor solution. In line with Kremer & Viot (2012), these factors were labelled "price", "supply" and "values". At the aggregate level, analyses using structural equation modelling showed that the image of the discount, the value-added and the premium private labels reinforces retailers' brand image. The effects were strongest for discount private labels, followed by value added and premium store brands. The same results were obtained with respect to the retail brand "Billa". With regard to the retail brand "Spar", solely the image of the value-added private label reinforced retailer's brand image.

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The Longitudinal Effects of Weather On Retail Structure: The U.S. Restaurant Industry Experience

Every season seems to have a weather event (e.g., excessive summer heat, winter blizzards, fall topical storms, springtime tornados) that impacts retail sales. Retail sales represents an important component of retail structure, in particular, sales per store. However, because it presents consumers with physical obtacles (e.g., snow drifts, flooded streets) and can influence their moods, weather affects consumers' desire to shop and, thus, retail sales. Households with more resources (e.g., time, money, education, mobility) are better able to cope with inclimate weather. These arguments, rooted household production theory, suggest that the possession of household resources moderates the impact of weather on retail sales and, subsequently, retail structure. We test this proposition using 2007 and 2012 U.S. Census data for the restaurant industry using major metropolitan areas as the unit of analysis. These longitudinal data allow us to investigate an additional measure of retail structure—number of stores per household, which reflects the longer-term retail structure. We expect that retail structure adapts to changes in weather patterns and that these adaptations are moderated by the growth or reduction of household resources. This research contributes to the literature in a number of ways. First, it shows that weather conditions and households' stock of resources interact to affect a market area's retail structure. Second, this study offers two alternative explanations for that interaction: (a) household resources as a facilitator for overcoming weather obstacles, and (b) weather as an obstacle that inhibits the expenditure of household resources. Finally, we extend research on weather and retailing from its effects on sales to its impact on retail structure.

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Do National Borders Impact Europeans' Shopping Trips? A Comparative Analysis

During the recents decades many formal border barriers have been eliminated between European countries. This has given rise to the concept "borderless Europe". But do the European consumers in their daily doings act as if there were no national borders? Traditionally borders were seen to reduce physical interaction, but there are also examples of the opposite, where people cross a border to visit attractive shopping destinations. Between these poles is the situation where the border does not affect the population's spatial behaviour and a shopping venue is visited only if it is convenient or has good offers. The purpose of this paper is to analyse whether people from a neighbouring country visit shops and centres to the same extent as domestic residents do, what kinds of venues are visited/not visited and the possible difference between weekdays and weekends. The paper is part of an ongoing project, but is based on new data collected by fieldwork in the autumn 2014 in the Danish-German, the Belgium-Dutch-German and the Austrian-Hungarian-Slovak border regions. These regions represent different historical conditions and different duration of 'open borders'. In each part of the border regions a big city was selected with two-three shopping centres representing different levels. Additionally, a pair of border towns was selected in each of the regions. The comparisons are based on registration of cars (N=17,721) on parking grounds at the selected venues. To assess the share of cars from the neighbouring country it is necessary to know not only the population distribution on both sides of the border, but also the location of alternative shopping venues. The analyses were conducted with three levels of distance decay and for market areas limited by 60 minutes' drive or being within Thiessen polygons constructed around each of the selected towns and the appropriate alternatives. Comparing the observed shares of cars from the neighbouring country with the theoretical shares reveals that the situation "as if no border" was found for some shopping venues in all included border regions. However, in all regions there were also examples of venues having a significantly larger or smaller share of foreign visitors than expected. The applied method is an easy way to get comparable data from a number of places, but is obviously subject to uncertainty, a theme also addressed in the paper. Still, the analyses show that the method provides interpretable results.

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New Business Models in Gastronomy: How Food Trucks Created a Value Proposition

With the economic crisis of 2009, several restaurants in the US have seen their customers flow diminish and, as a consequence, some chefs began to adopt a new strategy, selling its dishes in food trucks, with lower operating costs than conventional restaurants. This trend came to Brazil through a unique business model, with the value proposition to mantain the base in gourmet cuisine at affordable prices. In a context where street food, though widely difused, is associated with low quality, lack of hygiene and low investment, local entrepreneurs invested in international cuisine, customized food trucks, gastronomic events and use of unique ingredients from local culture to differentiate. Therefore, the aim of this study was to understand the changes in the traditional street food model that resulted in the success of this form of alternative retail. Studies related to Business Models are gaining strength while searching to integrate the design and implementation of business strategy. In addition, we seek to explanain the creation of value with focus on the customer and the competitive advantage of the firm by differentiation. The three main types of competitive advantage in food retailing cover price, quality and convenience, and food trucks seams to meet them all. To that end, we conducted an exploratory study with peripheral participant observation in six street gastronomic events and in-depth interviews with eight owners of food trucks, six events organizers and one representative of the Municipal Department of Industry Production and Trade in Porto Alegre, Brazil. The food truck proposal was highlighted as responsible for approaching chefs and customers, making room for the co-creation of value, and for providing a differentiated experience in forgotten city environments. The results unveil three distinct business models that are organized around three value propositions to different customer segments: i) the offer of new cultural alternatives through cooking to new audiences; ii) the idea to take the brand and the experience of the restaurant where the customer is, using a different channel; iii) the promotion of third brands through consumer experience in alternative environments.

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The Role of External Atmospherics in Consumers' Patronage Decisions and Perception of Store Image

Atmospherics variables are commonly used by retailers to influence in-store buying behaviour, and are integral to consumers' perceptions of a store's image. Nevertheless, the role of store exteriors in converting behavioural intentions into actual consumer behaviour remains relatively underplayed in the extant literature. To this end, this paper draws on both qualitative and quantitative insights to examine: i) the influence of external store design factors on consumer behaviour, and, subsequently; ii) the relationship between external atmospherics variables on consumers' patronage decisions, purchase intentions, and their perceptions of store image. In doing so, the paper also highlights several demographic differences (sex and aged based) in behaviour toward window-shopping. The paper concludes with a discussion of the implications of the current research, and signals opportunities for future studies.

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Will My Love Last as Long as this Scent?

Glamorous, stylish, fashionable or fun, perfume or scent is the evocative and personal product choice that provokes maximum stimulation of the senses. Floral, oriental, wood or fresh, the chemistry of perfume produces powerful consumer reactions. Perfume has a particular significance for its user and consumer "When a woman buys perfume, she buys much, much more than simply fragrant fluids. The perfume image, its promises, its scent, its name and package, the company that makes it, the stores that sell it – all become a part of the total perfume product". In the UK, 85% of women consumers use perfume as part of their grooming regime on a daily basis. However, the UK fragrance market is witnessing declining numbers of the previously profitable 25-34 year old consumers, although recent reports claim that the mature consumer will account for over 32 per cent of purchasing transactions in 2016. It has been argued that the basis for consumer decision-making in the area of perfume should be based on olfactory preferences responsive to smell, however the process related to this category of product has been shown to be more complex. Literature suggests mature consumers' purchasing decision-making is often linked to older or long-standing brands, especially in the fragrance market. However, this older age segment is under-represented in terms of advertising and marketing in this industry. Encouraging women of this age group to use fragrance more and by capitalising on brand loyalty (also associated with mature consumers), could be a key area for market development. Hence, this paper investigates CBR (Consumer Brand Relationship) through brand attachment and the subsequent purchase behaviour of mature female consumers (age +44) to perfume from a dual UK stakeholder (industry and consumer) perspective. Additionally in this research, attachment and the related notions of loyalty, nostalgia and self–identity are investigated. Results indicate that important perceptual differences related to consumer brand relationships with perfume exist between industry sales consultants and experts on one hand and consumers on the other. This research promotes a deeper understanding of current sales approach and issues surrounding female mature purchasing behaviour for this product category and complements the growing body of literature related to mature consumer behaviour and consumer brand relationship.

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The Effects of Taxing Truck Distance on CO2 Emissions from Transports in Retailing

To finance transportation infrastructure and address social and environmental negative externalities of road transport, several countries have recently introduced or consider a distance-based tax on trucks. In the competitive retail market such tax can be expected to lower the demand and thereby reduce CO2 emissions of road transport. A VMT-tax in a competitive retail market can be expected to increase the retail price due to increased transportation costs and thereby lowering the demand. However, the relative price for the consumer of shopping online compared to in a BM-store would increase at the same time. Hence, it is to be expected that a VMT-tax will slow down the transition towards e-tailing, thereby counteracting the anticipated reduction in CO2 emissions resulting from more e-tailing in the future. Calthrop *et al.* (2007) considered the case when an externality is jointly produced by the use of intermediate inputs by firms and the consumption of final goods by households and referred to partial taxing if only one of the agents incurred the tax. They specifically discussed VMT-tax on trucks while private transports are exempted from it. Their theoretical modelling led them to the conclusion that a partial tax to internalize the externality may actually have negative welfare effects. The aim of this paper is to empirically assess the net effect of a VMT-tax on CO2 emissions related to transportations in the retail sector. The contribution of this paper is to complement the theoretical analysis of Calthrop *et al.* (2007) by empirically assessing the effect of a partial tax. The effect is studied in a representative regional retail market in Sweden focusing on consumer electronics. Consumer electronics is the category of products most purchased online and believed to lead the way to e-tailing of other categories of retail products. We find that a VMT-tax might slow down the transition towards e-tailing. Considering that previous research indicates that a consumer switching from brick-and-mortar shopping to e-tailing reduces her CO2 emissions substantially, the direction and magnitude of the environmental net effect of the tax is unclear. We also predict that the net effect CO2 emissions in a Swedish regional retail market where the VMT-tax not yet is in place to be positive, but off-set by about 50% because of a slower transition to e-tailing.

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Privacy Concerns and Customer Intentions: Do Customers Have the Same Attitude Toward Privacy and Information Sharing? A Cross-Country and Cross-Generation Investigation

Companies are increasingly more interested in collecting personal information from customers in order to deliver goods and services effectively and to improve their CRM efficacy. In comparison to traditional, slow and expensive methods of data collection – such as surveys carried out by research institutes-, with current technologies and devices it is possible to aggregate and analyze huge amounts of information quickly, easily and at a very low cost. Thanks to smart phones, Rfid, online tracking and social media, the collection of large amounts of data has never been so quick, easy and economical. At the same time, Big Data involves new types of risk to privacy, many of which are only now beginning to be fully understood by customers, lawyers and managers. To completely realize all the new tech's opportunities requires overcoming the main barrier to new technology adoption: the perceived risk of sharing personal information due to the lack of controls to safeguard it. The increasing interaction opportunities and low cost data exchanges that new technologies allow also reduce control over the use of exchanged data: anonymous and unknown parties may use this data. Consequently, the ease with which data can be acquired and disseminated and the peculiarities of high-tech settings have led to growing concerns regarding whether and how consumers can safeguard their privacy. It is difficult to make too many generalizations since the cultural differences and the different country regulations seem to weigh significantly. Furthermore, the age of customers may influence their concern and willingness to share information, with young people being considered a generation “at risk” in this connected environment. After collecting data from the USA and China, we tested the difference in the relevance of the privacy concerns and the willingness to provide personal information to companies for customers belonging to individualistic and collectivistic countries. The sample was large enough to allow a cross-generation comparison within country. Four generations were considered: generation Z (<=17 years), millennials/generation Y (18-34 years), generation X (35-45 years) and baby boomers (46-65 years). The results of the study show significant differences between the countries and between generations. In particular the two variables interact and, contrary to expectations, it is not always teens, which have the lower privacy concern and the higher willingness to provide information. The results are discussed with the identification of relevant trends in society that may explain these differences.

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Iconic Architecture and City Branding: Ingredient Branding and Self-Congruity Perspectives

Most well-known cities draw advantage from their iconic architectures. One cannot visit Paris without seeing the Eiffel Tower. The Empire State Building is absolutely a landmark and a symbol for New York City. Today, skyscraper construction is a global phenomenon. The skyscraper boom across the world should be understood as the underlying ambition of cities to create or reshape an image of progress and dynamism, where the fastest, biggest, most amazing structures are being built to attract the affluent and the talented. Both Dubai and Shanghai have been building skyscrapers to boost their global visibility. Rooted in ingredient branding and self-congruity theory, this research seeks to enrich the current knowledge of place branding through a critical examination of the role of iconic architecture in branding a city. It investigates the relationships of a city and its iconic architecture with travel behavior. As a branded ingredient, a city's iconic architecture represents a signal of quality that enhances the differentiation of the host brand, i.e., the city, from competition by characterizing the ingredient attribute in the host brand more specifically. The match between a city and its iconic architecture in terms of brand personality should be a classic search for synergy from a co-branding perspective. Likewise, self-congruity theory suggests the match between the iconic architecture's image and tourists' self-concept. In order to acquire the data needed for testing the hypothesized model, personal interviews survey was conducted for the support of foreign tourists and an online survey was employed for local visitors in Taipei. Respondents were solicited to complete a questionnaire consisting the measurement items of constructs of interest, along with their experience and behavior in visiting Taipei 101, the tallest building in Taiwan. Results show that for foreign visitors, a higher fit between actual self and iconic architecture's image leads to greater intentions to visit and recommend the iconic architecture. A match between foreign visitors' ideal self-image and iconic architecture's image leads to a more favorable attitude towards the iconic architecture. An image match between the city and its iconic architecture increases foreign visitors' attitude and intention toward the architecture, but not toward the city. For domestic tourists, a match between actual self-image and the iconic architecture's image has a positive impact on the attitude toward the architecture, but a negative impact on recommendation intention. An image match between the city and its iconic architecture decreases domestic tourists' attitude and intention toward the architecture, but increases their attitude toward the city and intent to recommend the city. Moreover, foreign visitors' travel knowledge has a positive impact on attitudes toward the city and the architecture, visit intention, and recommendation intention, but domestic tourists' travel knowledge does not. For both foreign visitors and domestic tourists, the more favorable attitude towards the iconic architecture, the more favorable towards the city, and the higher intention to visit and recommend the city and the iconic architecture.

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A Brief, Non-Technical Assessment of Retail Implications of The Exploring Customer Experience of Value for Customer Loyalty: A Review and Implications

Past studies suggest customer satisfaction can lead to customer loyalty. However, a satisfied customer may not be a loyal customer. This leads to the question of what factor is influential in transforming a satisfied customer into a loyal customer. A review of literature on customer value, customer satisfaction and customer loyalty suggests the importance of exploring the factor of customer experience of value in understanding the relationship between customer satisfaction and customer loyalty for an organisation. Customer experience of value can improve business performance. Customer value is regarded as the fundamental basis for all marketing activity. It is also described as a source of competitive advantage for any organisation. Customers perceive and evaluate value from their consumption experience. How can the customer's experience of value impact the transformation of customer satisfaction into customer loyalty? Furthermore, what type of customer value will keep satisfied customers loyal? This research aims to explore the possible answers for those questions and provide mangers and service providers with insights into making a difference to the satisfied customer's loyalty through customer experience of value. In light of the research foci, this paper reviews past studies of the associations among customer experience of value, customer satisfaction and customer loyalty. It is found that customer experience of value consists of several types and each type of value can include several dimensions. Moreover, it is evident that certain types of customer experience of value can be effective to transform satisfied customers into loyal customers. This study helps managers of service outlets reduce uncertainty about where to invest in generating customer value for the satisfied customer to achieve desired customer loyalty.

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An Investigation of the Internationalization of the Japanese Convenience Store FamilyMart: A Dynamic Capabilities and Internationalization Processes Perspective

Overseas expansion has become prevalent among Japanese convenience store chains due to the shrinking domestic market due to the recent population decline. However, expansion into East Asia and other countries is considered an important but difficult task for many Japanese chains. FamilyMart holds a reputation as the leading international competitor among Japanese convenience stores. By the end of February of 2015, the company was operating 5,642 stores in China, Indonesia, the Philippines, Taiwan, Thailand, the United States, and Vietnam. This paper focuses on the entire process of Family Mart's internationalization. The aim of this paper is twofold. First, this paper aims to find the critical factors that influence FamilyMart's internationalization through a modified retail internationalization process model. Second, this paper aims to identify the relationship between the dynamic capabilities and the performance of internationalization through a historical study, and develop a tool to study the internationalization of convenience stores. The definition of dynamic capabilities used for this paper is "the firm's ability to integrate, build, and reconfigure internal and external competences to address rapidly changing environments"[1]. This study employs with company executives in Japan, China, Indonesia, Taiwan, Thailand, and Vietnam (including the CEO of FamilyMart) between 2007 and 2015. Additionally, historical information from newspapers and magazines, Family Mart corporate news releases, public websites, and other corporate documents are utilized. In conclusion, first, this paper investigates the internationalization process of FamilyMart in three stages by using the convenience store internationalization process model. This paper demonstrates how firm characteristics, decision-maker characteristics, and market environments are factors that have great effects on the internationalization of FamilyMart. Second, this paper shows that the dynamic capabilities related to the internationalization of FamilyMart did not exist from the beginning. Rather, the dynamic capabilities were formed through experience, learning, and organizational restructuring that occurred during different stages of the internationalization process. Ultimately, the dynamic capabilities related to the internationalization of FamilyMart are apparent in how Japanese convenience store knowledge was transferred overseas. Specifically, this was through reconfiguring the business enterprise's resources and human resources, clarifying the local partner selection criteria, and building relationships with related partners.

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A Study of YouTube Celebrity Influence: The Case of Zoella

In recent years, social media have provided individuals the opportunity to express their opinions and an unprecedented degree of participation in the media. Consequently, this has led to an increasing number of possibilities for ordinary people to participate and appear in the media where they could achieve a celebrity status by using attention-getting techniques such as self-branding and life streaming. This phenomenon has further developed in the sharing site, YouTube, that allows people to create content and broadcast themselves. Many practitioners have argued the influence of social media celebrities. However, there seems to be a lack of literature on this topic. Therefore, the aim of this research was to explore the influence of YouTube celebrities on their online community. The project involved a digital netnography of one of the most popular YouTube celebrities in the United Kingdom; Zoella. The research consisted of a data collection of comments on each of her channels in order to explore Zoella's influence on behavior. The research also involved a content analysis of a number of her videos. The analysis was underpinned by different models: the Source Attractiveness model; the Source Credibility model and the Aspiration group. Moreover, the different characteristics of opinion leaders were also considered. The findings indicate that the influence of a YouTube celebrity is strongly associated with the characteristics of celebrity and opinion leadership and may help to begin to fill some of the gaps in the existing academic literature.

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Consumer Demographics and Apparel Store Preference

With the availability of abundant retail stores and products, the US apparel retail market has become more competitive. To success in this tough business enviorment, it is more important than ever for retailers to understand the change of the market enviorment and shift of consumer shopping behavior. The changes in consumer demographics continue impacting the survivor of retail stores. With more research forcusing on consumer psychographics and other aspect of retail patronage behavior, less attention has been given to the effects of demograpchis in the retail market. Therefore, the purpose of this study was to investigate the impact of consumer demographics and apparel store preference. For the purpose of this study, an online survey was developed. Participants were instructed to rate their perferences of 25 retailers carrying both men's and women's apparel. Undergraduate students from two fashion merchandising classes of a major state university in the southwestern United States were instructed to recruit potential participants using social media such as Facebook over a two month period. A total of 568 finished questionnaires were collected and used for data analysis. A factor analysis with principal axis factoring was first used to identify underlining categories of retail stores. Five different types of stores were identified: fashion forward department and specialty stores, traditional mid-tie department stores, teen stores, fast fashion stores, and mass markets. Then MANOVA and ANOVA analysis was used to analysis the effect of consumer demographics on store preference. The findings of the study reveal that all demographics that investigated in this study, including age, gender, race, number of kids, education levels and household significantly affect consumers' store preferences. However, each demographic varible affected the preference of each store type differently. While age and gender significantly affect perference of almost all store types, number of child, eduction level, and household income only affected the preference of one type of store. The findings of the study offers insights to retailers on the success of their market positioning from the consumers' perspective. They also illustrated the complexity of the relationship between demographics and store preferences. The findings imply the importance of further study on this subject.

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Service Failures, Customer Dysfunctionl Behavior and the Moderating Role of Crowding

Studies have argued that customers regularly misbehave in an exchange setting and this scenario is commonly characterized as the dark side or disharmonious aspect of marketing. Customer Dysfunctional Behavior (CDB) may be defined as behavior which violates the accept norms of conduct and unwritten rules, and that disrupts functional service encounters. The focus of extant literature has been on typologies of CDB, causes, consequences and managerial practices to deal with or inhibit CDB. From a Social Exchange Theory perspective, service failure can cause customer dissatisfaction and perceived injustice, inducing dysfunctional behaviors such as retaliation, rudeness or even physical abuse of employees. Some situational factors, such as physical environment, may influence in the relationship between service failure and CDB. There is a lack of studies that have considered how physical environment may influence in the relationship between service failures and CDB. The aim of this paper is to advance in the understanding of how spatial and human crowding moderates the relationship between service failure and CDB. Through an experimental study we verify the moderator role of crowding in the relationship between service failure and CDB. The findings shed light on a condition that influence the emergence of CDB and highlight important managerial contributions.

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An Exploration of Employees' Role in Technlogized Participatory Experience Through Socio-Cultural Logics: The Rise of E-Guides in the Attraction Industry

Human experiences are increasingly mediated through technology. In accelerated culture, digital transformation of services especially in tourism related activities aim at facilitating communication and access with the masses (Makarem, *et al*., 2009). Recent literature on the consumption of edutainment is found to be mediated, enhanced and transformed by the use of interactive E-guides (Kinney, 1995, Addis, 2005, Lepouras & Vassilakis, 2005). This reflects a more global trend whereby customers are increasingly interacting with technology to create personal and unique service experiences without direct assistance from human service providers (Meuter, *et al*., 2000). E-guides can now deliver a personalised tour (Van Hage, *et al*., 2010, Best, 2012) based on 'location aware' content or personally selected content (Ghiani, *et al*., 2009) delivered to the user personal selected platform (e.g. tablet, smartphone). As such, tourism attractions are increasingly integrating technology beyond human touch to enhance service experience. Leveraging TAM, self-Service Technologies (SSTs) and servicescape models (Meuter, *et al*., 2000), this study aims to explore how and to what extent attraction guides are engaging (or not) with E-guides integration into the servicescape. Data are collected from twenty five in depth semi-structured interviews (Yin, 1994) with attraction guides and managers in Singapore (Museums, Zoo, edutainment parks). First, respondents identify the opportunities and challenges related to the emerging environment from a firm (guides and managers) perspective. They show a range of reactions and impacts of digital transformation while underlying the unstoppable underlying trend. Key cognitive factors are identified including: performance expectancy, effort expectancy, and a set of incongruences in practice. Current coping mechanisms are then explored. Theoretical implications of self-service technology communication are discussed together with the emerging managerial implications for the tourism industry of digital transformation in an era of accelerated culture.

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An Exploration of Employees' Behavior Towards the Rise of E-guides in the Tourism Edutainment Industry

Human experiences are increasingly mediated through technology. In accelerated culture, digital transformation of services especially in tourism related activities aim at facilitating communication and access with the masses (Makarem, *et al*., 2009). Recent literature on the consumption of edutainment is found to be mediated, enhanced and transformed by the use of interactive E-guides (Kinney, 1995, Addis, 2005, Lepouras & Vassilakis, 2005). This reflects a more global trend whereby customers are increasingly interacting with technology to create personal and unique service experiences without direct assistance from human service providers (Meuter, *et al*., 2000). E-guides can now deliver a personalised tour (Van Hage, *et al*., 2010, Best, 2012) based on 'location aware' content or personally selected content (Ghiani, *et al*., 2009) delivered to the user personal selected platform (e.g. tablet, smartphone). As such, tourism attractions are increasingly integrating technology beyond human touch to enhance service experience. Leveraging TAM, self-Service Technologies (SSTs) and servicescape models (Meuter, *et al*., 2000), this study aims to explore how and to what extent attraction guides are engaging (or not) with E-guides integration into the servicescape. Data are collected from twenty-five in depth semi-structured interviews (Yin, 1994) with attraction guides and managers in Singapore (Museums, Zoo, edutainment parks). First, respondents identified the opportunities and challenges related to the emerging environment from a firm (guides and managers) perspective. They show a range of reactions and impacts of digital transformation while underlying the unstoppable underlying trend. Key cognitive factors are identified including: performance expectancy, effort expectancy, and a set of incongruences in practice. Current coping mechanisms are then explored. Theoretical implications of self-service technology communication are discussed together with the emerging managerial implications for the tourism industry of digital transformation in an era of accelerated culture.

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The Magic of Luxury: Affluent Female Consumers' Value Perceptions

Although most of us can recognize luxury, definitions are hard to agree on. Some people define luxury by a list of attributes, others by price, and still others by exclusivity. However, most researchers agree that consumers should judge the concept of luxury. Luxury consumers differ from other consumers with regard to their value perceptions that drive their purchase behaviour. Furthermore, while luxury consumers from traditional markets value quality, innovation, exclusivity and the shopping experience, luxury consumers from emerging markets, according to some researchers, emphasize extravagance, excess, status and brand name. Four areas where change is most apparent are changing consumer value perceptions, emerging and rapidly developing economies, the changing definition of luxury markets and the role of social media. Although previous researchers have delved into the attitudes, motives, value perceptions and other characteristics and behavious of luxury consumers, most of the studies were done amongst traditional markets. This paper reports on the luxury value perceptions that drive affluent female consumers' from an emerging luxury market's preferences for specific intrinsic and extrinsic luxury product attributes. Means-end-chain (MEC) theory served as theoretical perspective for the research and the hard laddering technique was used for data analysis. According to MEC theory, values, which can also be defined as the desired end state of existence, play an important role in guiding consumers'choice patterns. Laddering allows the researcher to obtain hierarchical means-end chains or ladders of meaning by starting off with questions about lower level attributes and ending with questions about higher level attributes to uncover the higher level values. Respondents were firstly asked to write down the most important intrinsic (textile, design colour etc) or extrisic (price, brand name etc.) attribute that they will consider when choosing an exotic leather handbag. Secondly they had to explain why they consider that attribute as important and thirdly they had to again explain why the reason that they had given was important to them. The sample consisted of 44 affluent females between the ages of 25-65, who resided in two metropolitan cities in South Africa and who considered buying an exotic leather handbag. The MECanalyst cognitive consumer mapping software was used for data analysis. Results revealed that the respondents considered the intrinsic attributes of design, colour, perceived quality and size as the most important attributes, mainly because it enhances their self-identity while supporting usability. Two strong value perceptions drive their purchase behaviour, namely a strong individual value perception as well as a strong functional value perception. These results are in contrast with what previous research suggested with regard to consumers' from emerging countries luxury value pereceptions. It has important implications for marketers and retailers who aim their fashion products at this luxury market.

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Wellness Tourism: Understanding Muay Thai Tourists Travel Motivation

The pursuit of wellness through tourism with the primary purpose of enhancing one's well-being has received considerable attention both from academics and practitioners. A growing number of studies examine travel motivations of spa goers, yoga tourists, and lifestyle resorts tourists. However, no known studies exist investigating travel motivations tourists in search of physical fitness, an emerging sub-group within leisure and recreation wellness tourism. Accordingly, the objective of this study is to understand the travel motivation of tourists to Thailand engaging in Muay Thai fitness as a wellness activity in their quest to improve their subjective well-being To identify the underlying dimensions representing Muay Thai travel motivations, the study follow best practices and guidelines in scale development. A review of relevant existing literature and personal interviews generated an initial item pool of 26 motives statements. A survey was then administered to 560 international tourists across three popular camps in Phuket, Thailand: Tiger Muay Thai, Phuket Top Team and Sinbi Muay Thai. For analysis, the sample was randomly split into half (Sample 1: N=280; Sample 2: N=280). Exploratory factor analysis (EFA) was conducted on the initial 26-items motivation scale using data from Sample 1. EFA reveal a 16-items, 5 dimensional structure. Next, to assess unidimensionality, reliability and validity of the scale, CFA was performed using data from Sample 2. Results indicate that Muay Thai tourists travel motivation are parsimoniously represented in terms of 5 dimensions, labelled as: (a) self-transformation (mental); (b) relaxation and self-indulgence;(c) improving interpersonal relationship; (d) self-transformation (physical), and; (e) escapism from ordinary lives. Findings offer important theoretical and managerial implications for the advancement of our knowledge of Muay Thai tourists as a niche but emerging segment in wellness tourism

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Irritating Factors in the Retail Environments: The Moderating Effects of Customers Involvement and Shopping Motives

The existing literature on how servicescapes and store atmospherics can be strategically used in order to optimize customer experiences is quite vast (see e.g. Vieira, 2013, for an overview). The majority of the studies conducted have so far focused on the positive effect of commercial environments on consumer emotions and responses (e.g., Kotler, 1974; Donovan & Rossiter, 1982). The design of pleasant retail environments is undoubtedly a pertinent marketing goal. However, if not managed properly, the servicescape can also generate negative affective responses and even irritation (d'Astous, 2000). Gaining insights into how to reduce displeasing environmental aspects in retailing merits further academic attention. Thus, the objective of this study is to investigate the effect of ambient, design and social factors on customers' irritation and satisfaction, across four retail sectors that differ in terms of (1) shopping motivations that are rather utilitarian or hedonic (Babin, *et al*., 1994), and (2) involvement with the product category on offer (Rossiter & Percy's grid, 1987). The conceptual background of this study is mainly based on the Stimulus-Organism-Response (SOR) model (Donovan & Rossiter, 1982), the Baker (1986) classification of store environment elements and Foote, *et al*. (FCB) grid adapted by Rossiter &Percy (1987) and Rossiter, *et al.* (1991). First, adopting Baker's (1986) subdivision of environmental factors in (1) ambient, (2) design and (3) social elements, we hypothesize them to influence the customers' organism that is irritation, which in turn will influence customer satisfaction. Second, we examine moderating effects, distinguishing between four retail setting that can be classified according to the FCB grid's dimensions that are high versus low involvement and think (utilitarian) versus feel (hedonic). We conducted four field studies (n = 669), surveying consumers after a shopping experience in grocery-, fashion-, home decoration-, or electrical appliances retailing context. The findings demonstrate that ambient, design and social factors increase customer irritation, with the latter two being the most irritating ones. Customers' irritation decreases their satisfaction. Nevertheless, the strength of these effects depends on involvement and shopping motives. We conclude by providing managerial recommendations to retailers depending on the shopping motives and involvement of their customers.

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The Role of Brand Attachment Strength in Higher Education

In a competitive sector, higher education institutions (HEIs) face challenges in recruiting new students. Recruitment is only the beginning of a long-term relationship, not only as undergraduates, but also beyond graduation. This study contributes to a little-researched area related to brand attributes and their importance in the higher education sector. An online survey was employed in the US of students currently studying for an undergraduate degree and also of recent graduates (n = 605). Results indicate that brand meaning is the main antecedent of brand attachment strength that affects satisfaction, trust, and commitment as well as brand equity. The effect of brand attachment antecedents on satisfaction is stronger for current students whereas the effect on commitment is stronger for recent graduates. Findings suggest that universities focus too much on building prestige, whereas strategies aimed at improving student satisfaction could have more positive effects on brand equity. Satisfaction with practical brand characteristics, such as courses, plays a strong role for students, whereas the influence of brand meaning and commitment is stronger for graduates. HEIs can strengthen their brands in the perceptions of students by developing their perceived quality and reputation. Marketers should improve customer orientation, focusing on practical things that matter to students, such as the quality of courses and social life, including for example, student services, clubs and societies, and having these courses and facilities ranked, validated or accredited by awards where possible. Students are not a homogeneous group and tailor-made, segmentation-based strategies are needed for targeting undergraduate vs. graduate students.

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Insights in the Usage of Price Comparison Websites

With the rise of the internet and mobile technologies, customers can more easily access information about products and prices offered by retailers. In particular, price comparison websites help customers to find retailers offering a pre-selected product at the lowest price (e. g. Google Shopping, PriceGrabber, Nextag, etc.). While price search behavior in general has been analyzed in several studies, research on the usage of price comparison websites is scarce (with a few exceptions, e.g. Bodur, *et al*., 2015). Our study therefore aims to shed more light on factors influencening customers use of price comparison websites. Based on a sample of 1427 German repondents, we analyze the usage of price comparison websites in the three different product categories (clothing, electronics, cosmetics). Referrig to previous studies on price search behavior in general (Urbany, *et al*., 1996; Zielke & Dobbelstein 2014), we present a theoretical framework of factors influencing the usage of price comparison websites and test it empirically. The factors are related to experceted economic returns, search cost, psychological returns and personal characteristics, such as price consciousness. Results identify the main drivers of price comparison website usage in the three categories, yielding relevant research and practice implications.

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The Positive Effect of Brand Identification (ID) on Consumer Spending: Diminishing Returns over Time?

The benefits of enhancing consumer-brand relationships have been previously emphasized in marketing literature. Strong relationships with brands can motivate consumers to spend considerable amount of effort and money in order to personalize products and develop emotional bonds with branded products over time (Mugge, *et al*., 2009). Strong brand relationships also enhance consumer engagement efforts via participation in brand communities and events (Carlson, *et al*., 2008; McAlexander, *et al*., 2002; Schau, *et al*., 2009). Such brand commitment and engagement efforts have previously been shown to positively affect brand equity. In an attempt to extend current branding literature which has shown the positive effect of brand association on collecting brand paraphernalia (Janda & Donavan 2014), the authors seek to establish empirical evidence linking length of brand association to actual monetary spending on brand related merchandize over time. The authors also investigate the effect of brand identification (as a measure of consumer-brand relationship proximity) in this context. The study hypothesizes the moderating role of brand identification (henceforth referred to as ID) and proposes that even though ID will enhance the effect of length of brand association on spending, this effect will diminish over time. Social identity theory is used as the theoretical framework to explain the relationships (Lam, *et al*., 2010; Mael &Ashforth 1992). A survey of 1,193 customers of a prominent motorcycle brand provided the data to evaluate our model and stepwise regression analysis was utilized in order to uncover moderation effects. As expected, consumers that have been fans of a brand longer tend to not just have a higher propensity to purchase brand merchandize for themselves as well as gifts for friends, but they also spend more money on these purchases. Thus longer-term customer retention programs seem very key to building an enduring brand image over time. These programs could include free brand merchandise or paraphernalia or enduring customer management programs. A more interesting finding of our study is that even though length of being a brand fan affects purchases and spending, ID *negatively* moderates this affect – in other words, a stronger sense of psychological closeness to the brand affects purchases and spending more strongly for consumers who have not been a brand fan for very long as compared to those that have been fans much longer. Thus the significant finding of this study is that resources spent on enhancing ID among current customers of the brand may have diminishing returns the longer customers have been fans of the brand. Managerial implications of this study are provided for organizations aiming to efficiently allocate resources to brand building programs.

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Consumer Engagement in Online Shopping Environments: Bridging the Gap Between Marketing Driven Frameworks and Underlying Cognitive Consumer Responses

This review provides theoretical advancements within the consumer behaviour field at a subliminal level by teasing out consumer engagement concepts in marketing with consumer engagement concepts in the newly emerging field of neuro-marketing. A cognitive neuroscience technique using an Electroencephalogram (EEG) (A non-invasive procedure measuring the brain's electrical activity at different sites on the head using electrodes placed on the scalp) is reviewed and contrasted with traditional marketing methods to better understand both conscious and sub-conscious processes with a view to improving online shopping environments. The review of 60 articles follows a journey by first reviewing all papers concerned with online shopping environments and renaming this as online interactivity (Manganari, 2009). This provides the basis of what is measured with consumer engagement. Key engagement concepts are that of flow (Csikzentmihalyi, 1988) and user engagement (O'Brien, 2010). EEG studies on consumer engagement are then reviewed and extend the typical like/dislike consumer based studies (Yilmaz, 2014) to task engagement (McMahan, *et al*., 2015) and arousal (Groeppel-Klein. 2005). The result of this review indicates that consumer engagement papers in marketing are published earlier than consumer engagement papers in neuro-marketing. Leading us to conclude that as the concept of consumer engagement in neuro marketing is fairly new, not one paper combines these perspectives in this way and we show that both disciplines can be examined synergistically rather than in isolation.

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Love is Lovelier the Second Time Around: The Transformative Effects of Product Refurbishing Services

Given the prevalence of services in all aspects of everyday life[1] and the emphasis on services research[2], it is interesting that a small group of researchers have begun researching the potential of services to impact people's overall well-being. The new field of Transformative Service Research (TSR) is aimed at "improving the lives of individuals (both consumer and employees), families, communities, society, and the ecosystem more broadly"[1]. Much of the early work in this area concentrates on health care, financial and social services[3]. The purpose of this article is to explore the transformative capabilities of product refurbishing services. The refurbishing business has grown considerably around the world and includes everything from cars, purses, pianos, bicycles, furniture, jewelry, motorcycles, and watches to trailers and clocks. Consumers choose to bring in something to be refurbished – or buy something that has been recently refurbished. Refurbishing services are spread geographically and tend to be small, independent, and privately owned[4]. The present study involves three years of participant observation, interviews of customers and refurbishers of many products listed above, and analysis of online testimonials of buyers of refurbishing services. We argue that refurbishing involves transformative value which is described as "uplifting change for greater well-being" as opposed to habitual value which reflects the "everyday value that organizations offer to satisfy situational and domain-specific needs"[5]. If refurbishing represents transformational value, getting simple repairs and services for an item represents habitual value. The co-creation process between refurbisher and consumer transforms them both as well as their senses of self in terms of three types of eudaimonic well-being: knowledge development and appreciation, nostalgia, and product liminality. The person who becomes a refurbisher develops a deep appreciation of the product and its workings. He or she reveres the original maker or designer and appreciates the past "when things were really well made". A well-restored product is assumed to take on magical powers, when, for example, a well-restored piano can "sing". As for the consumer, he or she learns a deeper gratitude and understanding of the item, reconnects with the past and loved ones, and experiences his or her relationship with the refurbisher as a shaman who has magical powers and is able to bring things "back to life". Implications are provided for the design and marketing of refurbishing services.

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The Persuaders: Blogging and Buyer Behaviour

Social media platforms facilitate relationships between strangers that may be on-going or are purely transitory in their nature (Valentine, 2006). However Rosen (2012) suggests that longer relationships of 'electronic intimacy' are formed through blogs and vlogs. Furthermore Gibson (2015, p.1) highlights that "creators regularly narrativize their lives with their subscriber base notified through automated feeds". This paper explores the effect that this kind of relationship has on fashion and cosmetics purchases, amongst a sample of female 18 – 35 year olds within the UK. This age group are at the forefront of technological advances and therefore their relationship with technology and their consumption behaviour differs from that of older generations (Dias, 2003). Mullen & Johnson (1990), suggest that the ability to learn about a product and develop an emotional attachment are factors which influence purchase intentions. Product knowledge plays a significant role in the process of a consumer's decision and it is essential that there is a clear understanding of the marketplace (Palmer & O'Neill, 2003). Consumers who have a relatively low level of information or knowledge will actively seek a more expert opinion before buying (Chocarro &Cortiñas, 2013); the more expert the source, the more likely they are to be persuasive and exert a more powerful influence (Goldsmith & Goldsmith, 2002). It is therefore possible to draw a connection between blogs and vlogs as an online platform and consumers engaging in a larger amount of time spent online (Brustein, 2014). These forms of medium are likely to have a highly important and prominent role in consumer buying desires (Hsu *et al*. 2013). The language used on electronic word of mouth (eWOM) platforms offers an explanation of how and why consumers may find these so trustworthy and convincing. To this end a series of focus groups took place with participants that utilised a participant blog. A further study utilising 'netnography' content analysis also investigated how language and semantics are used on the blogs as well as visual aids such as photographs to influence consumer attitudes and opinions (Wheeler, 1988). The findings revealed that the study group did follow blogs and their content did influence purchase behaviour particularly for lower price point products. More credibility was evident where products received multiple recommendations from a larger number of blogs and where the language adopted by users was more; 'down-to-earth' as this increased the level of personal bond. However the mass popularity of a blogger decreased their credibility in the view of the majority of the study group.

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Punishing the Retailer for Product Quality Defects: The Guilt by Association Effect

Our research finds evidence that retailers suffer a significant sales loss after selling a national brand product that fails in use. We find that customers who experienced a product failure and returned in the same year spent an average 14% less over the subsequent four years. Importantly, we find evidence of a *guilt by association* effect in which customers who purchased a defective product buy less from the retailer merely because of its association with the manufacturer rather than because the retailer was responsible for the failure. We find that customers punish the retailer more when the magnitude of the product failure is greater, and when the brand has a strong versus weak reputation for quality, sells at a premium versus low price, and has a broad rather than limited presence in the category. Our research is based on a unique data set that includes customer-level data for sales of major appliances by a national retailer over a 10-year period. The results have important implications for the marketing strategies of both manufacturers and retailers.

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Citizen involvement in the Development of Bus Rapid Transit

Some Swedish cities are planning for an expansion and improvement of the public transport service. The aim is to make it more attractive, safe and convenient to use. A national "test bed" of a BRT (Bus Rapid Transit) inspired system is planned in Karlstad. Necessary investments are under way and an implementation is scheduled for 2016. Part of the planning process includes dialogs with the citizens with the aim to gain legitimacy and to involve prospective users in an innovation process. In this project, we use film as a media for presenting the BRT concept and a model for involvement with the aim to generate new ideas around the concept. More specifically, we investigate what ideas are generated and the quality of these ideas. Thirty citizens, all living in the planned BRT corridor, were recruited to the project. Two workshops were conducted in May 2015. Initially in the workshop, the participants saw the film produced by the local municipality visualizing the BRT corridor. The film showed planned changes in the route network and in the cityscape. The film also highlighted benefits for the residents and the environment. Participants were then asked to individually reflect on opportunities, problems and what the corridor would mean for them in their everyday lives. This was followed by group discussions (3-5 participants/group) where opportunities and problems were identified. The results were a number of overarching themes based on the identified opportunities and problems with the BRT concept. The most important themes were selected and developed by the groups into concrete solutions presented as key concepts. Another set of citizens, plus a group of experts, evaluated the concepts by a number of rating scales to define its quality, level of innovation and realism. Analyses of both the evaluations and comments made by the evaluators indicate that the values of the concepts were improved by letting both experts and citizens suggest refinements of concepts. In summary, this method generated a large number of opportunities and problems, eight overarching themes, and 15 concrete concepts, which gained extra value when given the opportunity to be refined.

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An Investigation into the Dynamics of Customers' Service Expectations

A substantial body of literature on service quality, customer satisfaction and service "delights"/failures supports the importance of quality expectations when consumers are making post-service value evaluations. More specifically, the expectancy disconfirmation model of customer satisfaction theory proposes that consumers compare the delivered service performance either to expectations or reference levels they have acquired during their history of service encounters, or are based on pretrial normative standards (or a combination of both). Whereas a state of positive disconfirmation (a "service delight") is experienced when performance exceeds the customer's reference levelsthe opposite applies to satisfaction judgments in the case of a negative disconfirmation gap (a "service failure"). Research on the dynamics of the service delivery process has also shown that customers update their reference levels by integrating prior expectations with their most recent service experience, and that consistent with prospect theory, both the short-term and long-term effects of failures are larger than those of service delights. Despite these valuable insights into the dynamics of repeated service encounters, little is known about how sequences of service delights/failures affect their corresponding reference levels or the implications of such processes as regards the stability/instability of customers' service expectations. To shed light on this phenomenon we build on this research stream and formulate a mathematical model of service expectation updating. The proposed model describes a one-dimensional non-linear discrete dynamical system which depends on several parameters. These parameters represent the system's incremental updating sensitivity as well as the impact of failures and delights on service reference levels. Drawing on stability analysis we investigate the dynamic properties of this non-linear system. We show that domains in the parameter space in which delight/failures occur result in stable service expectation updating patterns. The stable sequences of failures and delights can have periods 2, 4, 8,…, 2^n until chaos, and after chaos even periods of 3 and 5. Our results provide qualitative and quantitative predictions that can be used as propositions for deriving a comprehensive experimental design to empirically test the model's predictions.

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How Smartphones Transform In-Store Shopping: Shopping Devices, Practices, and Space

Mobile phones, and in particular smartphones, are changing the way we shop. While earlier studies often showed that mobile phones were only marginally involved in shopping, new surveys and studies indicate that they are now being integrated in everyday shopping practices (Fuentes & Svingstedt, 2016; Holmes *et al*., 2013, Spaid & Flint, 2014). Equipped with smartphones, consumers can read up on products and stores, making shopping lists, read shopping blogs, check for product availability, compare prices, and much more on the go or while in-store. In what ways, if any, do these digital devices change the way shopping is done? If mobile phones and smartphones are transforming the shopping landscape we need to know how this is accomplished and with what consequences. These issues have received relatively limited attention in previous research. While there is interest in mobile commerce, the majority of the studies conducted to date do not examine how mobile shopping is carried out, what it involves, or how it is different from "regular" shopping. In this paper, we set out to address these issues and contribute to the understanding of mobile shopping by examining how the introduction of smartphones change in-store shopping practices. We are interested in how consumers use their smartphones when shopping in-store and how these digital devices changes the way consumers interact with shop staff and the physical store environment. Theoretically, we take a shopping-as-practice approach, paying particular attention to the issue of space. Our point of departure is that to understand how smartphone transforms the role that stores play we must understand how retail space is re-made through the introduction of smartphones. Empirically, this paper draws on an ethnographic study of mobile shopping. Based on two types of empirical material, focus groups and observations, we study how consumers use their smartphones when shopping in stores (fashion, books, interior design, DYI and home electronics located both in and out-of-town shopping centers and central shopping streets). The preliminary results show that consumers use their smartphone in variety of ways when in-store shopping. Smartphones are for example used to check product availability while in-store or to read up on specific products, checking for example for online reviews or blogs including those products. Smartphones are also used when interacting with shops staff and, for example, ask for specific products or confirm the information they get from staff. Consumers also do price comparisons using their smartphones to make sure they get the best price. Smartphone are also utilized to turn individual shopping trips to social shopping as consumers chat with friends, send pictures to get second opinions or used social media (like Facebook) to obtain advice on their shopping trip. The material collected so far indicate that consumers use smartphones to enhance the in-store shopping trips, they are used to overcome some of the limitations of the retail space. By using smartphones consumers perform and acquire access to a digitalized and expanded shopping space that goes far beyond the confines of the store. The paper ends with a discussion of what this means for retailers and consumers.

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GIS, E-Government and Privacy Concerns

Geographic information systems (GIS) store large amounts of information/data on a map that can be queried and displayed spatially. City and County governments have utilized GIS to deliver services to general citizens as well as many sectors in the business community. The use of the Internet has provided a powerful new tool which allows information to be disseminated in an efficient, convenient, and cost effective manner. On the other hand, both GIS professionals and city officials are concerned with issues ranging from technical and legal matters to accuracy and security associated with GIS data dissemination. The objective of this research is to determine how relatively small cities and counties, look at their role in disseminating information to the public specifically through websites with an emphasis on privacy issues. Privacy concerns range from issues with government liability for errors in the data to controlling subsequence uses of the information by third parties. Haque (2001) mentions a concern about law suits associated with the publication of GIS data. Because of these concerns, the adoption of e-government website applications have proceeded with some caution (Brown 2007; Norris & Moon 2008; and Onsrud, *et al*., 1994). This research used three instruments: a written questionnaire completed by respondents prior to a face-to-face visit, a taped structured interview, and an evaluation of the website to determine the availability of GIS related features. The sample consisted of 17 city/county government agencies. The size of the cities/counties ranged from just over 66,000 to just under 500,000 in population. Most of the GIS applications were found in the information systems/information technology department. Others were found in the GIS department, the assessor's office or the planning department. On average the sites had 15 years' of experience with GIS and the major of GIS professionals had worked in the GIS for six years or more. The results indicated that all 17 sites offered GIS data free to the public through their website and to other government agencies. Many reported requirements for a privacy/disclosure statements to be signed to have permission to download information. However, enforcement of the latter was often perceived to be difficulty or futile. Privacy training was seldom offered for employees. Concerns were expressed by some city/county agencies about the sensitivity of census data, infrastructure data and home ownership data.

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Understanding Ingredient Advertising through Grounded Theory Methodology

Consumer advertising of industrial products is a vastly under-researched topic, despite the growing adoption of such communication programs by B2B marketers and the increasing number of success stories that have been reported in the international business press. This study represents an attempt to address this important gap in the marketing literature and is based on the methodological approach of grounded theory. The latter derives from both empirical evidence from knowledgeable sources and relevant theoretical knowledge. The aim of the present qualitative study is to develop a theoretical framework of ingredient advertising effectiveness. To this end, we carry out a series of interviews with marketing directors to provide answers to specific questions and draw out information that can be analyzed and interpreted in the context of grounded theory methodology. In particular, this study focuses on industrial products that are incorporated directly or indirectly into final consumer products and can be advertised in the consumer market in an attempt to enhance brand equity and stimulate derived demand. Our qualitative research identifies factors that determine the effectiveness of such ingredient advertising efforts. For example, one of the most significant findings is how the perceived value addition of the industrial component affects the effectiveness of its advertising to the final consumer. When a B2B product is perceived by the final consumer as offering value through its incorporation into a host product, interest in that B2B product rises and consumers become more receptive to relevant advertising messages, thus increasing advertising effectiveness. Another finding of considerable managerial importance is the perceived identification of a B2B product as an integral part of the host product by the consumer. It denotes the ability of the consumers to identify the B2B product independently from the final consumer product, as well as to perceive it with their senses. Perceived product identification has two dimensions: product perceptiveness and product distinctiveness. Product perceptiveness refers to consumers being able to grasp the existence of the focal ingredient in the final consumer product through their senses. It is conceivable that the higher the product perceptiveness, the higher the effectiveness of ingredient ads. Product distinctiveness refers to consumers being able to distinguish and recognize the incorporated ingredient as a distinct entity. This is important, because the higher the product distinctiveness, the more consumers will be able to identify and evaluate the B2B product without confusing it with either other ingredients or the host product itself. Ingredients that have no entity and merge with the host product, as is often the case with raw materials, have a lower advertising effectiveness, because it becomes more difficult for such ingredients to be evaluated and acknowledged by the final consumer. Consumers cannot relate to them and are bound to forget about their existence in the long run. It is hoped that the relationships found in this study may provide the basis for further research on this topic and lay the groundwork for developing relevant measurement scales, refining relationships, and delineating processes that are pertinent to the issue of consumer advertising of B2B products.

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Ecotourism: A New Trend or a Better Answer to Consumer Motivations?

Tourism has become an important driver of the economy in many countries. In 2014, international tourist arrivals reached 1.138 billion as mentioned by the *Center for Responsible Travel*. The increase of the arrivals was 51 millions in 2014 and this year was the fifth consecutive year of above average growth. The same year, the travel industry contributed US$7.6 trillion (9.8%) to world GDP and the travel and tourism sector employed close to 277 million people. Many studies in the recent years show the growing interest for ecotourism among consumers but there are several related terms that are ethically based: ecotourism, ethical tourism, geotourism, pro-poor tourism, responsible tourism and sustainable tourism. The *American Society of Travel Writers* emphasizes the fact that responsible travel is moving beyond the confines of eco travel, ecolodges and other overtly green offering so the objective of this study is to identify ecotourists profile and motivations, to determine key success marketing strategies. Six main ecotouristic concerns were identified in the literature: protection and conservation of the environment, learning process of the local community culture, sustainable visit, economic benefits for the local community, minimization of the environmental impact of the tourists visit and protection of human rights. Socio-psychological factors like motivation and impediments were also identified as well as their impact on the level of interest for ecotouristic travel and behavior. Some situational factors were also found to have an impact on those two variables as well as the level of environmental concerns. A confirmatory descriptive design was chosen to illustrate our purpose and data were collected from 287 participants with an online questionnaire posted on the site of the *Responsible Consumption Observatory* and on the website of *Gaiapresse*, specialized in environmental issues. The results of the study show that 3 main concerns have an impact on the interest of consumers for ecotourism and on their behavior (learning process, sustainable visit and economic benefits for local communities). They also show that gender, age, level of education have a significant influence on the 2 dependent variables. In general, ecotourists have a higher level of education, as there is a link with their level of environmental concerns. They also look for a closer contact with nature and feel that ecotourism is a way to find people with similar interests.

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The Truth of Online Consumer Behaviour: Using "*Meaning" Based Behavioural Modelling* to Discover Consumer Process and Related Needs

Traditional models of consumer behaviour in the marketing literature point to a rational and reasoned approach by consumers who weigh up the merits of attributes against the costs of each purchase. In contrast the behavioural economics literature (e.g., Thaler, 2015; Kahneman, 2011; Gigerenzer, 2007) suggest a more instinct-based approach where consumers use heuristic schemes and rules of thumb in their purchase process. Which is correct? This paper reports on a research study of consumer website activity in the purchase of recreational travel to an unfamiliar long-haul destination. The data captures extensive consumer activity relating to different service types including flights, accommodation and the activities and attractions at the destination. A novel research framework is developed to study the actions of consumers as they move through a purchase process online, using data that reflects their actions for inductive analysis of data representing online activity. Naturalistic consumer behaviour that is interpreted without bias based on a rigorous theory uncovers surprising models of consumer behaviour and differences in consumer purchase processes between different types of services. To analyse the activity in an unambiguous way taking socio-semiotic factors into account, a theory that is new to marketing and an innovative methodology is introduced. The strength of the method is in clearly modelling activity based on the "meaning" of the activity in "*meaning" based behavioural modelling* (MBBM). A clear definition of the "meaning" of activity minimizes the potential for errors such as that made by Google in July 2015 where they labelled a photo of a group of African Americans as "gorillas." The context of the purchase process in the study is recreational travel to an unfamiliar long haul destination to maximize consumer activity and to show the differences in behaviour for the process of purchasing flights, accommodation and the attractions and activities at the destination. The result of the analysis is illustrated by consumer behaviour models that differ greatly from the classical marketing linear purchase process model. This suggests the need for a rethink for methods of studying consumer behaviour at least in the case of online behaviour. The models show differences in process between the types of travel service purchased as a bundle with questions arising for the effects of involvement and expected value seeking behaviour by customers. The models also demonstrate the key role played by independent information sources in helping a consumer move through their purchase process for unfamiliar products and services. Further, the models show the potential to use the live inputs of a consumer in an interactive medium like a website for value co-creation based on a deeper understanding of information needs and individual context. The implications for this novel methodology and its findings are discussed in two further papers dealing with (a) the theoretical and (b) the practical applications of the research method.

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Differences in Online Consumer Behaviour: A Discussion of Behaviour Models and Possible Reasons for Process Differences from Hypothesized Theory

Recent research using online behavioural observation data has resulted in higher resolution models of consumer behaviour that are markedly different from the classical linear model of the consumer purchase process. This methodology of *"meaning" based behavioural modelling* (MBBM) is explained in another paper submitted for presentation at this conference. The models detailed in that paper present distinctive models of consumer behaviour for different service types typically purchased as part of recreational travel planning. The models show surprising differences from what might be expected based on factors such as product involvement and utilitarian or hedonic value sought by consumers. This paper discusses the reasons for the unexpected process differences based on the online marketing literature. Specifically, this paper reviews the likely reasons for the differences in process models based on the literature relating to online marketing in three key areas. First, the reasons for differences from marketing's classical linear model of a consumer purchase process are discussed based on online information exchange utility. This raises questions about the use of value maximizing relative to satisficing heuristics used by consumers for utilitarian (e.g. flights) and hedonic (e.g. attractions and activities at the destination) used by consumers. The counter intuitive use of such heuristics for higher and lower involvement services is therefore reviewed in the second section of the paper. Finally the apparent absence of an expected social context dimension based on established theory is reviewed based on the information sources and content selected by consumers.

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Practical Applications of *"Meaning" Based Behavioural Modelling* (MBBM) for Online Consumer Behaviour

Recent research into online consumer behaviour has resulted in far higher resolution models that offer the potential to greatly improve value creation for both vendors and customers online. The novel research framework used for *"meaning" based behavioural modelling* (MBBM) is outlined in another paper submitted for presentation at this conference. The ability to systemically ascribe "meaning" to the clicks and other activities of consumers interacting with a website offers the possibility of individual contextually relevant information being served in real time. This addresses the difficulties experienced by consumers with information overload and possibly the issue of lack of trust in online vendors by consistently delivering or pointing to relevant information resources. In effect using customer online activity data as the basis for a responsive information serving system online based on detailed models of process is a new manifestation of value co-creation as a key element of *service dominant logic.* This paper discusses the practical applications of using such a system in four areas of online marketing. First, the potential to sustain a website-based engagement with an individual over time has the potential to extend the range of applications that consumers choose to engage with on a website. A wider range of applications online creates efficiency gains for the vendors and higher levels of time and place convenience for their customer interactions. Second the potential to move beyond the categorical data used in e-CRM has the potential to greatly improve the hitherto poor returns achieved by e-CRM applications. The key to this is treating customers as people and responding to their specific context at a particular point in time rather than members of an arbitrary grouping based on recency, frequency and magnitude of purchases. Crucially, MBBM addresses the consumer's needs in the course of the process leading up to a transaction. Third the different behaviour models which are identified for a website by MBBM represent distinctively different needs for consumers offering a basis for more effective market segmentation based on actual consumer needs. Finally the ability to define context in the course of a website visit to serve advertising that is relevant to an individual's reason for being online should improve the levels of click-throughs and possibly transactions resulting. The financial rewards resulting for advertising brokers and the websites that host such advertisements from such an improvement are self-evident.

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Consumers' Orientation in Brick and Mortar Stores: Why Consumers Should be Guided in a Clockwise Direction

Groeppel-Klein and Bartmann (published in Marketing JRM, 2009, a first version was presented at EIRASS 2006) investi-gated the concept of mental maps as a basis for explaining the ease of orientation experienced by consumers at the point of sale and conducted two simulated shopping task experiments in two discount grocery stores with an identical assortment and iden-tical prices, but one guiding customers in a clockwise direction and the other in a counter-clockwise direction. Contrary to the belief of many retailers, the authors argue that guiding consumers in a clockwise direction is more efficient than counter-clockwise. Their line of reasoning is first, that healthy, right-handed subjects have a higher dopamine concentration in the left hemisphere leading to more attention (and hence locomotion) on stimuli on the right side of the consumer (Mead/Hampson 1996; Mohr et al. 2004).As a result, empirical studies mostly report a turning bias to the right (Güntürkün 2003; Mead/Hampson 1996; Scharine/McBeath 2002; Weyers et al. 2006). If shoppers are generally oriented toward the right this means that in a store that is arranged in a clockwise direction, they will frequently look toward the interior of the store. Second, "wall shopping" – consumers' tendency to shop in the "perimeter of the store" – can be observed in empirical studies (Buttle, 1984; Vlaskamp/Hooge, 2006). Shoppers notice particu-larly products positioned on aisles/shelves close to the walls. In a store with a clockwise layout, customers will therefore not only look to the right as a consequence of the turning bias they also look to the left to see the products near the walls. In contrast, in a store with a counter-clockwise layout, turning bias and wall orientation will strengthen each other and customers will look mainly to the right. Accordingly, shoppers should notice and correctly remember more product locations in a store with a clockwise layout than in a store with a counter-clockwise layout. Using a geographical information system (GIS) the authors' found support for their hypotheses that in clockwise-layout consumers gain more accurate mental maps which in turn have a positive impact on shopping efficiency and perceived shopping comfort (Timmermans, 1993). However, several limitations of the experiments can be made out: in discount stores, at least in Germany, the route taken by shoppers is almost entirely determined by the layout. The shopper is guided from aisle to aisle and has few opportunities of choosing a different route. Thus, further research in different retail categories would be needed in order to fully understand how shoppers' turning bias and orientation toward the walls of stores function, and how these two phenomena interact at the POS.

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Seven Years of Suffering

In the autumn of 2008, the Icelandic banking system was abruptly transformed when the nation experienced a traumatic economic crisis leading to the downfall of three of Iceland's largest commercial banks. Earlier research indicates that the banks' image suffered damage as a result of those events but a positive and strong image is of major significance as this helps the banks to maintain their competitive strength on the market. In this paper, the focus is on whether the biggest banks have managed to restore the image they had before the banking crisis in October 2008. The survey was web based and done in February 2015 (n=1.009) and the findings care ompared with former results. A nine point scale was used where 1 equals apply very poorly to a particular country and 9 equals apply well to a particular country. The countries that were rated in addition to Iceland were Finland, The Faroe Islands, Greenland, Norway and Scotland. These same countries were rated in the benchmark research. All countries were rated on the same attributes. To examine the image effects the methodology of perceptual mapping was used. The population of interest consist of the banks' customers but a convenience sample was used. The image attributes used in the survey were identified in an extensive exploratory study in 2004 and they are: Support good causes, Progressive, Modern, Corruption, Old-fashioned, Personal service, Social responsibility, and trust. The participants evaluated each bank on each attribute using á nine point scale, where 1 = applies very badly to this bank and 9 = applies very well to this bank. The findings indicate that even seven years after the crisis the image for the banking sector is still worse than it was before the crisis. Before the crisis the image of the banking sector was positive and connected with attributes such as trust, personal service, modern and supports good causes. After the crisis the attribute corruption had the highest score and still that is the case to date. However, there are differences between individual banks, which indicate that some of them have done a better job in image building than others.

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Perceptions of Retail Management as a Career

Retail management is commonly referred to as an "Accidental Career", and viewed as non-intentional employment rather than as a professional career choice (Retail Council of Canada, 2009). Negative perceptions of retail management careers are prevalent and are often related to recruitment and retention issues. This study investigates contemporary perceptions of Canadian retail management career employment. In order to understand nuances in perceptions about Canadian retail management careers, this project draws upon the literature of professionalisation (Muzio *et al*., 2011; Abbott, 1988; Larson, 1979), career identity (Ashforth &Mael, 1989; Goodrick & Reay, 2010), and generational characteristics (Parry & Urwin, 2011). This study makes a contribution to understanding intergenerational career perceptions by utilising a comprehensive analytic approach incorporating a social network analysis (using a cloud-based text and social networks analyser), the analysis of focus groups, and the analysis of questionnaire data. Results provide insights and recommendations to the retail management and education community about perceptions of retail management as a career, and potential career awareness strategies. This paper focuses on how the development of a retail sector-specific undergraduate degree contributes to professionalising the retail management occupation. This study provides an empirical investigation of the development of Canada's first retail management degree and examines how discursive processes constituted an innovative practice of sector-specific degree development in the retail management occupational field. These processes involved a corporate-university partnership, multiple collaborations of institutional and corporate embedded actors, and particular forms of legitimating discursive work. By examining this unique case, this study develops an analytic framework to analyse discursive institutionalisation through archival documentation and qualitative interviews. The discursive work performed through the data is characterised by the prominence of generalised issues, and by the nature of its synchronicity, recursiveness and convergence. The resulting professionalising processes perform discursive institutional work that constitutes three pillars of institutions made up of regulative, normative and cognitive-cultural elements. This study therefore provides an understanding of how discursive processes institutionalise an innovative practice of retail management degree development.

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The Influence of Changes in the Behaviour of Shoplifters on Loss Prevention Management, Legislation and Law Enforcement

Earlier studies done on the relationship between shoplifter behavior and the response by retailers, law makers and law enforcers (Guthrie, 2004) were based on a retail world that was still dominated by 'bricks and mortar' operations. In subsequent years the world of retailing has changed significantly – the ratio of in-store sales to on-line sales has changed dramatically. With this has come significant advances in technology and of consumer use of that technology – in both positive and negative ways. This study is based on the belief that the way people shop has changed, and the ways consumers behave have changed – including deviant behavior (shop lifting). But the question asked is whether or not retailers, law makers and law enforcers are responding as quickly as the retail environment is changing. This research uses in depth interviews with perpetrators, retailers, law makers and law enforcers. The primary focus is on understanding changes in perpetrator behavior in the last 15 years, then exploring the implications of the changes in behavior on retailer, law maker, and law enforcer behavior.

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Gamified Cares: Which are the Values for Customers and Medical Staff?

While advances in medicine, technology and healthcare services promise increases in the length and quality of life, this sector is expected to be in a very critical situation as it faces several challenges, which according to several studies, may require a drastic revolution in order to be addressed (McCool-Kennedy, *et al*., 2012; Deloitte, 2014; PricewaterhouseCoopers, 2014; Berry & Bendapudi, 2007). In that regard, many researchers have argued that giving the patient a more active role in his healthcare process might enhance opportunities for optimal service. In this collaborative model of care, patients would be recognized as being responsible for their disease management and would have more control and influence over their healthcare (Barello *et al*., 2012). In this perspective, previous studies in healthcare marketing have highlighted the need for the patient's involvement in the healthcare process and have labeled this phenomenon "patient or customer engagement", defined by Holmes Rovner, *et al*. (2010, p.2) as "actions patients must take to obtain the greatest benefit from the health care services available to them". Indeed, the actions of healthcare suppliers are not sufficient to ensure the successful management of healthcare and avoid preventable illness and suffering, suboptimal health outcomes, increases in health disparities and wasted resources. Despite its importance, patient's engagement does not seem to be an easy task. How to increase patient's engagement has been emphasized as an important research priority. The aim of this study is therefore to explore the specific case of gamified cares. In the healthcare field, gamification is increasingly used in order to make a routine non-game activity, such as rehabilitation, into a game that is engaging by providing a virtual environment in which they can have fun and feel a sense of empowerment thanks to several mechanics such as winning points, badges or status and advancing through a hierarchy of different levels (Cugelman, 2013). The purpose of gamified cares is therefore to enhance customer engagement by structuring his healthcare experience through using a goal, rules and a feedback system, and replacing a real-world experience with a "synthetic" one, through the use of virtual reality (Graffigna, *et al*., 2013). Despite its increasing use in the heathcare field, as a way to give the patient a more active role in the value co-creation process, it is still however unclear which motivational affordances are mediating that relationship between gamification and the customer's engagement (Hamari, *et al*., 2014). "Self-determination theory" proposed by Ryan & Deci (2000), is there used to uncover these individual motivations more precisely in the healthcare context. Futhermore, this study aims to deepen our understanding of the values of gamified care for both patients and healthcare service providers. To address our research questions, a collaboration was established with two Belgian hospitals using the gamification approach in their healthcare process. An extensive case studies of two gamified cares have been used where both indepth interviews and observations have been used. Thirty eight interviews in total have been performed with both medical staff and patients.

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The Changing Role of the Convenience Stores in Rural Japan in the Context of Demographic Shifts.

The highly competitive convenience store market in Japan continues to grow with the leading retailers being 7-Eleven Japan, Lawson and FamilyMart. Japan's population is ageing and convenience stores are adapting their products and services to cater to this market. There is national concern that the social infrastructure has changed significantly particularly in rural areas where there is depopulation, ageing of residents and lower birth rates resulting in lower demand for shops and services. In rural Japan, convenience stores have begun expanding their rural delivery services whereby they are not only providing products through their 'mobile stores', but they are also checking in on the wellbeing of elderly residents. As part of a food accessibility project from the Ministry of Agriculture, Forestry and Fisheries, convenience stores have moved into the realm of health care facilitator. This presentation examines the changing trends in demographics and how the convenience stores are adapting to the growing elderly market.

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An Evaluation of Changing Networks of Japanese Parcel Delivery Operators to Cope with Demanding Consumers

Japanese parcel delivery operators have been reorganizing their networks to cope with the ever-increasing consumers' demand. The number of parcels increased to 3.5 billion in 2014. Japanese consumers are so demanding that they ask to deliver their goods as soon as possible, even on the same day they ordered. Thus, Japanese parcel operators have to introduce new networks that consist of large scale distribution centers with advanced material handling equipment and all day trunk line transport to connect them. As for the last mile networks, they have established a pickup and delivery team that are made up of a driver and some part time workers to deliver goods within designated time windows. They have also introduced many collection points for consumers, such as convenience stores, parcel lockers and so on. In this research, we focus on changing the last mile networks and evaluate their impacts. From the operator's side, the costs of their operations are estimated based on assumptions such as delivery density, pick up points, and so on. From the consumer's side, time definite delivery and reduction of redelivery are important factors to evaluate. It is also important to evaluate their impacts on the environment and transport safety. Changes inthe amount of CO2 emission is calculated. We conclude that pickup and delivery teams seem to be a good solution for the medium term to the extent that operators can hire as many workers as they need. It seems that they need to introduce less labour intensive solutions such as collection points or parcel lockers for the longer term.

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Now Also On-Line The Effects on Customer Behavior and Sales from Introducing an On-line Store

The advent of online channels has dramatically changed retail business models (Verhoef *et al*., 2015). This change is especially challenging for established retailers, which typically have invested heavily in their physical retail channels. The current study sets out to better understand how the addition of an on-line store affects sales for such retailers. Although many retailers have been slow to add an online channel, they are now beginning to catch up. There is also a growing body of empirical research suggesting that the benefits of going on-line are substantial. A combination of channels provides retailers with opportunities for a provision of value-added services to consumers (Sousa & Voss, 2006), thereby potentially improving customer satisfaction (Van Birgelen, *et al*., 2006) and enhancing customer loyalty (Neslin & Shankar, 2009). Adding a new channel also increases opportunities to cross-sell, for example by encouraging on-line customers to shop in physical stores. Insights gained across channels could also be used to encourage customer relationships by customization. To what extent adding an on-line channel impacts the retailer's total sales growth and economic performance has been subject for several studies. However, existing studies are based on highly aggregated or disaggregated analyses. In the current study, we complement these studies by using customer-level data of actual customer purchases in a retailer's physical stores as well as its on-line store and tracking their development over time. A Swedish pharmacy retailer has provided empirical data for the study. In September 2014 this retailer introduced an on-line store alongside its 350 physical stores. By pooling various data sources provided by the retailer, a unique database is created allowing us to study the effects of introducing an on-line store from several perspectives. More specifically, the database includes all transactions from the on-line store (Sept. 2014-Dec. 2015, n=33,206) as well as all purchases made by the on-line customers in any of the retailer's physical stores before and during this period (Sept. 2013-Dec. 2015, n=417,647). Thus, data facilitates analyses referring to how actual customer purchase behavior is affected by an introduction of an on-line store and, by extension, to what extent an on-line store improves sales growth for the retailer, or if it cannibalizes on the physical stores. The database enables analyses of (1) if, how, and to what extent customers switch from physical store shopping to on-line shopping, as well as whether such switching depends on (2) various customer characteristics, (3) product categories targeting different needs and wants of consumers, as well as (4) the effects of on-line store promotions, thereby contributing novel insights into the effects of adding an on-line channel to existing physical retail channels. Analyses will be conducted in spring 2016 and the final conference paper will present the results.

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Determinants of Store Switching in Shopping for Fresh Products: Examining the Intervening Role of Cultural Factors on Consumer Switching Behavior

The last few decades have seen a special interest in exploring factors affecting store choice, customer retention and store switching. Yet, while the vast majority of this literature stream is skewed towards studying shopping for FMCG and non-perishables, little attention has been given to store switching behavior in shopping for fresh produce. Consequently, key factors driving this store switching type have remained largely under researched. The subject of switching behavior in shopping for food products is of a major importance for food store's managers. Customer switching has critical effects on retail stores' market share, profitability, viability, and future revenue stream in today's competitive marketplace (Ganesh, *et al*., 2000; Keaveney, 1995; Rust, *et al*., 1995). Accordingly, food retail managers are interested in learning more about strengths and weaknesses of food store formats in the fresh categories, and about key factors that driving consumers to stop shopping at a particular store and switch to competitor retailers. Additionally, retail managers who have experienced a situation of store-switching behavior will gain better understanding of the limitations of store retention and store loyalty programs in the context of perishables marketing. Moreover, switching behavior indicates a failure in strategy or execution. Thus, better understanding consumer's food shopping behavior, in particular, the reasons why they switch to competing food providers in the fresh product categories is the first step towards rectifying the problem. Against this background, the present research investigaes factors driving consumers to replace food stores they use to shop there for fresh products (meat, fruits and vegtables). It goes beyond previous research in that it investigates the mediating influence of way of life and cultural variables associated with fresh food products consumption on store outputs towards consumer dissatisfaction. Moreover, the study highlights the role played by switching barriers (store familiarity, availability of alternative superior food stores, and switching costs) and explains how they moderate the influence of consumers' perceived dissatisfaction on store-switching behavioral intention.The study employs the partial least squares (PLS) regression to examine the research structure. For this purpose, a structural model was built including all the antecedents and relevant relationships, enabling us to examine the hypothesized causal paths among the constructs by performing a simultaneous test. Structural equation modeling (SEM) using the WarpPLS 5.0 software that applies the PLS technique was used for the analysis. Finally, the findings indicate that most of the research hypotheses were supported.

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The Benefits and Challenges of Integrating a New Technology in the Workplace: Perspectives from the Apparel Retail Supply Chain

Global apparel and retail industry professionals are expected to have knowledge, skill, and ability when it comes to using technology to perform work-related tasks. When companies introduce new technologies, it is often with the intent to make tasks more efficient and employees more productive. However, variables such as employees' acceptance of the technology and their openness to learning it can impact the process, possibly resulting in lengthy and inefficient transitions. Given the importance of technology to the production and distribution of apparel products, and the complex supply chain that the retail industry depends upon, it is important that the integration of a new technology be strategic in order to gain employee buy-in. The purpose of this paper is to explore the benefits and challenges involved in learning a new technology from the perspective of those who work in the apparel retailing industry. A qualitative approach to data collection was employed in this study. Interviews were conducted with twenty industry professionals at firms located at different points along the supply chain, including product developers, procurement specialists, HR specialists, and project managers over a period of twenty-one months. Participants indicated that opportunities for exposure were critically important during the transition to a new technology, in that employees must have sufficient time to learn to become proficient in its use. Manuals, as well as training sessions, were found to be the most frequently used approaches to build employee confidence levels in using a new technology, and, in turn, encourage employee acceptance. However, participants indicated that their companies did not generally provide enough learning opportunities when introducing a new technology. Results highlight the approaches taken by firms to encourage employee engagement with a new technology in the apparel retail supply chain as well as the outcomes of doing so. As our findings suggest, such perspectives can be used to not only design programs for introducing new technologies throughout a retail organization, but inform the teaching of industry relevant technologies in apparel- and retail-related higher education programs, as students in these programs are the industry workforce of the future.

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Gamified In-Store Shopping: A Field Experiment Integrating Gamification with Location Based Services

Nowadays, traditional retailers are facing increasingly fierce competition from e-commerce with physical stores facing the risk of unintentionally being reduced to showrooms. One way to meet this challenge is to enhance the instore experience. These experiences have been conceptualized as being holistic in nature and involve the customers' cognitive, affective, social, and sensory responses to the firm. Consumers who adopt an experiential marketing view are expected to be engaged and involved at various levels of this holistic view. The focus on engagement of the customer is in line with the notion co-creation of value. Gamification fits well into this experience domain driving engagement by co-creating value. Games are systems that require an active involvement by the players who co-create value every time they interact with the game. Huotari and Hamari define gamification as "a process of enhancing a service with affordances for gameful experiences in order to support user's overall value creation"[2], clearly connecting the experience of gamification with value creation. By adding micro-location awareness to the games (using for instance iBeacons) it is possible to create location based services. iBeacons can be detected by smartphones and tablets and have great potential to be used in relation to consumers' everyday activities, such as shopping situations. In order to investigate the possible uses and experiences of a gamified shopping trip we have conducted a field experiment using a custom made app and iBeacons. The experiment involved 154 real customers that engaged in a gamified shopping trip. The participants used a treasure-hunt app to find targets around the store. Although we did not include any specific offers or discounts the results showed that the participants moved around the store guided by the app, leading to a concrete way to modify customer pathways. The study provides an insight into the area of in store gamification through a model showing the effect of a gamified service on intrinsic motivation and satisfaction. The result of this field experiment shows that gamification can be used to increase motivation and engagement during a shopping activity. Furthermore, this study has contributed with practical knowledge on the use of iBeacons both for the purpose of research and practice.

[2] Huotari, K. & Hamari, J. (2012). Defining gamification - A service marketing perspective. 16th International Academic MindTrek Conference 2012: "*Envisioning Future Media Environments*", *MindTrek 2012*, Tampere. 17-22. doi:10.1145/2393132.2393137

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Assessing the Statistical and Managerial Relevance of Interactions between Assessing the Statistical and Managerial Relevance of Interactions between Marketing Variables for Multi-Category Purchases

We extend the usual specification of the multivariate probit model frequently used to analyze multi-category purchase incidence data by introducing interaction effects between marketing variables. If existing interaction effects are ignored they could be erroneously attributed to the main effects of marketing variables. Whereas interactions of marketing variables can be found in brand choice models, to our knowledge they have been ignored in all publications on multi-category purchases which use either multivariate probit or logit models. Our approach allows to infer in which of several product categories interactions have an effect on category purchases. We estimate models by a Markov Chain Monte Carlo simulation method using 24,047 shopping visits made by a random sample of 1500 households in one specific grocery store over a one year period. Our data refer to a total of 25 food and non-food product categories and include socio-demographic household attributes in addition to purchases and marketing variables. Information criteria agree on the superiority of the extended specification. Estimation results demonstrate that many interaction effects are erroneously attributed to the main effects of marketing variables if one applies the usual specification instead. We derive managerial implications with respect to sales revenue by stochastic simulation. Our results shows that retail managers run the risk to overestimate sales revenue increases due to sales promotion activities if they base decisions on the usual specification in spite of its worse statistical performance.

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Towards a Measure of the Value of an Omni-Channel Shopping Experience

The current process of digitalization is profoundly transforming the retail sector. This paper focuses on digitalization in retail as a key concept towards embracing the complete integration of digital technologies into the consumer's experience. On-line commerce is accelerating; mobile devices are playing an increasing role; yet, physical retail stores remain key spaces. Such interactions among off-line, online, and mobile touch points are complex and difficult to manage. Regarding the increasing range of touchpoints, retailers are concerned with free-riding and showrooming behaviours (van Baal & Dach, 2005; Chiu, *et al*., 2011; Heitz-Spahn, 2013; Herhausen *et al.,* 2015). However, this could also offer opportunities. Retail digitalization leads towards new optimized shopping experiences, if and only if, retailers succeed in delivering a seamless and consistent shopping journey based on fully integrated channels through a so-called omni-channel experience. To exploit this opportunity, the retailer's goal is to deliver a superior consumer experience within their brand ecosystem (Baxendale, *et al*., 2015; Verhoef, *et al*., 2015) while reinforcing consumer loyalty and lock-in effects. To achieve such a goal, retailers have to appraise, measure, and monitor this omni-channel experience. But the omni-channel literature is still in its early developments and how to capture the value of an omni-channel experience is yet to be ascertained and confirmed. This paper explores the current research and how to optimize the omni-channel experience based on a conceptual model that highlights value and empirical testing. The focus is on three touch points: the physical store, the digital store and the mobile application. The conceptual model considers and measures the value of the shopping experience at each touch point and at each of the three value dimensions: 1) hedonic value, 2) utilitarian value, and 3) social value (Babin, *et al*., 1994; Rintamäki, *et al*., 2006). In this way, the global omni-channel value is conceptualized as a higher order construct, in which a global value is an evaluation of aggregated experiences. Moreover, in order to capture the essence of an omni-channel experience, two influential characteristics are weighed: (i) the perception of seamlessness when moving from one touch point to another; (ii) the perception of consistency of the retailing mix between touch points. In an omni-channel context, retailers have to define and monitor their retailing mix not only at the brand level, but also at each and every touch point level so as to take into consideration their respective specificities. The results of a first exploratory analysis are presented in this paper (n= 101). Data were collected from an on-line questionnaire, structured along twelve scales and five indexes. This paper also provides notable responses to the following questions: To which extent the physical, on-line and virtual touch points respectively contribute to the value of the omni-channel experience? Is there a touch point that contributes the most to the global value? To which extent does the perception of high seamlessness and high consistency reinforce the global omni-channel experience value? Indeed these questions constitute the first exploratory steps towards the development of a reliable and valid instrument to measure the value of an omni-channel experience to be further reinforced through continuous and confirmatory studies.

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A Fuzzy-Ilm Model in the Measurement of Information Overload for Shopping Mall Counter Managers

Counter management in shopping malls concentrates on time-control and decision-making quality. Counter managers often need to deal with a huge amount of work, including customer complaints, personnel issues, counter withdraw problems, contract signing, vendor negotiation etc. in limited time. Therefore, it is easily to make mistakes. Moreover, information overload of counter managers will affect trust relationship between retailing companies, vendors, and customers. This study utilizes the concept of information load matrix (ILM), a model of factors affecting information overload, and fuzzy linguistic preference relations (Fuzzy LinPreRa) to construct an "Fuzzy-ILM model" in the measurement of information overload for shopping mall counter managers. In addition, it investigates the influence factors and their interrelationship concerning information overload. We also build a standard to evaluate condition, probability, and degree of information overload when it occurred. This study uses counter managers of shopping malls to verify our proposed model, and further applies the Fuzzy-ILM model to analyze differences in information load pressure for counter managers with different job positions. Based on the results of empirical investigation, our study can help shopping mall owners to draw up (or revise) appropriate strategies about information overload problems, as well as complete counselling mechanisms of decision-making and improvement of decision quality and efficiency for counter managers. According to analytical results, the important influence factors that lead to information overload for counter managers including: (1) the quantity of information, (2) limited time, (3) seniority of job, (4) position of job. We also find out the more information usage and complexity of work content, the higher the possibility of information overload.

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Enabling State-of-the Art Decision Making for Retail SMEs

Small and Medium Sized Enterprises (SMEs) make a significant contribution to the retail sector in many developed and developing economies. Research underscores that the failures of SMEs are primarily the result of poor managerial decision-making. This is often symptomatic of a lack of foresight, a lack of awareness of the major shifts in the retail industry, as well as recklessness in making unreasonably high-risk decisions, and applying inappropriate decision-making techniques. Moreover, decision makers in the retail sector, as elsewhere, are increasingly turning to big data and analytics to solve complex problems, with managers attempting to make rational decisions by relying heavily on decision-making tools, whereby complementing other longstanding techniques; e.g. geographic information systems (GIS). However, other research indicates that poor decision-making cannot be completely resolved by solely relying on data and information analysis. This paper investigates whether the integration of the evidence-based decisions and non-rational decisions enhances the quality of retail strategic decisions. The paper explains implications for practitioners, and suggests directions for future research.

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Retail Business Models in the Light of Growing In-Line Retailing

E-tailing is growing. For example, British Retail Consortium has forecasted that in the UK, Germany and France, 90% of growth in retailing in 2012-2016 will be in e-tailing (BRC, 2013). In Sweden, the forecast is for on-line retailing to grow from 5% of the retail market in 2013 to 12% in ten years time (HUI, 2013). Such growth of course has implications for in-store retailing, not only for retailers operating only in-store but also for those operating many channels for buying products, i.e., multichannel retailers. Implications have been discussed in managerial commentaries and by researchers for a number of year, but often in very general terms, and often with a consumer rather than firm level strategy perspective. Multichannel research (e.g., Berman & Thelen, 2004; Ganesh, et al., 2007; Jones & Runyan, 2013; Kollmann, et al., 2012; Kwon & Lennon, 2009; McGoldrick & Collins, 2007) has indicated that having multiple channels of shopping is important and appreciated by consumers and that there is a need for retailers operating on-line and in-store to coordinate efforts across many areas of marketing including communicating with the consumers, delivering, pricing, customer service etc. Research on multichannel retailing also tells us that multichannel consumers buy more and appreciate organisations that offer multichannel alternatives.The growth of multichannel as well as consumers new demands indicate the need for conceptualising new retail formats that take account of the new technological infrastructure and managerial capabilities, in effect, new types of business models for retailing. There has been an increasing interest in theoretical aspects of business models and in business model research in recent years. However, with few exceptions (Reynolds, *et al*., 2007, Reynolds & Hristov, 2009, Sorescu, *et al*., 2011) few directly discuss business models in retailing. This is surprising as the business models concept enables insights for discussing and conceptualising the implications of changes facing companies, not least retail companies; what does it mean to move towards multichannel from a business model perspective? In this paper/presentation we will focus on analysing what increasing on-line options might mean for business models in retailing in general. The proposed framework is a revised version of the Osterwalder & Pigneur (2010) model. The purpose is to discuss how and in what areas in-store based business models may need to develop and adapt to meet the needs of the increasingly on-line proficient consumer. The theoretical starting point is Osterwalder and Pigneur's business model framework, previous research in multichannel retailing and studies into consumer's demands on different channels.

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Format Development and Image

The purpose of this research is to explore the effects of format development of an original single-format general merchandise retailer on store image. While retailers focus on growth is a well covered theme in retailing, the particular path of growth that should be close to retailers heart, namely that of format development, is one path that has not been very much researched outside food retailing. This is a bit hard to understand as the store and the formats operated are central to the retailers brand and customer image The study builds a model to measure store image and customer perceptions in general merchandise retailing. The study is in itself exploratory. Given the exploratory purpose, the study is designed as a qualitative case study using the inner-city IKEA store Hamburg-Altona as a suitable case. IKEA is a single format retailer – albeit having some variations across the world when it comes to its format, i.e., the big box outside city center – having operated its single format for many years (+50) building customer image on that format. Adding different formats is a challenge – but maybe a must for IKEA and many other retailers in the light of future challenges (e.g., less focus on access to car in cities, e-tailing etc). The Altona store is a smaller vision of the classic IKEA store, and has a location closer to city center of Hamburg. Methodology of the study will build on semi-structured customer interviews and a focus group, both supported by photo-elicitation. The last step consists of semi-structured interviews with IKEA managers. The study explored how the fields of format development and store image are interrelated. The caused effects on store image are measured on store image related attributes. The research revealed that effects on store image after developing the format are indispensable. This is related to the fact that format development most likely involves a new or adjusted location, layout, assortment and broadened clientele, all of which are connected to new perceptions. Thereby, the key to success lies in not trying to transfer the “old” store image to the new format but trying to comprehend how the new format will affect the customer perceptions from the outset. Thereupon, an intended image should be created in order to minimize the gaps to the actual store image of customers.

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Implications of the Use of Consumers' Devices in the Process of Retail Digitalization

In the past years, retailers have undergone a change when introducing electronic payments into their shops. Today, self-serving points of sales are becoming common in almost every fast moving consumer goods shop, and self-ordering kiosks in most fast food chains. Moreover, end consumers are using their smartphones in almost any situation in their daily routine (even shopping), urging retailers to address the issue of establishing accessible and mobile-friendly online presence. Being one of possibilities, integration of physical and online store purchasing channels over a single omni-channel could prove to be a direction many retailers are heading. In that case consumers' connected devices can act as a very powerful platform for retail digitalization and therefore contribute to retailers' business development. Furthermore, change in the point of sales in a physical store, is a change in the purchasing channel, which constitutes a building block of a business model. Therefore, by innovating the interface the store has with its customers in the moment of purchase (i.e. the channel) merchants are innovating their business models. Our purpose with this paper is to extend understanding of the implications of the use of consumers' personal connected devices on the physical stores' outlook, and as extension on business model design. Moreover, we explore possible outcomes of future physical store outlook of fast food selling points, and how does involvement of users' devices changes retailer's shop. Methodology for this study is comparative case study, where the implications of digitalization on the physical stores will be explored. Executing semi-structured interviews with managers in charge of digital initiatives within fast food industry, research yields some trends and actions done by the retailers in order to address going-digital issue. Moreover, official reports and public announcements will be used to support the results from the interviews and to help reach holistic view on the plans set by examined merchants. We provide understanding in what ways consumer's connected device (e.g. smartphones) can be used and what role they could take in the process of digitalizing the retailing process of a physical store. Moreover, study provides both practical and academic implications. In one way the research can serve for managers, of the same explored industry (but potentially in other ones as well), to better understand the peculiar environment their business currently is, but also to give insights to develop mechanisms on how to act appropriately and to innovate for the necessity of retail digitalization. On the other hand, the study provides the academic community with a good case of ICT and mobile communication factor influencing the change in business model design and capturing value so as to stay competitive in the market.

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How Digitalization Affects the Logics for Value Co-creation and Learning

The retail industry is going through a tremendous transformation due to globalization and digitalization in addition to the many challenges – and opportunities - with urbanization. The three megatrends are forces that dramatically reframe the map and competitive landscape; new unexplored challenges and opportunities emerge. This paper focuses especially on digitalization as a driving force for change and how digitalization, a concept vaguely defined both in theory and practice, affect the dominating logics for value co-creation when existing roles and power relations are challenged. Whether a retailer succeeds or not depends on consumer value delivered and retail firms must strive to better align themselves to consumers' needs, and at the same time, use the knowledge within the firm as well as the knowledge offered by customers. This paper focuses on digitalization as a driving force for change and how digitalization affects the dominating logics for value co-creation when existing roles and power relations are challenged. Studies focused on knowledge and learning illustrate that in a digitalized context learning derives from social customer learning. This implies that value creation must be understood in terms of interaction between customers and employees and by means of social media. The aim with this paper is to develop our understanding of how value is co-created by focusing on learning processes, with special focus on social media tools, between the customer and the retailer. The paper builds on a case study and will analyze findings from Swedish retailers and their efforts to explore new opportunities for value co-creation by focusing on organizational learning and opportunities for social media learning about – and together with – the customer.

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Supply Gaps or Food Deserts in Germany– Grocery Retailing in Rural Areas

Increasingly, so-called neighborhood shopping of grocery retailing unveils supply gaps or even food deserts. This development can be observed in rural and urban areas which have even lost a tremendous part of their retailing infrastructure over the last years because of demographic change. Normally supermarkets and discount stores are identified as solutions against this thinning out process, but which only serve traditional planning and profit-orientated perspectives of the real estate industry, retail suppliers and municipalities. Neither do these agents challenge the traditional (centrality) understanding of local supply, nor do they ask if this concept of local supply produces (new) losers and who they are. The food desert concept originally from GB and the USA, which is more or less unknown in Germany, wants to give answers to these questions. This concept will be transferred into a comprehensive and systematic analysis for the German province of Schleswig-Holstein so that alternatives for grocery retailing beyond the well-known supermarket and discount worlds can be tested. The focus of the paper will lie on the (re) conceptualizing of the food desert understanding, empirical methods (customer and household interviews), GIS-data and governance discourse.

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The Application of Fluency Theory to Fashion Consumers' Emotional and Behavioural Responses to Image Interactivity Technology (IIT) on Mobile Devices

The overall aim of this study is to examine the relevance of fluency theory as a theoretical framework for the examination of consumer responses to Image Interactivity Technology (IIT) used by apparel retailers on mobile devices. Despite the exponential rise of smartphones and tablet penetration in recent years and the body of research based on the online shopping environment, mobile and tablet shopping remains an under-researched area of study, particularly in terms of product visualisation. Due to m-commerce growth, there is a fundamental need to understand consumers' perceptions and behaviour towards mobile shopping, as this has significant implications for retailers (Verhoef, *et al.,* 2015). With the rise of omni-channel retailing, advancements in mobile technology are also important for bricks-and-mortar stores (Poncin & Mimoun, 2014), to retain existing consumers (Nilashi, *et al.,* 2015), and to channel positive attitudes and behavioral intentions towards m-commerce (Kim, *et al.,* 2009). While cross-channel shopping poses an issue (Rapp, *et al.,* 2015), effective use of offline-online channels by retailers can provide a competitive advantage (Herhausen, *et al.,* 2015). Studies conducted on online store atmosphere are typically interdisciplinary with a combination of marketing, psychology and information systems, as well as human-computer interaction (HCI), which is key for understanding how consumers react to atmospheric variables via mobile devices (Loureiro & Roschk, 2014; Mazaheri *et al.,* 2014; Koo & Ju, 2010). One of these atmospheric variables is IIT, which provides consumers with greater visual product information via functions such as zoom, spin and catwalk video. IIT aids consumers towards purchase decisions and encompasses both hedonic and utilitarian value (Fiore, *et al.,* 2005; Lee, *et al.,* 2006; Kim, *et al.,* 2007; Yang & Wu, 2009; Lee *et al.,* 2010). According to Park *et al*. (2008), IIT influences all three types of consumer responses (cognitive, affective and conative). This study will analyse consumer responses to reveal how various IIT functions have a mediating influence on affective and behavioural responses, which may appeal to both hedonic and utilitarian motives for m-commerce. Consumers' purchase intentions vary for smartphones and tablets (Wang, *et al.,* 2015; Agrebi & Jallais, 2015), as these devices offer greater haptic imagery and gestural interactivity (Overmars & Poels, 2015; Kourouthanassis & Giaglis, 2012), which may enhance the mediating role of IIT when shopping for fashion apparel online. Fluency theory will be explored to analyse the effects of visual stimuli on consumers' affective responses and behavioural intent. Recent studies confirm the applicability of fluency to online shopping and fashion apparel (Wu, *et al.,* 2016; Mosteller, *et al.,* 2015; Im & Ha, 2011). Thus, this paper provides a comprehensive literature review and research framework of IIT and fluency theory in the context of shopping for fashion on mobile devices.

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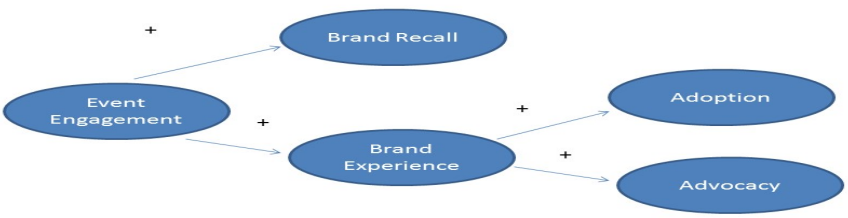
Trade Show Engagement and Brand Experience: The Impact on Retailer End Consumer Adoption and Advocacy

Trade shows have long been a popular component of firms' marketing plans as they afford them the opportunity to "integrate and project a coherent message to prospective and current customers through a firm's exhibit structure, graphic displays, salesperson-customer interaction, collateral support material, and product or service emphasis and demonstrations".[1] According to a study by Forrester Research in conjunction with the Business Marketing Association, 20 percent of a firm's marketing budget is spent on trade shows.[2] Further, the Center for Exhibition Industry Research equates this to an estimated $70 billion in attendee and exhibitor direct spending.[3] Given the importance of and investment in trade shows, the ability to engage potential retailers and end consumers is paramount in order to achieve desirable outcomes. As conceptualized in the marketing literature, customer engagement manifests in an individual's participation in and connection with an organization's offerings and activities.[4,5] Bowden[4] states customer engagement is a psychological process comprising cognitive and emotional aspects. Specifically, the formation of customer engagement begins with a cognitive basis for purchasing a brand, but then proceeds to increased levels of involvement supported by increased levels of trust for repeat purchase customers. Affective commitment for the brand then manifests, which helps to create a state of enduring customer loyalty. As a result, marketers strive to engage consumers through the experiences they have with a product offering or a brand. Building on customer engagement literature, this study examines the relationship between event engagement and brand experience and recall, and ultimately, the impact on adoption and advocacy. The model presented in Figure 1 is tested utilizing data collected from over 400 attendees of an international trade show targeted toward the cocktail and spirit industry. Respondents include people at various levels of the distribution channel including bar owners, industry professionals, and cocktail enthusiasts. Findings will be presented along with implications for B-2-B marketers.

Figure 1 - Trade Show Engagement



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A Random Regret Hybrid Choice Model of Car-Sharing Decisions Using D-Optimal Experimental Design Data

The paper describes the development and application of an integrated model incorporating random regret into a hybrid choice modeling framework to simultaneously consider satisfactions with the current transportation system and the uncertainties in the carsharing decision. The model postulates that people choose an alternative which minimizes anticipated random regret. The parameters are estimated based on a stated choice data using D-optimal designs about the intention of joining carsharing against purchasing a new car and using the current systems. Before completing the stated choice experiment, respondents were asked the qualities of their current travel modes and their satisfaction with the systems. Some of these actual qualities were shown in the stated choice experiment as the attributes of the current systems and utilized as reference points to set attributes levels of a new car and a shared-car. The knowledge obtained by our empirical study would be useful to establish more effective strategies to increase the number of users of carsharing programs.

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Heterogeneous Hazard Model of EV Users Charging Time Intervals

The role of public charging infrastructure has been reinforced recently in the context of promoting the adoption of plug-in electric vehicles (PEV). Given that a large initial investment from the public sector is essential for widespread adoption, many studies have addressed the issue of how the charging infrastructure should be planned and located. However, few studies have explored how the current public charging infrastructure is used. This study takes an in-depth look at EV users' charging behavior at public charging infrastructure to understand their charging patterns using a comprehensive charging transaction dataset in the Netherlands. Given that electric vehicle users exhibit heterogeneous charging behavior in terms of charging frequency (time intervals between successive charging events) as well as charging regularity (regular charging versus ad-hoc charging), this study proposes a hazard-based duration model to examine how often PEV users charge their car and to distinguish the distinct characteristics of random (erratic) users and regular (routine) users. The results show that 66 percent of PEV users charge their car at the public charging infrastructure with irregular intervals, while 34 percent charges regularly. It is also shown that regular users charge more often and tend to have battery electric vehicle (BEV) than random users. Moreover, the two user groups differ in terms of charging characteristics, such as charging duration, loyalty of charging station and frequency of charging.

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The Recession's Emerging Grocery Retail Consumer Behaviour: The Case Of Greece

Greece is perhaps the only country worldwide in recent history to have experienced 7 years of recession in a row in peace time. During this period Greek households have lost on average 25 percent of their income and changed their consumer behavior dramatically, in a unique way for the western world of developed economies. Due to the complexity of the specific research field, a number of related issues have not yet been fully examined in the literature that can help to shed light on aspects of consumer behavior not previously recognized. This paper uses the data of a longitudinal empirical study in order to examine the changes in consumer behavior of the grocery retail consumers in Greece and more specifically to identify and describe the profile of the recession's emerging grocery retail consumer. Data were drawn from 1,500 responders (supermarket customers) through a yearly field survey from 2010 to 2014 using the random stratified sampling technique, using an anonymous structured questionnaire including information on personal and family characteristics. The specific statistical analysis presented in this paper utilizes regression analysis and cluster analysis using as independent variables namely demographic characteristics and psychological factors. The results indicate strongly towards the gradual and its categorization from the initial three distinct clusters of 2010, to four distinct clusters in 2014, two of which with behavioral attributes directly related to the effects of the recession. Recession has been found to have a different impact on customers depending on very specific and in some cases unexpected demographical factors (e.g. household income was found not to have a significant effect). Finally, emerging trends, such as smart shopping, multichannel shopping, omnichannel behavior and psychological attitude towards shopping were also identified and correlated with specific clusters.

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Optimum Grocery Retailers Store Location Choice Evaluation

This paper presents an ongoing work on optimal grocery retail stores locations of the Greek Research Institute of Retail Consumer Goods. Since the early introduction of organized retail formats for the distribution of goods to consumers, retail economic efficiency has become a field of great interest for industry practitioners and academics alike. While there is significant scholarly research on retail productivity, the aspect and role of store location and overall store network structure have not been as thoroughly addressed in existing research. Retail store and more specifically grocery retail store location has a vital socio-economic role in local communities, thus, research on how to assess and eventually improve the structure of the retail networks and the location of respective firms can provide important benefits to all the stakeholders, including firms, customers, society and even the national economy. Moreover, recent economic recession in Greece combined with increasing online sales and competition from other retail formats, such as online shops and discounters changes rapidly the importance of location choices. Our research aims to identify and measure the dimensions in the search for optimal locations, focusing on supermarket stores. While the only goal of the previous research was to generate an increase of the number of customers, our current work investigates if the overall structure of the local grocery retail sector is optimum for the entire group of stakeholders. In regard to companies, we examine the effect of the location of stores within an area on the potential sales and profits of the stores, as well as in relation to its neighbors and competitors. In regard to customers, we examine the effect of the store network structure on customer service level. In regard to the overall socio-economic impact we assess the impact of the store network on overall grocery retail productivity. In order to assess the local grocery retail structure, we identified and developed specific KPIs and measured them for the entire country, all of the 13 local regions and then examined in depth specific municipality areas with different characteristics. Reporting on in-depth qualitative research, the paper discusses implications for managing store location and the customer experience, and analysis on alternative structure scenarios.

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A Literature Review on Consumers' Perceptions of the City Centre Retail Environment

A healthy city centre is a vibrant environment, which offers a wide range of activities and services for customers. However, during the recent years, the declining viability and vitality of the city centre as a retail environment has been a burning issue, particularly among the actors in retailing and urban planning. New urban development projects have been implemented aiming at revitalising the city centres. As the perceptions of the retail environment influence on patronage decisions more emphasis should be placed on integrating the consumers' participation in the urban development process (e.g. Ravenscroft, 2000; Hart *et al*., 2013.) The current study analyses how the consumers' perceptions of the physical retail environment in the context of a city centre have manifested in the studies published during the last decades in the scientific journals in the field of retailing. The journal articles, which are selected based on the set of keywords and abstracts, are reviewed using the method of content analysis. Using the typologies of retail environmental elements as the framework (e.g., Bitner, 1992; De Nisco & Warnaby, 2013) the study aims to draw an overview of the consumers' perceptions to identify issues for the future studies and urban revitalisation process. This is conducted with a special emphasis on the perceptions of the different demographic groups such as ageing consumers and families with children.

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Video Games Fans

In 2015, the video game industry will generate worldwide sales of over $100 billion. The objective of our research is to investigate fandom for video games (VG) from a psychological perspective as well as to identify associated consumption practices. As stated by Novak, Hoffmann & Young (2000) in their study about the web, flow occurs when self-consciousness disappears, the consumer's sense of time becomes distorted. VG are created in order that fans feel flow and a great enjoyment while playing. Little research has studied the psychology and behaviours of fans of VG. We conducted 15 interviews: 5 women and 10 men, between 19 and 38 years old, all fans of VG. Interviews lasted between 45 to 90 mn. We were interested in four main topics: (i) The way they played VG; (ii) How and why they buy VG; (iii) The relationships with their acquaintances, and (iv) some behaviours related with VG (collections, readings, etc.). All interviewees have been fans since childhood. Yet, they are not all fans of the same entity: some are fans of either 1) a platform (PC gamers, owners of Xbox console, etc.), 2) an editor (Electronic Arts, etc.), 3) of a specific VG (Zelda…), 4) or of a type of gameplay (First Person Shooters…) Playing behaviours: they play at least once a week, most often 10-20 hours a week. They distinguish between weekdays, weekends and holidays (when they can play much more). Interaction with other fans: many prefer to play alone, to feel lessconstraints and play at their own pace. Some other seek competition, interactions and they also like to make new friends through video games. Some fans have conflits with their family, because video games are not always well accepted (as they are considered as too immersive). Several women don't talk at all about their passion to their family and friends. Creation behaviours are quite interesting: some make videos, write articles and/or reviews, make drawings, build mods (they add content to existing game), program their own VG, or realize a speedrun (they develop complex techniques to finish a game in the smallest time possible). Identification behaviours: some have tattoos, or practice cosplay (they dress like VG heroes). In terms of managerial contributions this study suggests that editors should make their games more surprising to create excitement among the fans. They should also create some collector editions that seems more honest and less artificial to the fans. They should also stimulate fan art.

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The Moderating Effect of Atmosphere on the Touch – Value Relationship

Numerous studies across various research streams examine the relationship between humans and the built environment (Darley & Gilbert 1985; Bitner 1992). Mehrabian & Russell (1974), doing much to initiate interest in how atmosphere shapes behavior, describe how individuals respond to environmental stimuli through changes in approach and avoidance behaviors. The current study introduces need for touch (NFT) to the atmospherics literature (Peck & Childers 2003). This individual difference variable detects a person's motivation to, and preference for, touch. The research proposes NFT as a driver of consumer desire to engage in or avoid a particular environment. Due to the motivational nature of NFT, the construct aligns with other constructs assessing individual's needs, such as utilitarian and hedonic shopping value (Babin, et al., 1994). Here, hedonic value is associated with fun and enjoyment gained through the consumption experience, while utilitarian value is more closely aligned with efficient and task-focused consumption. While prior research looks at different shopping channels (high touch and non-touch channels) (Workman & Cho 2013), the interplay between NFT and varying retail atmosphere remains understudied. The current study operationalizes atmosphere in a unique way. The research operationalizes differences in sensory stimulation based on consumption taking place indoors versus outdoors. Those high in need for touch may extract greater hedonic value from experiences taking place in an outdoor environment. In contrast, low need for touch consumers will gain greater utilitarian value in indoor consumption environments. Contributions are centered on deepening the understanding of value-added consumption experiences, by contrasting indoor and outdoor consumption environments with regard to hedonic or utilitarian value extracted from the experience.

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Price Decisions and Decision Maker Assumptions: A Retail Review Analysis

The complexity in today's business and the information available in today's society makes it hard for a decision maker to make well founded decisions. Although not directed to retailing, there has been an ongoing debate about the connection between academic research and the practitioner's reality (e.g. Lilien 2011; Roberts *et al*., 2014). In spite of this, perfect rationality assumptions are often made within research, especially within price research. Perfect rationality assumptions are not known to consider the practitioner's reality. If assumptions of perfect rationality assumptions are made within retail research, this could render in a gap between academia and practitioner's, especially since a retailer faces many challenges in their price decision-making (e.g. broad assortment, different consumer segments, multiple decision making units). The aim of this paper is to conduct a review analysis to determine the rationality perspective used within retail research and the implication of using the assumptions based on an assumed gap between academic research and the retailer's reality. A literature search was conducted in the *Journal of Retailing* and the *Journal of Retailing and Consumer Services*. Criteria for inclusion was based on decisions that could be seen as either strategic or tactical. The result indicates that it is assumed that the retailer is either a maximizing decision maker or no assumptions can be identified. Bounded rational assumptions are seldom used. It is also evident that there is a frequent usage of the same concept in different situations, i.e. the same concept is given different meanings. The paper conclude that by accounting for specific bounded rationality assumptions about the retailer it would change the theoretical price determination structure and the connection between specific price decisions. As a result, it indicates that the communication and reporting of academic research might be closer to the reality of the retailer, bringing academia and practitioner's closer.

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Destination Reykjavik

In a competitive marketplace, destinations have to differ from others and find a unique and distinctive position that will not be easily substituted be others. That is why destination marketers are giving the brand's personality more attention, as they want to appeal to the traveller's emotions and establish a positive attachment towards the place. This study focuses on these issues by using Reykjavík, the capital city of Iceland, as an example. The findings are based on a survey with 21.184 valid answers, in order to gain an insight into what key element are of importance when to encourage tourists to spend a longer time inside the city and to attract investors and increase their positive experience. The questioner was sent to individuals who had registered their e-mail with Icelandair and Iceland Naturally. The questionnaire contained 22 questions, with the aim to explore whether or not image of Iceland and Reykjavik differs depending on if the destination has been visited before, what attributes Reykjavik is the most associated with, what travellers think of the city, whether or not they were likely to visit the city and how they perceive it as a travel destination. A research model was developed and twelve hypotheses were formed and tested. Of interest is that although a vast majority of participants have a positive perception of Reykjavik, it varies which attributes are more important in the decision making process and which have close to no influence. Thus, those who are most likely to travel to Reykjavik in the future associate the city with music and cultural events, friendly inhabitants, and nice locals. They also think that it is relatively easy to travel to Reykjavik and the city is not very far away. The participants' willingness to visit Reykjavik did as well vary, based on their attitude towards the city, as those who thought of Reykjavik as inspiring, refreshing and artsy were those who thought they would be most likely to visit the city in the future.

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Determinants of the Downtown Image and Retail Patronage: A Case of a Small/Mid-sized Town in the United States

The downtown is important for a community's economy as it becomes one of the tourist destinations and home to local businesses, especially in small- and mid-sized cities. Thus, a strong retail presence in the downtown is essential for the economic viability of small- and mid-sized cities. Thus, this study investigates determinants of the downtown retail patronage. Business mix, safety, atmosphere and downtown image have been identified as determinants. A total of 155 downtown visitors in a U.S. Midwestern town were recruited to participate in the survey, using convenience sampling. The structural model was tested through path analysis using AMOS 22. The overall logic of the path model was based on the idea that the three aspects of downtown - *business mix, safety, and atmosphere* have statistically significant relationships with *downtown image*, and ultimately *downtown retail patronage*. The model fits the data well; fit statistics indicate that indices exceeded the generally acceptance cutoffs (χ^2/df= .230; GFI=0.999; CFI=1.000; NFI=0.999; RMSEA=0.000). Significant positive relationships were found (1) between *downtown image* and all three aspects of the downtown – *business mix, safety,* and *atmosphere* ($\beta_{MixtoImage}$ = .207; $\beta_{SafetytoImage}$ = .368; $\beta_{AtmospheretoImage}$ = .293), (2) between *downtown image* and *downtown retail patronage* ($\beta_{ImagetoPatronage}$ = .201), (3) between *business mix* and *downtown retail patronage* ($\beta_{MixtoPatronage}$ = .171), and (4) between *atmosphere* and *downtown retail patronage* ($\beta_{AtmospheretoPatronage}$ = .452). Downtown visitors hold a positive image of the downtown and come back for shopping or dinning if they find diverse shops, and restaurants, and vibrant atmosphere in the downtown. Therefore, providing a broad range of goods and stores is critical to making visitors patronage retail businesses in the downtown. Downtown retailers and local government should create a vibrant atmosphere in the downtown with simulating music, colors and designs. Safety is also important as it is associated with a positive image of the downtown. Promoting a safe and walkable downtown environment could help in building a positive image of the downtown and in turn, increasing patronage to the downtown retail businesses

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Love and Hate Relationship with Social Media: The Case of Small Restaurants

Past research on the use of social media in the restaurant business focuses primarily on large establishments. Studies show that restaurants use social networking sites (SNS) to generate interest, provide feedback and communicate with company employees and customers (Peck 2009, Berta 2009; Perlik 2009; Lockyer, 2009). SNS help generate word of mouth (Gretzel, *et al*., 2008) and relationships with customers and employees (Ruggless, 2010). In this study we focus on the use and challenges of incorporating social media sites in marketing of small restaurants. Having in mind their often limited resources it is important to explore how they manage to utilize SNS in their marketing strategy and how they ensure their effectiveness. We specifically explore the role of SNS in marketing strategy, the specific ways SNS is utilized in marketing, and challenges restaurants face when they use and monitor social media. To explore these research objectives we conducted 16 interviews with small, local restaurants. Two independent raters content analyzed the interviews; the results of these two analyses were pulled together and compared to ensure that the content is well captured in the analysis. The results show that small restaurants recognize the critical role of SNS in their marketing, although customers' experience in the restaurant and engagement in local issues and events are still considered to be critical in generating word of mouth and in overall branding. The role of print, radio or TV have significantly decreased due to high cost but local media are still utilized by small restaurants. Social media is a big part of restaurants' branding that helps create awareness, loyalty, engagement, deeper relationships, and preference for their establishments. This online tactic is often used to show restaurants' engagement in local events to form stronger ties with local consumers. SNS allow restaurants to be more relatable to consumers by asking consumers directly what food, that the restaurant offers, they like and by taking into consideration customers' suggestions when preparing food or naming products. Some restaurants go as far as making the food the customers recommend online and invite them to come and taste it. Limited resources affect the use and effectiveness of SNS in restaurants' marketing. Local restaurant are trying to be creative in using online tactics to engage consumer, but many complain that they do not have sufficient resources that prevent them from being innovative and from coming up with new ideas that they could utilize online. Many complain about the nature of negative comments consumers post online and their inability to respond to them in strategic ways in order to fully capture the benefits of SNS.

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Co-branding of Credit Cards: The Roles of Co-Branding Structure, Category Fit, and Types of Sales Promotion

Co-branding has become a widely used business strategy in service categories like retailing, air travel, and financial service. Particularly, this practice appears in juxtaposition on credit cards. However, very few studies have been done with respect to consumer evaluations of service brand alliances. Rooted in signaling theory, this paper investigates the effects of co-branding structure, category fit, and types of sales promotion on consumers' evaluations of the combined offer with two service brands. A 2x2x2 experiment was conducted to test the hypotheses. A co-branded credit card was chosen as the experiment product, and credit card issuing banks were set to be the host category. Results show that an equals co-branding structure (combination of two equally strongly established brands) is more likely to have greater consumer evaluations than any major-minor structure (one high equity brand combines with one low equity brand). The "LH" co-branding structure (low equity host brand + high equity partner) tends to enjoy better consumer evaluations than the "HL" arrangement (high equity host brand + low equity partner) does because of a dominance effect. Category fit, which stands for signal consistency, positively moderates the relationships between co-branding structure and consumer evaluations. For any major-minor structure (LH and HL), consumers evaluate brand alliance with nonmonetary promotion more favorably than that with monetary promotion. For equals co-branding structure, however, promotion type does not influence co-branding evaluations. These findings concur with the contention that the manipulation of co-branding structure, category fit, and sales promotion types, connoting different value proposition, is to signal the unobservable quality of any co-branded credit card service.

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Evaluating Health Information in the Restaurant Industry: The Case of Millennials

Championed as a way to help protect public health, New York City initiated sanitary inspections of all restaurants in 2010. These inspections result in a letter rating – A, B, C, or Grade Pending – which must be posted on the front window of the restaurant so that consumers can determine how compliant an establishment is with sanitary requirements. Other cities in the U.S. as well as Canada and the UK also have health ratings systems to alert consumers to potential problems. These ratings also serve to encourage restaurateurs to follow food safety and sanitation guidelines lest they be publically humiliated with less than a stellar rating. But do consumers understand what these ratings really mean? For example, how do consumers perceive a rating of C if it is a restaurant that they have frequented in the past without any ill effects? What is their interpretation of "Grade Pending"? Perhaps personality factors come into play, for example those who enjoy taking risks do not care if a rating is poor or those with high social needs will eat at a poorly rated restaurant just to be with their friends. While the focus of this research in on consumer interpretation of restaurant ratings, one can draw analogies to other public health related messages, such as efforts to curb smoking, excessive drinking as well as efforts to educate consumers on the nutritional content of food, to name but a few. These health information efforts share a common goal and a common assumption that if one makes the information simple to understand, consumers will make a rational decision when it comes to their health. Given the rise of obesity and diabetes in the U.S., clearly this is not the case. Our study reports the results of an exploratory survey of millennials' understanding of the DOHMH rating system in New York City. Millennials are of particular interest as some studies suggest they differ from other age cohorts when it comes to food consumption.

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Revisiting Consumer Satisfaction in the Sharing Economy

A new economic model for which using a good or a service prevails over ownership has recently emerged. Such a usage is made possible through sharing, exchange, barter, (re)sale or renting. This new model has been given labels such as “sharing economy” or “collaborative consumption”. Collaborative consumption consists in temporary accessing to products or services with the collaboration of other consumers and/or intermediaries. With the help of the Web 2.0, there is now a tremendous growth of the number of profit (e.g., Über, Airbnb) as well as not-for-profit initiatives (e.g., Couchsurfing, TimeBank). The abundance of such initiatives has in turn started to alter the way consumers do their shopping and make shopping decisions as well as how companies manage their business. Given the numerous changes this phenomenon brings into the service provider-service user relationship, a particular point of interest concerns how collaborative consumption alters the traditional service quality-satisfaction framework. This paper aims at providing a better understanding of the consumer’s expectations about collaborative services, the potential differences with traditional services and the consequences in terms of consumers’ evaluation. We ran a large qualitative study among Belgian consumers in various service sectors such as transportation, accommodations and more local initiatives. A first round of semi-structured in-depth interviews was undertaken with eleven consumers and non-consumers of collaborative consumption initiatives. The goal was to highlight the reasons why they participate or not in collaborative intiatives. We then proceeded to a second round amongst fifteen collaborative consumers with a focus on their collaborative experiences. We finally completed the data collection with two focus groups. Our study highlights several interesting issues with respect to how collaborative consumers perceive the service quality, how they evaluate their experience and most importantly how do they form their satisfaction out of that. Though collaborative consumption initiatives can be fully considered as services, the satisfaction process and its antecedents are different from what one would expect from the service marketing literature. The way service failures and associated risks are perceived and how they are accounted for in the evaluation process, the lower self-serving bias, the role played by empathy and trust, are among the elements that characterize collaborative consumption. We confronte our findings with theories in field, such as the disconfirmation of expectations and its specific application for services (e.g., tolerance zone), attribution theory, social exchange and role theory and offer theoretical propositions and research avenues.

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New Types of Destination Retailing – Getting the "Social" Back into our City Centres

In today's omnichannel retail environment some business models are simply outdated and no longer viable in any location. In historic city centres, much of the retail space does not fulfil the needs of the contemporary retail formats. Therefore, controlling for out-of-town retail developments, investing on public transport and car parks are not sufficient alone but must be accompanied by major attractions appreciated both by local population and tourists. Although high street performance still is largely judged on retail-based measures, their main attractions are increasingly leisure and experience oriented. In time of "hyper-modernity", stores are places of entertainment and life experiences and, hence, inseparable from other leisure spaces. Most importantly, however, retail is supporting social uses, not the other way round. The downturn development of many city centres is materialized in empty shop units and escalating vacancy rates. As multiple ownership is typical in city centres, any large-scale development projects have been almost impossible to realize. Now the record high vacancy rates, especially if concentrated in single blocks or groups of buildings, urge actions to be taken. To seize the opportunity the current crisis presents, radical rearrangements and changes in business models are required. The current study presents a case study from Turku, Finland, where a very centrally located but malfunctioning shopping area is proposed being converted into a unique combination of leisure and service uses targeted to families with children and to senior citizens (55+). In addition to engaging both children and their parents (and grandparents) in multitude of recreational and educational activities, the project creates new types of public space in the city centre and gives a boost to nearby retailers by attracting visitors to the CBD. The viability of the concept is investigated using extant academic literature and large scale consumer surveys conducted in the area.

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Negative Attitude Toward a Brand: The Impact of Perceived Quality, Corporate Community Relations and Self-Brand Connection

A lot had been written about positive relations that consumers experience with a brand. We may refer for instance to concepts such as brand attachment, brand engagement or studies focusing on how consumers evolve positively into a relationship like brand evangelism or brand love. On the other side, we know a lot less about consumers who express negative feelings about brands and the main motivations behind their attitude. This topic is important to understand because a negative attitude toward a brand may prevent a consumer to engage in a relationship with a brand and may foster the spread of negative WOM. This study builds on research lead by the likes of Dalli, Romani and Gistri (2006), Dalli et al. (2007), Elisa (2007), Romani, Grappi and Dalli (2008), Romani, Sadeh, and Dalli (2009) who have identified three levels of negative relations between the consumer and the brand: corporate, user, and product. The objective of this study is thus twofold: assess the importance of each of those levels and explore potential explanatory moderators. Following a qualitative study, these levels were converted into three well known constructs (perceived quality, self-brand connection, corporate community relations). The relative weight of these constructs were assessed using an international sample of 300 respondents who had to identify their most disliked brand. Out of this sample, 140 respondents mentionned a brand that was grouped into a category comprised of businesses in retailing, banking, telecommunication, consumer services, transportation/tourism and petroleum industries. The main findings show that (negative) perceived quality and (poor) self-brand connexion are significantly related to a (negative) brand attitude. This conclusion is different from the model found with the other group (comprised of consumer and industrial goods) where the only significant variable is the perceived (bad) quality of the product. Interestingly, the level of disliking a brand is not related to the fact that the consumer has currently (or has lived) an experience or not with the brand or its products. This latter result emphasizes the need for the firm to maintain or enhance its image with different stakeholders including those who may never be interested to deal with it.

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Fashion Retailing: Meeting the Needs of the Older Female Consumer

The UK clothing market is projected to be worth £353.83 billion by 2016 and is the second largest retail sector in the country. Market power within the UK clothing market, as measured by market share (both in value and volume terms), is increasingly concentrated and retained by a few large-scale retailers such as Next and Primark and groups of companies such as those within the Arcadia brand. Few of these fashion retailers provide for women over 55, one of the most influential consumer groups in the marketplace, who have higher disposable income and are living longer and more active lives than previous generations. This gap in the market is being filled by a small number of more expensive department stores, small independent retailers and catalogue and on line retailers, however, consumer preference, particularly within this age group, is still for brick and mortar shopping. This is a missed opportunity for low to mid price high street fashion retailers who are failing to provide for the design needs of the older consumer. Ageing is associated with specific physical changes, which affects fit of garments and the desire to cover certain areas of the body. Older consumers vary of course in the way they look and act, and it is difficult to generalize on a female market "over 55" who will grow to have divergent needs, however, there are clearly physical changes which occur such a loss of muscle bulk, thickening of the waist, and changes in posture which give rise to fitting problems. This research is the result of six focus groups involving 32 women between the ages of 55 and 72. Results indicate that women in this age group still enjoy fashion and shopping for clothes, but feel that clothing available (on the high street in particular), is often not age appropriate in terms of physical changes. Participants highlighted the need for retailers to provide on-trend fashion ranges specifically designed for changes in body shape such as longer skirt lengths and dresses with sleeves. They would like to see ranges in high street stores, which are on trend and designed to suit their needs.

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Shopping with Friends: Impact on the Shopping Experience

Dennis *et al*. (2002) and others attribute the success of shopping centres (malls) to their ability to provide customers with both consumer and social experiences. The experience aspect has gain ed some recognition, but the social aspect is more belatedly being researched. Bagozzi (2000) suggests that examining the way customers act in groups (families, friends, peer groups) is missing from the literature. Two recent Canadian papers represent a major positive turning point for the literature (Borges et al., 2010; Chebat et al., 2014). Generally, shopping with friends has the most positive influence on shopping, more than family and also more than shopping alone, though the situation makes a difference. Our study is Australian-based and uses a different methodology. Hence, it raises the possibility of a different perspective and perhaps some cross-cultural implications. In our study, a large mid-market mall is used in contrast to the combined upscale and downscale mall settings in the Canadian studies. Furthermore, a more explicit mall brand experience theoretical framework is used as well. The findings from our quantitative study, suggest that either shopping with either friends or family seems a more enriching shopping experience compared to shopping alone. The more enriched shopping experience of social shopping versus alone shopping is thus common to both the Canadian and now Australian studies. However, a point of difference between our Australian findings and the two Canadian studies is a greater emphasis on family rather than friends. Our (Australian) findings suggest that families have a more enriching shopping experience than shopping with friends. Further, families spend considerably more money in the shopping trip to the mall than either friends, or alone shoppers. The results inject a point of disjunction and contestability to the world of social shopping.

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Content Analysis of Virtual Garment Fit Websites in Online Fashion Retailing and how 'Omni-fit' can Impact Future Growth

There are a new generation of consumer-focussed websites and applications, which enable consumers' to assess how and whether a garment may fit them prior to making an online purchase. These websites are focussed around a pre-purchase sequence of consumer judgements in order to inform the consumer to make decisions about a garment that may be of an appropriate size or fit (Gill, 2015). Through human-computer interaction (HCI), virtual garment fit websites enable consumers to make judgements of fit and size estimation, based on their understanding of the garment presented on the website, in replacement of a physical garment in a store (Merle, 2012). These websites are designed to aid consumer decision-making regarding size and fit when shopping online. Examples include personalised avatars which can be modified by users by entering their body measurements, social approaches such as comparing body shapes and matching users and their garment purchases, and also size and fit engine websites which produce recommendations for the user based on their previous purchases and clothing preferences.

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Adoption of Product and Service Innovations in Canadian Retail Pharmacies: Patient Perspectives

In many parts of the world, health care is primarily a public good. But in the face of pressures on health care spending due to changing demographics and reduced access to physicians, primary health care is increasingly shifting from a public to a private good. Retail pharmacists, historically reimbursed by government and third party payers, are not used to 'charging' patients for the 'service' elements in their jobs. Competition is largely based on front-of-store attributes. This is changing rapidly. No longer seen as simple dispensers of drugs, pharmacists are increasingly being granted the regulatory authority to engage in an ever expanding number of for-profit services. Permissions to also conduct point-of-care testing will soon be announced. Paradoxically, while being granted the authority to innovate and engage in these product development efforts – essentially brand extensions – retailers and their pharmacists have been slow to adapt despite declining government reimbursement for their legacy products and services. This study investigates patient attitudes, beliefs, behavioral intentions and behaviors. It was conducted with the participation and support of the Regulator, the Nova Scotia College of Pharmacists (NSCP), which spent years working to secure the needed legislative and regulatory permissions from the provincial government to permit expanded scope of practice (ESOP). Despite this legislative success, the NSCP is concerned because the public is not yet seeing the benefits of pharmacists' expanded scope of practice. In this paper, data from a cross-sectional survey of the Nova Scotia public, at two points in time, is analyzed and presented to answer the question of whether public reluctance or hesitation could explain the lack of interest by retailers. T_1 (n = 384) was conducted in the summer of 2013; T_2 (n = 800) was conducted in December 2014. In between these two waves of data collection, NS pharmacists had also gained the regulatory approval to provide vaccinations and the two very successful flu seasons following T_1 prompted the NSCP and its research team to hypothesize that public and professional interest in ESOP would increase. While data analysis is still ongoing, preliminary results permit the research team to reject the hypothesis that low uptake is due to a lack of interest on the part of the public. In fact, from T_1 toT_2, key beliefs and attitudes increased significantly. Trust in the pharmacist topped the reasons why patients would seek out expanded services from their pharmacist. Hence, while convenience is the core of the value proposition, trust in the pharmacists' competence is a necessary and vital foundation. Of particular note is that attitudes toward getting flu shots at the pharmacy improved dramatically following the two seasons of consumer experience. Other attitudes toward, and confidence in, pharmacist expanded scope of practice increased modestly. But awareness and use of other (non-vaccination) ESOP did not improve. Thematic analysis of open-ended questions as well as descriptive analysis of survey results will be presented. By the date of the Conference, the research team hopes to also have completed Partial Least Squares (PLS) modelling that may help to predict public (customer) interest.

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Adoption of Product and Service Innovations in Canadian Retail Pharmacies-Pharmacists Perspectives

As a complement to the patient study, this paper focuses on the pharmacists. In September, 2014, 1038 questionnaires were mailed to registered community pharmacists. The survey closed on December 15, with 428 surveys returned for an effective response rate of 41%. Preliminary results indicate that retailers and their pharmacists have underestimated the public's appetite for these new services, and results also indicate significant differences among pharmacists as well as interesting insights into perceived benefits and barriers. At the time of the study, about 50% of pharmacists were practicing various elements of ESOP – from a low of 44% for prescribing renewals to a high of 72% for administering drugs / vaccines by injections. While another 40% of pharmacists were not providing ESOP, they indicated that they planned to do so in the future. Barriers to change included costs to the patient and beliefs that patients would not be willing to pay; lack of time; lack of confidence; insufficient facilities (such as a private counselling room); lack of staff; and the requisite volume of paperwork required by the regulator. With respect to needed supports to enable increased uptake, pharmacists agreed or strongly agreed that they needed help. The level of agreement ranged from 31% (for support from peers); to 84% (for support from the Government). Significantly, 54% of pharmacists agreed or strongly agreed that they needed more support from their owners and head offices. At a time when funding for legacy services and government reimbursement is declining, product extensions such as ESOP that promise a potential revenue stream related to the provision of cognitive services appear to be under-resourced at store level. Concerns with existing workload – independent of concerns with the increases in workload due to ESOP – were especially noteworthy. Detailed results and implications for product extensions in health care services will be presented at the conference.

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Does Brand Matter? Effects of Brand Display on Hedonic vs. Utilitarian Horticultural Products

Although previous literature explored how consumers choose cut flowers, scholarly attention has yet to be devoted to potted horticultural products, such as flowers and shrubs. The horticultural market should be of special interest given its dynamic nature: the availability of different plant types varies with seasons, the visible product outside a container, and the presence (or absence) of specific growers and brands. Research suggests that a consumer's willingness to purchase flowers is related to preferences, such as type, color, and/or fragrance. These inherent characteristics, including color, are normally associated with hedonic consumption. Hedonic products are typically purchased in smaller quantities compared to utilitarian goods and consumers are often more willing to pay a higher price for hedonic products. Consumers' willingness to pay a higher price for hedonic products can be influenced by display presentation, mental resources and individual differences. While a number of studies have explored the links between hedonic consumption and the purchase of cut flowers, other agricultural products have yet to receive study. Further, previous research suggests that there are a number of sensory characteristics and conceptual associations that can influence a consumer's outlook on a product, and ultimately, their purchase intent. Because flowers are normally an unbranded and unpackaged product, consumers tend to look for other cues (i.e., price) to form quality judgments. Thus display characteristics have the potential to influence consumer evaluation of horticultural products. To further the understanding of branding preferences in horticultural products, this study used branded (vs. unbranded) flowers and bushes to examine consumers' assessments of horticultural goods based on the information (i.e., packaging and price) available to them. This study employed eye tracking technology to collect 75 participants' responses to visual stimuli of hedonic (flowers) and utilitarian (bushes) products and an accompanying survey to test the following hypotheses:

H1: Participants will be more likely to pay higher prices for hedonic vs. utilitarian products.
H2: The presence of a brand on packaging will be positively related to participants' perceived price for both hedonic and utilarian products.
H3: Perceived product quality will be higher for branded agricultural products.
H4: Participants will be more likely to buy branded (vs. unbranded) agricultural products.
H5: Visual attention will be higher for hedonic products
H6: Participants with higher involvement levels will spend more time examining hedonic products.

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Understanding Consumers' Perceptions: What are Affordable Luxuries?

The global luxury market has been growing at an increasing rate since the early 1990s, with the growth rate roughly at 10-15% annually. The *Boston Consulting Group* estimated the global market of luxury goods to be around $400 billion and the growth rate has outpaced that of any other consumer goods industries. The luxury market has become one of the fastest-growing industries in the world. As a result of production cost reduction, reasonably priced premium products attract middle-class consumers who have a desire to follow the lifestyles of the wealthy classes; thus, the luxury brands have become more available to a wide range of consumer groups. Therefore, with an annual market growth-rate of about 15%, it becomes clear that the term "luxury", which was traditionally associated with very exclusive, highly prized goods available mostly for the wealthiest of people, has evolved in recent years, to encompass the term "affordable luxury". This phenomenon can also be seen in different markets, and industry outlets such as *The Wall Street Journal* have used affordable luxury to refer to a wide array of products such as beer, chocolate, lotions, and restaurant meals. Few studies have examined underlying motivations to purchase affordable luxuries. This topic is worth scholarly and managerial attention because the upcoming generation of consumers, the millennials, is expected to spend more than $200 billion annually and more than $10 trillion in their lifetime, which would make them the largest consumer generation in history. Affordable luxuries should play a significant role in millennials spending habits, because this generation ranks as the most educated in American history. However, millenials have a considerable amount of debt that would limit their spending capabilities and their ability to spend on expensive luxury products. Thus, with this study we analyzed whether or not consumers understood and could define the concept of affordable luxuries, and also what motivated millennial customers to allocate their money into affordable luxuries. To fulfill the study purposes, two online surveys were designed and administered to students at an American Midwestern university. Study 1 (n=210) focused on whether participants could differentiate between the terms luxury and affordable luxury and how these terms were defined; Study 2 (n=116) examined the classification of luxury vs. affordable luxury products and participant spending habits on affordable luxuries.

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What Do Consumers Make of Store Design Variation? Evidence from Supermarkets

While building a well-recognised store design is crucial in contemporary markets, elements of the retail mix, including store location, format and fascia can vary across stores of the retail chain. In some cases variation reflects expediency – making the most of a particular location and its surrounding market – but in others it can reflect deliberate design heterogeneity (novelty) or prototypicality (evolution), issues which are under-researched in the extant literature. To this end, the aims of this paper are to (1) discuss the measurement of store design and (2) investigate the role of design in consumers' perceptions of store environments. Building on the consumer psychology, branding and design literatures, we develop a conceptual model that proposes an association between store novelty (representing environmental stimuli) and prototypicality, with store aesthetic preference as a response measure. To test the model, we compare the perception of store design for an older versus a more recently remodeled supermarket from a national chain in New Zealand. The findings and managerial implications will be discussed, and suggestions for further research will be highlighted.

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Price Fairness in a Socially Embedded Market

It has been argued that perceived price fairness is the chief determinant of customer satisfaction. Price fairness in an exchange relationship has been defined as a consumer's assessment of a seller's price in comparison to competition. It has traditionally been explained using transaction utility theory, the principles of dual entitlement, and equity theory. However, a key premise in these studies is the presence of a clear price point that acts as a point of comparison. In this paper, we look at price fairness in the context of ambiguous price cues. Using a naturalistic mode of inquiry, we conduct ethnographic study of an embedded marketplace setting. We focus on singularised commodities bought during festivals, which act as cultural markers. The setting for the study is a marketplace consisting of sellers from Hindu and Muslim communities who sell merchandise only for Hindu festivals. In contrast to existing studies in marketing which deal with periodic, seasonal markets, we focus on a permanent seasonal marketplace with a rich history. We find that, in the presence of ambiguous price cues, price fairness is negotiated through the interplay of customer price discovery strategies and seller price setting strategies. We identify religion, marketplace characteristics, cultural significance of merchandise, and infrequency of purchase as primary contributors in the negotiation of a fair price. Though our primary contribution is to extend literature related to price fairness in the presence of ambiguous price cues, we also address a common concern regarding the lack of research on the social aspects of retail.

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When Flagship Stores Backfire – A Qualitative Analysis of Customer Feedback Regarding Flagship Store Failure

In today's retailing landscape, flagship stores of well-known brands become omnipresent in city centers of metropolises. One brand strategic purpose of flagship stores is the delivery of greater brand experiences to target consumers, while reinforcing the brand's social meaning, quality standards, and market offers into the consumer's mind (Dolbec & Chebat 2013; Diamond, *et al*., 2009; Kozinets, *et al*., 2002). Current research has primarily addressed flagship stores by qualitative studies that highlight the greater experience and the success of creating strong consumer brand relationships, by telling brand stories in flagship stores. These studies provide evidence for successful flagship store execution. Not surprisingly, many industries other than fashion retailing, in which the flagship store format is well established, start to open flagship stores for having direct contact to consumers and using the flagship store as an advertising tool. However, by taking closer looks at voluntary customer feedback web pages, such as tripadvisor.com, one will find evidence that not every customer posts positive feedback concerning the experienced brand display inside the visited flagship store. In case consumers experience a brand negatively, due to failing new products, bad services, or misinterpreted brand meanings, dilution effects will happen, hurting the positive perception of the brand in the consumer's mind (Sood &Keller 2012; Pullig, *et al*., 2006; Buchanan, *et al*., 1999) . However, none of the current flagship store literature addresses failures. Thus, the aim of our study is to qualitatively identify, if the failure reasons are the success drivers in reverse or if other aspects hurt the well-intended brand display in flagship stores. For instance, a male customer posted about a chocolate national brand's flagship store in Germany that "… it is very commercially minded. If you want to build your own chocolate look at the already made flavors and then order it as the first thing you do there! If the mixing staff tells you 30 minutes and you show up after 25, you will have to wait 40 minutes more and probably will be reprimanded as "you were told 40 minutes, and it has only been 10" I.e. you are accused of lying. I even had a new parking ticket (€1 per 15 min) prowling my time. I will never visit this commercial store with the crying kids again... Rotten customer 'care'! "As the example illustrates, enabling brand experiences is given, but the execution and the behavior of the staff as brand ambassadors dilutes a positively intended customization process, for creating closer consumer bonds through flagship stores. Our study draws, from 79 identified negative feedback posts, possible reasons for flagship store failure. We explicitly focus on flagship stores from fast-moving consumer goods, as lower involvement and lower margins in comparison to fashion or durable luxury goods make flagship store failure fatal for national brands in such a highly competitive branch.

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Retail Entrepreneurs and Their Thoughts About Collaboration

To combine a wage work with entrepreneurship (hybrid entrepreneurship) is very common, especially within retail. Retailers that combine do so because they do not have the means to live on the business full-time and with that will not be able to rent a shop where their self-produced items are displayed. The business is started out of a hobby, and something they are really passionate about. In order for them to expand financial means are of essence, something hybrid retailers are scars of. Therefore collaborations in various forms might be of importance (i.e. joint ventures, networks). The purpose with this paper is to investigate what thoughts hybrid retailers have about different collaboration types to determine the importance of the collaborations to expand the retail business. Empirical data was collected from two counties in Sweden. By using three methodological approaches for all respondents in the following order 1) questionnaires, 2) observations, and 3) small focus group interviews it is possible to conduct a triangulation of the empirical data. The preliminary results indicate that the hybrid retailers have great ambitions with their business, but are in need of collaborations in order to become full-time self-employed. The questionnaire showed that they do not belong to any networks, because the common opinion was that it was of no importance. At the same time several of those who was negative to networks did have collaborations. However, when asked why there were no networks in the focus group interviews, they all changed their view of what networks meant. Networks and collaboration was something they found to be very important, but there are scattered thoughts about starting new collaborations since many hybrid retailers did not know what kind of collaborations they are interested in. However, starting collaborations or creating networks seemed to be a natural behavior amongst the hybrid retailer, since they during the observation that took place before the start of all the focus group interviews, almost instantly started to change business cards and several got collaboration offerings.

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Targeting Direct Marketing Campaigns with a View to Continuous Obligations

Direct marketing is marked by various characteristics. An extensive academic research, a big economic importance, and a supposed high efficiency demonstrate the relevance of this form of marketing. The selection of customers or prospects to target plays a key role for the economic success of a direct marketing campaign. According to academic research, the generated sales seem to be a significant control factor for this selection process. Because of low response rates and high costs when using direct marketing, it seems necessary to investigate the influence of additional factors. Our examination concentrated on continuous obligations because of their economic relevance. In contrast to previous research we focused our study on the amount a customer has to pay periodically. We first divided the potentially addressed customers by their actually generated sales in different cohorts. After that we sorted the customers in each cohort by the amount of their periodically obligation. By the use of a pretest, we identified the economic attractive customers according to their probably effectiveness. In conclusion we evaluated that contacting the customers in the resulting order increases campaign´s efficiency. For empirical study we used a dataset from a German financial service provider. The data contain information about the real buying behavior of approximately 135.000 customers. Furthermore the data contain the overall generated sales and the periodically financial obligation next to demographic char-acteristics of these persons. In addition the data include information about performed direct marketing campaigns. The results of this study show that the consideration of the continuous obligations' periodically amount supports targeting direct marketing campaigns. The influence is specific in each campaign. Therefore, this factor should be implemented in a more differentiated way to improve the efficiency of direct marketing campaigns. According to these results, campaign's success can be increased by enhancing the customer selection.

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When Chicks Prefer Chicken over Chips: Good-Looking Guys Make Women More Willing to Consume Healthy Food

Healthy eating is an important topic in a world characterized by a steadily (and heavily) growing number of overweight individuals, given the negative health-related consequences of obesity, including diabetes, heart diseases, cancer, and the like. The present research investigates whether people's consumption preferences for various food products can be changed towards more healthy food options as a function of the physical appearance of frontline employees. Given that women, more than men, communicate their mate value through signs of health and beauty, the main hypothesis was that exposure to an attractive-looking (versus ordinary-looking) male employee should decrease women's consumption preferences for unhealthy food and increase their inclination to consume healthy food, whereas type of exposure should not influence men's consumption preferences. An initial experiment on 80 university students (49% female) showed that women exposed to an attractive-looking (versus ordinary-looking) male employee were significantly less willing to consume unhealthy food, such as candy and snacks, whereas men's consumption preferences for unhealthy food did not differ between conditions. A second experiment on 129 female university students revealed that exposure to an attractive-looking (versus ordinary-looking) male employee decreased women's urge to consume unhealthy food, but increased their inclination to consume healthy food. A third experiment on 90 male university students found no such effects. Taken together, the results suggest that marketers, advertisers, and brand owners should be cautious in using pictures of attractive-looking men in commercials, advertisements, or packaging of unhealthy food products, as this may negatively influence women's purchases of these products. On the contrary, it may be advantageous to use good-looking guys in order to stimulate women's purchases of food and other personal care products associated with health or beauty. From a health perspective, the findings suggest that overweight women may benefit (trough reduced consumption of unhealthy food) by reading magazines or watching commercials featuring attractive-looking men.

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Pizza Purchasing: Wallet, Waistline or Timeline?

It was estimated that the billion of meals and takeaways served by fast food chains and independent outlets account for 44% of all meals served in the commercial foodservice sector (IBIS World, 2009). In this marketplace the Quick Service Restaurant industry (QSR), defined by Mirriam-Webster (2010) as "of, relating to, or specializing in food that can be prepared and served quickly", posted $13.83 billion in 2008 (IBIS World, 2009). However, research suggests that 65 per cent of obesity is caused by fast food and snacks (Lowell, 2004). Such a fact has the potential to permanently alter the QSR industry as consumer food requirements change over the years and as such we have seen a shift in society demands for a healthier option. This shift, created by an increasing awareness in the nutritional content of junk foods and the desire to maintain a healthy life style whilst still having the option to purchase QSR food, has produced new retailers ready to cater for the health conscious consumer by altering current food options to minimise fat intake' (IBIS World, 2009, p. 10). This has caused the QSR in recent years to undergo a 'boot camp'! Once dominated by burger and fish and chip shops, the takeaway food industry has undergone a period of serious transformation over the past decade. Changing consumer attitudes towards healthy eating and the growing popularity of other cuisines has revolutionised fast food options available to consumers. Along with this change has come an influx of new healthy eating options ranging from salad and juice bars to grilled chicken shops and sushi retailers' (IBIS World, 2009). With the pizza industry possessing a market share of over $1.75 billion dollars, today in Australia there are over seven thousand pizza stores consisting of privately owned, independent and franchise based companies (IBIS World, 2009). Given such competition the pizza industry has changed to coincide with changing consumer needs and wants. Companies now offer an extended range of consumer products including items such as oven baked sandwiches, ribs, pastas, chicken dippers, deserts, and now the healthy pizza. This increase in product diversification caused by the change in consumer taste and trends provides a tactic for pizza companies to compete with the rest of the QSR industry and maintain or gain market share. This trend has rapidly filtered throughout the QSR industry including some of Australia's leading pizza company's now offering low calorie and low fat menu options. One company brought out a 'Good Choices Range', introducing a range of products under 390 calories (Domino's Pizza 2010). Other companies are also looking into a healthier menu to meet with customers' demands and competition (Hooper, 2010). Whilst conceptually this is good for the consumer, the underlying question for this research is "what influence does the healthy option really play in pizza purchasing".

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Creativization: Towards A Framework For Improving Social Creativity Within A Service Network

This paper aims to propose a framework for understanding social creativity in service networks and to discuss how to manage a dynamic creative process of organizing multiple service encounters. Based on a research literature it is argued that improving social creativity in service network is dependent upon various process factors among which the temporal, confrontation, integration and openness are essential for the cultivating of creativity in service networks. Utilizing the interaction between the four factors, service networks should be able to improve their creative capacity, which benefits the dynamic of creative leaps over time. The implications of the study include shifting the focus of creativity from content to context and from a static understanding of creative capacity to dynamic view involving creative leaps. The paper responds to the need of participants in service networks to help explore and exploit the most effective ways of cultivating social creativity for constructive interactions and performance.

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Branding in a Mass Customized Environment

Many web sites today offer customers the service of customization their products or services to their own preferences. This paper examines the relationship between mass customization and brand experience, trying to assess the existence of an incremental effect of customization on brand experience. Moreover, as customization has a strong emotional component, it also analyzes the moderating role of cognitive, psychological and sensorial factors in shifting consumer preferences from technical performances to emotional and symbolic ones. A website was designed by a professional web designer for two products, shoes and cereals, on which the respondents could choose if to buy the standardized version or a customized one. The results highlight that mass customization and brand are linked. Unexpectedly, the customization options, which should be a tool to affirm an individual's uniqueness and self-concept, negatively affect the brand experience. The complexity of the customization process, the self-expressive value and the functional value affect mass customization evaluation and, then, the brand experience. Furthermore, the product category was found to have an effect on brand experience.

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Consumer Adoption of Car Sharing Systems: A Multinational Survey

In recent years, sharing goods rather than owning them in a conventional fashion has been a major trend in markets and economies worldwide. It has been suggested that this emerging paradigm of sharing is potentially transformative of established economic and consumption patterns and driven by powerful technological forces. The sharing paradigm leverages advances in information technology to allow non-ownership consumption of goods through various setups. Sharing and collaborative systems have been developed, in which consumers pay for temporary consumption of the good and avoid traditional ownership costs of both monetary and nonmonetary nature. Evidently, the emerging paradigm of sharing is particularly relevant to car use and therefore car-sharing systems are growing at a remarkable rate. New automotive sharing systems are being developed and the car-sharing trend is creating new challenges and opportunities for all the key players in the automotive and transportation sectors. The purpose of this empirical study is to consider the antecedents of consumer adoption of car sharing systems, for which very little is currently known from existing studies. To address this gap in the empirical literature, this study identifies and integrates in a unifying theoretical framework the major drivers of non-ownership use of cars at the level of the individual consumer. To this end, we design and implement a large, multinational survey to test a number of hypotheses about the determinants of non-ownership use of cars. The research hypotheses are drawn from but also extend the literature and include relevant behavioral and attitudinal variables (e.g., risk aversion, search costs, environmentalism) as well as key socioeconomic and demographic variables that are expected to affect consumer preference for non-ownership use of cars. The results of the large, multinational survey reveal the role of key consumer characteristics in the decision to adopt a car sharing system and provide several actionable insights into the structure of consumer preferences for non-ownership consumption of passenger cars. It is worth emphasizing that the findings of the study are relevant not only to businesses and managers but also to policy makers and regulators that are interested in managing the environmental and socioeconomic aspects of car ownership and use.

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Men's Involvement in their own Clothing Purchases

This study investigated South African men's clothing involvement amidst evidence that male consumers have become more shopping savvy and interested in their appearances in recent years and that clothing retailers have had to make amends to accommodate this lucrative market. The study acknowledged the possible influence of demographic characteristics, monthly expenditure on clothing, frequency of clothing purchases, store patronage and work dress code on men's clothing involvement. According to literature, generation Y consumers who are now younger than 40 years of age, are more brand conscious, more interested in their appearance, more savvy in the shopping environment and like to share their opinion about products and services with peers. Literature concurs that traditionally, spouses were highly involved in men's clothing purchases, and even managed their partners' wardrobes. Apparel researchers hence often mainly focussed on female consumers who were more active in terms of actual shopping. From what is evident in the market place at the moment in terms of stores, brands and advertisements, male apparel has become a lucrative market that deserves more attention. Researchers who have neglected male consumers' involvement with fashion to date, might therefore have to reconsider to better understand the needs and behaviour of this growing market.A survey was conducted across Gauteng which is the largest retail hub in South Africa where consumers have access to multiple clothing retailers. A professional research company handled the data collection by distributing on-line questionnaires via the company's data base. A total of 479 usable questionnaires were completed within one week. The questionnaire included the involvement scale of O'Cass (2000), which was slightly adapted for the investigation. Data analysis involved descriptive and inferential statistics, including exploratory factor analysis, ANOVAs, post hoc tests and regression analysis. Age and marital status significantly influence men's clothing involvement. The amount of money spent on clothing, level of education and income could however not be confirmed as significant predictors of men's clothing involvement. The majority of men indicated that they purchase clothing sporadically when necessary. Those who purchased clothing more often (monthly) were however significantly more involved with their clothing. Purchase- and consumption involvement were the strongest forms of clothing involvement irrespective of the demographic characteristics of the respondents, while advertising involvement seemed the weakest form of involvement. The majority of men spent between 5 and 10% of their monthly household income on clothing for themselves. Those who spent more, were younger and single. The amount of money spent on their clothing was not positively related to men's work dress code or their level of education (which has consequences in terms of occupational status). Most men patronised department stores and general clothing retailers when shopping for themselves regardless of their work dress code or the amount of money allocated for their clothing. Findings indicate that modern men (in a South African context) still do not necessarily get their inspiration from media.

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Polynomial Regret-Rejoice Model of Consumer Choice of Shopping Center Allowing for Covariates-Dependent Taste Variation

Most models of the choice of store or shopping centers have been based on aggregate spatial interaction models or on disaggregate random utility discrete choice models. Only recently, regret-based models have been introduced in the literature. Most applications can be found in environmental economics and in transportation research. Previous research has assumed either that choice behavior is driven by regret only (regret being a function of the attribute difference between a considered alternative and one or more foregone alternatibes) or assumed specific regret-rejoice specifications. In this study, we use polynomial functions. The estimated parameters of this function will then identify the best fitting competing function and underlying behavioral mechanisms. To allow for taste variation depending on socio-demographic, the basic model is expended with a set fo random parameters that are made a function of selected socio-demographic variables. The approach is illustrated using stated choice data pertaining to the choice of shopping center.

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Can Loyalty Programmes Construct a More Equitable Form of Loyalty with its Users: An Analysis of a Pilot Loyalty Programme in the Service Sector

The aims of this exploratory research are to examine customer perceptions and relationships with traditional loyalty programmes and compare those perceptions and relationships with the rewards from a loyalty programme which uses equity matching in its rewards. As part of a larger study which uses a mixed methodology approach, this first stage of the research uses qualitative research to examine how a more rewarding loyalty programme is perceived by customers and investigate its potential to engender a more emotional type of loyalty to the retailer. The context to this research is that loyalty programmes are an accepted part of the UK customer shopping experience, rewarding customers for their patronage. However the limitations associated to loyalty programmes and their capacity to engender loyalty beyond incentivised loyalty are well documented. In a retail environment where customers are generally promiscuous and expect value for money can a loyalty programme which equity matches its customers transactional behaviour be successful? rewarding not necessarily on a periodic basis but on a basis more akin to friendship and communal sharing. Identifying perceptions of a rather different approach to rewarding loyalty through loyalty programmes is the focus of this stage of the research, the results of which will reveal potential insight into loyalty card design, usability and the consumer experience. Such results will not only inform the second stage of this research, they will prove useful to retailers considering implementing loyalty programmes in their respective stores and those who wish to further assess the viability of their existing programmes and impact on the customer experience.

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Internal Antecedents Instigating Impulse Behaviour in the Context of Experiential Retail in South Africa

Modern retail is a highly competitive battlefield where international companies battle to win the attention and purses of the same customers. Attracting customers to a physical store has therefore become increasingly difficult because consumers now have other options that might be more appealing based on novelty and time saving. Consumers have become more discerning and expect retailers to engage them, to entertain and to offer memorable experiences as a prerequisite for visiting the physical store. The experience economy has therefore become an attractive alternative to conventional shopping environments. However, although experiential retail has drawn considerable attention in recent years and a number of retailers have adapted the concept, the behaviour of consumers in an experiential retail environment is still under researched. Due to the interactive nature of experiential retail environments, they elicit different reactions from customers, often spontaneous, whilst in-store. This study focuses on consumers' internal antecedents (mood and emotions, hedonism and recreation) as instigators of impulse behaviour in an experiential retail environment. The study contributes to the literature on consumer behaviour, specifically impulse behaviour as it attempts to identify the internal driving forces behind the contemporary consumers' actions. It also sheds light onto a key retail innovation, namely experiential retail, aiming to provide evidence for successful implementation and adaption in the industry. An electronic survey using a retrospective assessment technique was conducted based on consumers' previous behavioural encounters at one of eight identified experiential retailers in South Africa. Purposive sampling was used to distribute structured electronic questionnaires to respondents for self-completion. Respondents had to be at least 18 years of age and had to have visited one of the identified experiential retail venues during the preceding three years. Items were adapted from established scales and Cronbach α's were calculated to measure internal consistency. Data analysis involved descriptive statistics as well as inferential statistics including exploratory- and confirmatory factor analysis and structural equation modelling (SEM).

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Creating Shared Value for Competitive Advantage in Retail and Service Industries

Recent research has moved from corporate social responsibility to emphasizing the role of shared value, where the focus is on value co-creation and achieving common goals for both companies and society. Along these lines, shared value is defined "as policies and operating practices that enhance the competitiveness of a company while simultaneously advancing the economic and social conditions in the communities in which it operates[3]". Our key claim is that shared value has become a key strategic issue for many retail and service companies chrystallizing their competitive advantage. Hence, the purpose of this study is to provide a framework for identifying the mechanisms for creating shared value for competitive advantage in the retail and service context. Towards that end, we apply a case study approach where we look at two key dimensions: the scope of shared value created, and the perspective around it is focused. The scope of shared value may be found at the product/service level, value chain level, and/or cluster level. Respectively, the perspective to creating shared value can focus on community, customers, employees, environment or governance. A framework for creating shared value is presented and managerial implications as well as guidelines for future research are presented based on the empirical findings.

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Five Shades of Responsible Food Consumption

The objective of the paper is to identify segments of consumers differing in terms of their consumption of responsible food products, and estimate the evolution of their relative weight. In this paper, two research questions are addressed: (1) Do consumers differ in the buying pattern of responsible food products? (2) Is there an evolution in the buying pattern of responsible food products over time? Data was gathered in September 2013 (n=502) and in September 2015 (n=1,006) via self-administered e-mail surveys from a web panel in Canada. To measure consumption of responsible food products, respondents were asked how often they bought a series of responsible food products over the last 12 months on a 10-point Likert scale ranging from 1 (never) to 10 (always). The list of food products contains nine local products (apples, strawberries, tomatoes, lettuce, meat and poultry, bread, coffee, cookies, and jam), nine organic food products (milk, bread, wheat, yogurt, eggs, tomatoes, strawberries, tea and herb tea, and coffee) and five fair trade products (coffee, tea and herb tea, sugar, spices and bananas). A two-step cluster analysis was performed using the consumption of the most popular products in the three categories of responsible food products (namely local apples, organic yogurt and fair trade coffee) to uncover potential segments. Five clusters with clear and meaningful interpretation characterized by differing emphasis on consumption of different combination of responsible food products were uncovered. Cross-tabulation analysis shows that the clusters distinguish significantly on the three clustering variables. In 2013, the first segment is the largest with total of 175 respondents that account for 34.9 per cent of the sample. They are buyers of the three types of responsible food products (local, organic and fair trade). The second segment comprises 73 respondents, which account for 14.5 per cent of the sample. In this segment, consumers buy local and fair trade products. The third segment comprises 60 respondents, which represent 12.0 per cent of the sample. These consumers are non-buyers of responsible food products. There are 138 respondents in the fourth segment, which account for 27.5 per cent of the sample in which respondents buy mainly local food products. The fifth segment is the smallest with 56 respondents

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Environment: Stand-Alone Driver for Responsible Consumption?

The goal of this paper is twofold: (1) to measure the specific drivers to consume the three main types of responsible food products (local, organic and fair trade), and (2) to verify if the environmental dimension is a stand-alone driver for responsible food consumption. Data was gathered in September 2013 via a self-administered e-mail survey from a web panel in Canada (n= 502). To measure the drivers to consume responsible food products, respondents were asked to indicate the extent to which they agree with three series of statements regarding local food products, organic food products and fair trade food products on a 10-point Likert scale ranging from 1 (totally disagree) to 10 (totally agree). The drivers to constructs provided by Bauer, *et al*. (2013): (i) perceived healthiness; (ii) perceived hedonism; (iii) perceived environmental friendliness; (iv) perceived food safety. The same items were adapted for local food products and fair trade food products. Two constructs were added for local food products, namely food quality and support for local economy. One construct was added for fair trade products: support for small producers. Three factor analysis were carried with principal component analysis along with orthogonal rotation procedure of varimax. The obtained factorial structures of the scales have high KMO values (0.969, 0.961, 0.969 respectively for local food products, organic food products and fair trade food products) revealing the adequacy of the data for factor analysis. For local food products, factor analysis revealed two distinct factors with eigenvalues greater than 1.0, explaining 74.970% of the variance (three items were deleted due to crossloading). The factors can be labeled as: (1) perceived environmental friendliness and healthiness; (2) food quality and support for the local economy. For organic food products, factor analysis revealed two distinct factors with eigenvalues greater than 1.0, explaining 80.057% of the variance (three items were deleted due to crossloading or low loading). The factors can be labeled as: (1) perceived healthiness and hedonism; (2) perceived environmental friendliness and food safety. For fair trade food products, factor analysis revealed two distinct factors with eigenvalues greater than 1.0, explaining 80.513% of the variance (one item was deleted due to crossloading). The factors can be labeled as: (1) perceived healthiness, hedonism, environmental friendliness and food safety; (2) support for small producers. It is interesting to note that the items related to environmental friendliness are only loading with others. These results may indicate that consumers are not driven by environmental friendliness per se but that environmental friendliness must be combined with other dimensions such as healthiness, hedonism, food safety or food quality to drive consumption of responsible food products.

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The Dark Side of Experiential Mall Shoppers

This presentation offers retailing academics a novel perspective on experiential retailing. The purpose of this presentation is to unearth findings which reveal that enclosed mall shoppers who participate in a mall's experiential offerings do not exhibit more favorable attitudes or behaviors towards a focal mall compared to malls who do not participate in these offerings. Perhaps, experiential retailing is not the panacea that will save brick-and-mortar malls from the benefits that digital retailers offer shoppers, such as deep-discounting, free shipping, and wide assortments. Based on a survey from a sample of shoppers collected in one of Latin America's largest malls that offers customers many experiential activities, including entertainment, activities for women, children, and older-aged adults, fashion shows, and play area, empirical findings reveal that mall shoppers that partake in mall-based activities are less satisfied, less likely to spread positive word-of-mouth, have a lower net promoter score, and have a lower desire to return to the mall compared to shoppers that do not partake in these experiential offerings. Results also show that mall expenditures are the same between shoppers who partake in mall-based activities compared to shoppers who do not do so. Although retailing academics and consultants espouse the idea that retailers may obtain financial benefits by creating memorable experiences for shoppers, this research offers empirical evidence that counters these speculations. In the case of enclosed malls, investments in experiential features and activities may not result in improved shopper attitudes, behaviors, or sales. Experiential retailing seems to offer customers hedonic value only after customers have obtained utilitarian value during a market exchange. For example, many malls are effectively turning destinations that cater to tourists into themed shopping villages and environments. In these instances, tourists are already receiving the utilitarian value of their destination, thus, they appreciate the hedonic value offered by a themed landscape. Along these lines, some retailers that have developed brand-like cult followers, in which access to a brand is replete with powerful meanings, values and beliefs, such as Apple, American Girl, ESPN, Nike, and Lego. For these brands, and their stores, the perceived utilitarian of their products are obvious. Our point of contention is that many consumers cannot easily perceive the utilitarian value of shopping at malls when other options, namely digital retailing, exist; thus, hedonic offerings are overlooked by consumers when the utilitarian value of shopping at many enclosed malls remain unclear. Although this research fills an apparent void in the experiential retailing paradigm, possible limitations must be acknowledged. The study was conducted in one of the largest enclosed malls in South America, and it is possible that findings may not generalize to all retailing locales. However, it is worth mentioning here that many of the activities implemented by our sample mall have been introduced in global locations. Further, the study provided evidence as to why many malls across the globe are confronting challenges despite investing in experiential offerings—these offerings do not necessarily drive favorable shopper outcomes. Thus, experiential offerings are not the panacea that saves enclosed malls from confronting the intense competition offered by digital retailers.

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The Impact of Emotions and Perceived Value on Hotel Online Bookings

The development of online travel communities has radically changed the tourism industry. Retailers and travel agencies have modified their strategies in order to fulfill clients's demands in this online setting. Through analyzing the comments and ratings on online travel communities such as Booking.com, hotels and travel agencies are able to better understand what their guests like and dislike about them and what motivates consumers to be loyal or to switch to their competitors. Given the recent appearance of online travel communities, several gaps still remain for new research in this area. First, most of the studies consider that the technological nature of consumer information exchanges determines individual purchase behavior, neglecting other factors such as emotions or hedonic motivations. Secondly, despite perceived value has been identified for service companies as one of the most important measures for gaining competitive edge, previous research has mainly focused on the utilitarian dimension of value, neglecting the hedonic componentsof value. In short, the utilitarian value reflects a practical trade-off between benefits and sacrifices that are involved in an exchange for an offering, whereas the hedonic value reflects an experiential trade-off of these elements. Recent research focused on online services suggests that adding the hedonic dimension would increase the perceived value construct's usefulness. This study aims to fill in these gaps. Our purpose is two-folded: (i) to explore the relationships among perceived value (hedonic and utilitarian value), consumer emotional responses and behavioral intentions in the 2.0 online accomodation services segment (ii) to identify the key drivers of each dimension of perceived value. Structural equation modeling was used to analyze a causal model of influences. Variables considered were: emotions, perceived utilitarian value, perceived hedonic value, web quality (information and service quality), hedonic motivations (adventure/explore, idea, authority/status and bargain value) and purchase intention. Data was collected in 2014 from 385 customers of web 2.0 accommodation services using an online questionnaire. The main findings are as follows: (1) emotions positively influences both hedonic perceived value and booking intentions; (2) the impact of utilitarian perceived value on behavioural intentions is stronger than hedonic perceived value does (3) web quality and perceived usefulness have a significant impact on the perceived utilitarian value (4) among the dimensions of web quality, "online customer service" is most influential on perceived utilitarian value and the influence of "content quality" ranks second; 5) hedonic shopping motivations of adventure, authority/status and idea influence on perceived hedonic value, having "adventure" the strongest impact. This research is novel because it integrates the influence of perceived value and emotional responses of the consumers with variables from the Information System literature (perceived ease of use, perceived usefulness, web quality factors) to develop an improved model for booking intentions of accommodation services in web 2.0 environments. Moreover, the antecedents and outcomes of each dimension of perceived value are analyzed. Managerial implications are provided.

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Crossing the Lines: Not for Profit Ventures into the World of Retailing

Throughout postmodern history, not-for-profits (NFPs) have been responsible, to some degree for its own survival. While for-profit (FP) industries obviously face the same requirement, NFP's have been constrained by definition: Not-for-profit. Inability to generate their own profits to sustain them, they have been required to be at the mercy of dedicated benefactors. As the 20th century came to a close, NFP's began to adopt a new mind-set, that of value-added. Through careful crafting of their business vision and passion and a watchful eye on FP organizations NFP's began to approach their business paradigm in a whole new way. Much of the recent literature on NFP's focuses on these new business models and the relative success (or lack thereof) that these new business practices have achieved. The purpose of this paper is to provide a business matrix in which Not- for- profits are/can including retail (for profit) business models into their current operations. Furthermore, it is suggested that through including a retail paradigm their business missions can be better served. A case study will be provided which substantiates the new analytical matrix.

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Power and Control: Sales vs. Logistics Transactions

The importance of power and control is being extended to the field of purchasing and logistics (e.g., Bastl, *et al*., 2013; Wu, *et al*., 2010). The primary reason of revisiting such literature is the nature of relational and structural embeddedness that prevails in B2B, purchase-based triadic transactions. In this B2B context, a manufacturer's purchasing department (buyer) and the vendor's (seller) social and economic ties get convoluted due to the involvement of a Third-Party Logistician (TPL). This TPL assumes the role of facilitating the transaction between the manufacturer and vendor. Its performance is measured by its serviceability in moving the manufactured goods between the parties in a timely and reliable manner with the appropriate price corresponding to the product characteristics and delivery methods. However, the manufacturer (material buyer) measures the vendors' performance on how well the traded goods possess the product characteristics needed to resolve the needs of the buyer consistently and in a timely manner. In addition, the TPL's responsibility ends once the product is delivered to the buyer's location; however, the manufacturer's (buyer) responsibility begins as it is contemplates the change in its role (from buyer to seller) for transacting with its downstream set of buyers (its next linkage in the supply chain). Furthermore, similar to the literature about how distributors fear being bypassed after building a market for their manufacturers (Sachdev, *et al*., 1997), the TPLs have their own set of fears in this triadic embeddedness. Using the embeddedness, transactions cost economics, and serviceability literature and two independent samples from the TPL-client and Vendor-manufacturer B2B list, respectively, the author illustrates why structural and relational embeddedness (role and position of supply chain members) in a triadic vendor-manufacturer-buyer transaction, which is tied with a dyadic TPL-buyer, may differ in their relational embeddedness to complete their individual assignments, respectively. Supply-chain managers may then provide more meaningful power and control mechanisms within this set of supply chain configuration.

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Tourism as a Positional Good: Why Market Success Might Actually Drive Away Some Visitors?

The Oxford Dictionary of Economics defines "goods" as things that people (e.g., consumers) prefer to consume more of rather than less. Further, these "goods" overwhelmingly adhere to a relationship between price and quantity known as the Law of Demand wherein consumers will purchase more of a good at lower prices than at higher prices. How the demand for these "goods" reacts to non-price stimuli is also well known and yields a place in the market system for marketing. Traditionally, the adoption of marketing techniques to alter the consumer satisfaction process and thus consumer demand has predictable impacts on the market for a good. The demand for tourism (e.g., destinations, museums, attractions) has characteristically been treated as one of these traditional "goods." The way tourism destinations are priced and promoted has changed over time, but this evolution has largely been crafted based on the assumption that these locations were a commodity to be dealt with as most other goods. Implicit in this assumption was the idea that the application of traditional marketing techniques would lead to greater sales and profits for the parties involved in the "production" of tourism and the producers of the "good" known as tourism would welcome these changes. Simply, the "good" known as tourism would follow the assumed tenants of both marketing and economics to the betterment of all parties involved in the market transaction. This paper attempts to answer several questions related to the how the "good" tourism is defined. What if tourism is not a traditional "good" in the sense that consumers do not react to marketing in the typical way? What if some, if not many, consumers (and maybe some producers) are "turned off" by the market growth for a tourism destination resulting from the traditional marketing techniques? How can we redefine the "good" tourism and how can economists and marketers alter their behaviors in light of the redefinition? This paper suggests that the "good" tourism in many cases should be defined as a positional good. Positional goods are goods whose value/utility or satisfaction is based at least partially on its ranking in desirability by others. The concept of a positional good makes market analyses more complicated. As noted above, the traditional good reacts in predictable ways to actions like a reduction in price. If price falls, consumers are more willing and able to purchase the good and sales increase. The producer simply needs to think about the balance between the price/quantity tradeoff, production costs and profitability. With positional goods, the analysis takes on an additional dimension in that the increase in sales resulting from the price reduction now makes the good less attractive in the marketplace to many consumers thus lowering the number of consumers. Thus, the traditional equilibrium between supply and demand is not sufficient to predict market outcomes. With positional goods, you have the additional issue of variability in the underlying nature of demand that must be considered. Finally, the paper discusses the additional difficulty in knowing whether or not the good in question (i.e., tourism) is a positional good. What are the keys to identifying a positional good? Does the location of the tourism destination or the age of the initial target market have an impact on the definition of tourism as a positional good?

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Integrative Multi-Channel Communication in Pharmacy Retailing

Distribution in the pharmaceutical sector seems at first glance to be very well structured and transparent in many markets. Generally pharmaceuticals are distributed via wholesalers to pharmacies and they, in turn, provide the products to the consumers based on what the consumer's physician prescribes. However, when the market crosses borders, the situation may change and may have to be re-evaluated because of subtantive differences in country-specific legal regulations. This necessitates an international perspective that may have implications for other elements of the marketing program including its marketing communications strategy. The complexity increases when the relevant and needed communication for distributing and selling pharmaceuticals is considered. In this communication process, the above-mentioned actors may play a role with differing importance (e.g. on one hand, the pharmacies can not influence or change what a consumer gets with his prescription without prior approval of the physician even though they are the ones filling the prescription; on the other hand, the doctor plays a leading role and essentially makes the decision on what medication to buy through his prescription). At the same time, other actors may come into play (e.g. missionary pharmaceutical sales people who persuade the doctors). Unlike traditional consumer buying behavior where the focus of the buying process is the buyer, the confluence of the roles of the influencer and decider in pharmaceutical prescription purchases may result in a more complex decision problem especially when one factors in the strength of the influence. This process is more akin to business buying behavior where the foci of attention (and communication) are targeted to several players in the buying process.The situation becomes even more complicated as new avenues for communication arise as a result of burgeoning social media. Moreover, as more questions are being raised about the ethics of some traditional promotional tools (e.g. sponsoring 'junket' trips to medical conferences), pharmaceutical firms are searching for new ways to market their products. More specifically, the dilemma for a pharmaceutical company therefore is how to optimize communication and distribution so that maximum performance can be achieved with minimum resources. In this paper, alternative approaches for an integrative multi-channel communication program are evaluated in the case of a pharmaceutical company and its specific products.

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Explaining the Choice between In-Store and On-line Shopping Using a Stated Preference Approach

As part of a comprehensive three-stage survey of about 400 respondents in the Zurich area in Switzerland, this paper aims at explaining the choice of ICT versus traditional shopping channels for short- and long-term goods. As part of the second stage of the survey, the experiment requests respondents to trade-off different attributes related to their choice between in-home and out-of-home shopping activities, where shopping purpose and expenditure data are based on previous information obtained from the travel diary in the first stage of the survey. Reference values for travel time and travel cost of the trip making alternative are calculated based on the respondents' reported shopping trips. The experimental framing has been designed to place the respondents in a coherent choice situation. Shopping trips are often chained with other activities, which is ruled out by assuming a home-based round trip for the trip making alternative. To eliminate social motives and shopping trips for leisure purpose, respondents were told that buying the specific goods is the one and only reason of doing this shopping task. Transaction security, information asymmetries and delivery uncertainties are difficult to include as attributes in the choice experiment, though respondents were asked in the attitudinal questionnaire about their perception and feelings of such issues, including one latent variable in the discrete choice model that is capturing the general acceptance level of ICT and On line shopping. Estimated coefficients show significant negative effects of goods basket price, travel time, delivery costs and delivery time, the latter two implying an average value of delivery time savings of about 2.9 Swiss Francs per day (1 Swiss Franc = 0.7 British Pounds). Consistent with earlier Swiss studies on shopping location choice, the relatively high value of travel time savings (VTTS) of about 66 Swiss Francs per hour for shopping trips indicates a large potential for new ICT services. The time spent for ordering/shopping only exhibits a negative effect for long-term goods, while for short-term goods the effect is not significantly different from zero. Physical conditions and socio-economic characteristics show strong effects on choice behavior. While, on average, younger respondents choose the ordering On line alternative more often, older and female respondents tend to choose this channel more frequently when facing larger good baskets. In addition, short-term goods are ordered On line significantly less frequently than long-term goods. Household income exhibits a large and positive effect on ordering On line. As expected, the latent variable covering the acceptance level of ICT and On line shopping shows a significant and positive correlation with the choice of ordering On line. Interestingly, a higher acceptance level implies a significantly higher cost sensitivity, which can be explained by the larger choice set when considering both On line and in-store shopping as possible shopping channels. In such a case, ceteris paribus, the choice between the two channels is mainly price driven.

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Brand Orientation of South African Retailers and its Impact on Business Success

Strategic orientations are the guiding principles that influence the strategy-making and behavior of an enterprise. This integrates the idea that a strategy is not always explicitly decided by management, but also evolves through decision patterns and organizational learning. The literature offers a wide variety of different strategic orientations: market or customer orientation, innovation or technology orientation, entrepreneurial orientation and learning orientation are some prominent examples. The concept of brand orientation (BO) is among the strategic orientations that recently have been widely discussed. Researchers describe the concept of BO as an approach that focuses on brands as resources and strategic hubs. Specifically, BO "is an approach in which the process of the organization revolves around the creation, development, and protection of brand identity in an ongoing interaction with target customers with the aim of achieving lasting competitive advantages in the form of brands" (Urde, 1999, 119). The statement that "the brand is not an unconditional response to the wants and needs of customers" (Urde 1999, 119) challenges the market-oriented paradigm by assigning greater emphasis to the organization's mission, vision and values. A majority of empirical studies in various industries (e.g., SMEs, B2B, media, culture) has shown that BO has a positive impact on the company's economic success as well as on non-economic objectives. But not only consumer and B2B-companies, but also retailers invest considerable budgets in building and maintaining their corporate brands – today more than ever before. Considering this, the question of whether their BO contributes to their overall business success is of particular importance. However, insights about the impact of a retailer's BO on his performance are so far very limited. This research gap should be closed with our project. Our study pursues, among others, the objectives to identify the degree of retailers' BO and to determine the influence of BO on their overall performance. We will present the theoretical assumptions and preliminary results of a quantitative study among South African retailers.

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Retail Apps: Fearful Failure or Face of the Future?

Drawing on multiple resources, this paper investigates and then speculates on the future of retail app from today going forward. Most published data clearly shows that retail mobile app usage is growing. comScore has reported the number of mobile users globally began to exceed that of desktops in 2013. Kleiner, Perking, Caufield and Byers (KPCB) estimates consumers spent more time on mobile than on desktops/laptops beginning in 2014 and that trend is expected to grow. KPCB argues that advertising investments have not kept pace with this increased consumer usage. They suggest a "$25 billion opportunity" for advertisers, that is, marketers should invest more in consumer mobile media based on consumer usage. In spite of this growth, the question of whether or not apps are another Internet "bubble", that is, they will grow like a rocket, only to burn out as new technology emerges. To investigate this phenomenon, we compared app usage in the U.S. and China. Using an externally gathered date set of U.S. consumers 18+ and a similar set of Chinese online respondents (2010 - 2014). The U.S. sample numbered 325,000 during the measurement period while the Chinese sample was 140,000. We first investigated reported electronic devices owned by the two groups. Indexing the reported data, Chinese consumers rank higher in desktop usage than that of the U.S. In reported respondent reported downloads to mobile devices, U.S. downloads declined while Chinese usage increased. Using only Smart Phone downloads, we found an interesting anomaly. Downloads by consumers aged 55+ grew faster (+22%) in the U.S. than those of younger users (18-34) which grew by only +6%. Thus, while device acquisition is growing in both markets, the use of those devices is not growing as fast. Further analysis showed that app usage varies dramatically by product categories, i.e., Radio and Sports apps indexed substantially higher in the U.S. than did Newsstand, Education, Business and Retailers when compared to apps that were being used in China. We also investigated retailer apps and their usage. While retail offerings of apps were growing, consumer use of those apps in the U.S. were not. For example, the downloading of retail apps declined between 2011 and 2014 in the U.S. (-1.8%) while they grew substantially in China. (+215%). Using ARC data (a national survey of consumers usage of apps in the U.S., n=95 retailers including retailers such as Walgreens, Nordstrom, CVS, Walmart, Amazon, Costco, Macy's and others) we were able to connect and compare the leading retail firms in terms of their ARC rating, shopper growth and retailer apps growth. From that analysis it became clear that app success was driven not just by consumer downloads but by actual usage and that varied substantially by product line. From the analysis, managerial insights found were: (i) Consumer reported use of apps, not the downloading, is the only relevant measure of growth; (ii) Additional studies on app device use and deployment will not be relevant; (iii) Customer preference and app use are not closely correlated; (iv) App usage varies widely by country and category, at least in the U.S. and China; (v) Time spent with apps does not seem relevant; (vi) Retailers must develop comprehensive mobile strategies. Apps are only a part of that strategy.

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Analysing Advertising Productivity Drivers: The Role of Collective Brands

The widespread use of collective brand marketing strategies has contributed to the growing interest among researchers in this field. The Agency Theory holds that companies develop reputational capital, through individual and collective brand names, to address the information asymmetry between producer and consumer. As quality is usually difficult to evaluate before purchase, especially for agrifood products, producers repeatedly supply the quality promised to show that it is not exploiting its information advantage in terms of the actual quality. Thus, producers create an individual reputation for their brand names that will be used as a guarantee for future consumers. In addition, the individual brand name of a company can co-exist with an umbrella brand name in which quality can be guaranteed by another private firm or by a public institution. When the guarantee comes from a private firm, the quality signal is the typical private collective brand name. However, a public or governmental institution can also endorse the quality of a product. In this case, a public collective label is designed to ratify the product quality of the individual member companies, which can sell their products with a legal guarantee and the prestige of the superior quality of the specified geographical region and/or production method. One determinant of the success of products under the umbrella of these labels is collective reputation: if the collective reputation of the product is high, the collective label will be a powerful indicator of quality. The Agency Theory also suggests interesting questions about the implications of performance of advertising derived from using collective brands, such as what the advertising productivity of a member company of a collective brand would be and whether there are conditions that affect this productivity. A collective brand could increase the productivity of a company's investment in advertising by reaching a certain level of sales with a lower level of investment than would be needed if the same product was launched by the company with an individual brand. Our hypothesis is that a collective brand has a positive impact on the advertising productivity of its member companies because a collective brand is a collective reputation indicator in experience goods. Thus, the objective of this study is to examine the capacity of a collective brand to generate greater performance from a company advertising productivity perspective as well as the moderating role of different characteristics of the company.

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Tourism Promotion for Mid-Size U.S. Cities

Cities in the U.S. face intense competition for tourism revenue. Limited resources are available from both the public and the private sectors to promote a city's attributes and attract tourist. Tourism promoters are challenged to develop a personality or a brand for the city that accentuates the unique attributes of that city and effectively differentiates the city from countless other destination options available to the traveler. Thus, to investigate the challenges and opportunities for an average U.S. city, eleven cities within the U.S. with a population of 600,000 to 700,000 have been chosen for investigation. Tourism marketing tactics have been collected for analysis. The cities are scattered throughout the continental U.S. and all have major highways from both east-west and north-south. Airline fares to all study cities are moderate and all cities have reasonable accommodation rates. Official tourism websites and mailed travel guides are the marketing communication vehicles to be considered. The study focuses on college students (young adults) as current and future tourist. Current perceptions of the study cities, past visitation and intended visitation are considered important study variables. Perception of marketing branding tactics such as logos and slogans are also significant for study. Selected findings reveal that the study sample had visited study cities closest to the administered location most, current perceptions of a city tended to be impacted by the availability of professional sports teams, and intentions to visit appear to be impacted negatively by the city's reputation for crime. Additional findings will be forthcoming.

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A Case Study: Using Multisensory Marketing and 'Theaterscapes"

Competition from a multitude of entertainment options, an aging audience and declining sources of donations are just a few of the challenges faced by theater managers. To be competitive, theater productions should use their delivery facilities to provide a multisensory and immersive experience for the audience. Thereby the theatre experience will be remarkable and will provide inspiration to return to that venue. Research results from sports marketing have shown that the sensoryscape of a venue is a contributor, consciously or unconsciously, to the satisfaction with the entertainment experience. What needs to be communicated to theater audiences is that a live theatre performance represents a multi-sensual experience that cannot be consumed elsewhere. By consciously developing the sensoryscape, or theaterscape, important marketing objectives may be achieved. An engaging multisensory theaterscape will increase the theater consumers' enjoyment and satisfaction, plans to return will be enhanced, positive word-of-mouth will result, and an increase in group-supportive behavior (necessary for not-for-profit cultural organizations) will also be enhanced. An on-going investigation of two live performance venues, both administered by the same source (The University of Southern Indiana), provide valuable insights into the opportunities for theater management to employ multi-sensory marketing. Live performances in the Performance Center, a state of the art facility and a focal point on campus, and Murphy Auditorium, built in 1914 and located 15 miles from campus in the historic town of New Harmony, offer very different multisensory experiences to live performance audiences. A review of these two venues provides a case study on the opportunities to engage theater consumers with different multi-sensory experiences that cannot be duplicated by other types of entertainment or recreation. The results are key lessons for theater management.

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Understanding Consumers' Attention to Pricing: A Facebook Study Using Conjoint and Eye-tracking Experiments

Considering the impact of social media on the day-to-day life consumers, it is highly important for marketers to understand the attention and evaluation process of consumers in an online social media environment. Furthermore, it is possible to analyse consumers' needs in terms of attributes or stimuli with different consequences. Therefore, when analysing marketing in fashion retailing, a dress, or any other product, is therefore assumed to be a bundle of attributes presented to the consumer. Each bundle comprises not only the core function, but also related necessary/optional functions that accompany the core function provided by the commodity. This research identified the attribute that was most important to consumer when making an online purchase through Facebook and investigated the observational and fixation pattern of consumers on this attribute in fashion retailing. Study 1 identified the salient stimuli (price, ordering type, shipping, size, pictures, donation to charity and guarantee) used in social media marketing for the fashion industry using an unstructured interview with online shoppers and managers and then analysed the motivating impact of these stimuli on online purchase behaviour using conjoint analysis. The results from this study suggested price as the most important attribute for consumers when making a purchase decision online. Apart from knowing different attributes that are important to consumers, it is also important to understand how these attributes influence consumer attention and purchase decision. The main attribute (price) obtained from conjoint analysis was, therefore, tested in the second study. Study 2 utilised an eye-tracking device to assess real time behaviour that users displayed when making decisions about certain items posted on one of our collaborator's Facebook site used for fashion marketing and sales. We examined the total fixation time on page and the fixation time on the price label as the most important attribute. The online interventions included different price visibility, models (e.g., human models vs. mannequins), price labels as well as intermediary variables such as participants' gender and age. Although price was deemed to be the most important choice criterion, with a decelerating utility curve in study 1 (the conjoint analysis), the findings from study 2 (the eye-tracking) showed a clear U-shape function for both fixation on price and total fixation on page. The results from the eye-tracking experiment also revealed that fixation on price was not only based on the price itself but also on other direct as well as indirect manipulations of such variables as the size and positioning of the price label and type of model in the case of males. These results imply that an online fashion retailer can control attention to the most important attribute (in this case the pricing) through direct manipulations of price or indirectly through manipulations of other competing variables on the site. Further research should focus on the application of eye tracking for optimal pricing strategies.

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Online Reviews: Some Empirical Generalizations

Online consumer reviews (OCR) provide opportunities for consumers to share their experiences and opinions about products/services and are regarded among potential buyers as one of the most trusted sources of information. In this article we analyze the information content in over 80 million reviews from Amazon.com. The database is a universe of all reviews at amazon (books, electronics, music, etc.) and spans over 15 years (1997-2014). Building on previous literature, we construct a wide array of attributes to quantify the information content of reviews: length and timing of review, its syntactic and semantic features, star rating, price and characteristic of the product. Our analysis focuses on analyzing the 'helpfulness' of review based on votes by readers. Although theory suggests that consumers perceive negative information as more diagnostic and persuasive, we find helpfulness of a review to increase monotonically with star rating. With minor exceptions (e.g. sub-category 'electronic warranties'), this pattern is consistent across all product categories at Amazon. In addition, we use information on the top 100K reviewers at amazon that provides us information on reviewer name (used for coding gender), location (city/state) and their reviews for all other products at amazon. We find systematic differences between heavy vs. occasional reviewers and between males vs. females in their language use, and length of reviews based on their star ratings of the product. Implications for online retailers and service providers are discussed.

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Second-Hand Clothing: Transcending From Thrifty To 'Smart' Consumption Amongst Male Consumers

Growing environmental concerns have driven the growth of the second-hand fashion market, now worth around $1 billion annually. This paper aims to develop an understanding of the consumption motives of male consumers in relation to second-hand fashion. Adopting an inductive approach, twelve male participants were interviewed: four consumers and four charity-shop managers (providing expert insights) from the baby-boomer generation, and four consumers from the millennial generation. A thematic analysis identified several consumption motives grouped into three broad categories: utilitarian motives, hedonic motives, and ethical motives. Overlaps between these categories suggest that men's motivations for consuming second-hand fashion are not as clear-cut as the extant literature would otherwise report. Our interview findings suggest that millennials are more driven by utilitarian and hedonic motives, and baby boomers are more incentivised by utilitarian and ethical motives. Whilst preliminary in nature, our interview results stress the need for fashion retailers to gauge a nuanced understanding of the consumption practices of male consumers from varied generations, as they are not exactly convergent. Therefore, in order to target male fashion consumers more effectively their generational backgrounds must be examined more thoroughly.

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Goal Setting and Future Travel Behavior Intentions

Free travel pass campaigns are widely used as marketing strategies to increase the number of people using public transportation for everyday travel. The effectiveness of such initiatives is though debated. It is therefore important to understand how people experience such initiatives in the short run, and how such experiences may lead to maintained new everyday travel behavior over time. Previous research shows that both goals associated with everyday travel, and satisfaction with travel, are factors that generally influence travel behavioral changes. The question being asked in this study is how personal goals and satisfaction with travel during a short campaign influence future intentions to use public transport? A free travel pass campaign was launched in December 2014 by the county of Värmland; a rural area in the western part of Sweden. The campaign was directed at habitual car users that used car as mode in most of their daily trips. 6,000 car users meeting the criteria of being frequent car users were given a two-week free travel pass, with no obligations attached to it. A sub-sample of 2,000 were contacted of which about 400 agreed to answer questions about their travel goals, strategies to reach these goals, satisfaction with travel during the campaign, and future intentions to use public transportation. Analyses indicate that initial goals is the most important factor for future intentions, that the actual experiences during the campaign had almost negligible effects, and that the effects of goal achievement on future intentions was mediated by initial goals. Additional analyses scrutinize the importance of different strategies used to achieve the goals. The results are discussed in light of how marketing campaigns should be designed to influence future behavior.

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Market Dynamics, Institutional Theory and the Institutional Practices of Innovations

Practitioners and academics constantly need to understand how markets function, how they are created and transformed/disrupted by innovations. Humphreys (2010) posits "Understanding how markets are created and sustained can help managers navigate environments in which multiple stakeholders determine the success or failure of a new product or industry". Researchers such as Peng, *et al*. (2008) and Hollingsworth (2000) propose an institutional view of organizational strategy emphasizing the role of institutions and the variables that define them when decision makers have to frame and decide about which strategic action to take. Peng, *et al*. (2008) cite North (1990) who defines institutions as setting "the rules of the game". There are formal rules/laws that are designed and enacted by institutions such as governments or local state authorities. There are also informal "softer" or more malleable rules produced by what is typically called the social processes of markets. These are related to the consumer behavioral relationships and how consumers together with other actors shape the market context (Humpheys, 2010). Researchers refer to markets as institutional arrangements where different actors and players participate and where transactions are "arranged" at a micro/local level as per actors' own created set of rules within, of course, the boundaries set by the more formal rules. Some innovations can disrupt the existing set of institutional arrangements amongst actors within a market thus creating tensions and conflicts. One can think of UBER and how it is disrupting the existing transactional processes and rules of exchange between taxi drivers and customers. In some countries, taxi drivers are demanding that UBER's operations be regulated. This research explores the role of institutions and in particular the role of institutional theory as a framework in enabling market researchers to better understand innovation processes and the dynamics of markets. In particular, this research proposes that innovations themselves endogenously create new institutional rules and practices, formal and informal, that can either enable or constraint the creation of new markets especially when we consider the path dependency feature of these innovations. One can think of how the Internet has enabled the creation of new business models but crucially these business models depend on institutional practices that have been created by previous innovations in other markets. On the other hand, one must acknowledge that the path dependency created by practices and institutional rules of previous innovations can also act as barriers constraining innovation and adoption of new offerings. This research adopts an analogical and interpretive analysis approach employing the institutional theory perspective to unpack the innovation process and specifically the creation of new markets that may or may not depend on the institutional arrangements of other innovations in other markets. Strategic implications in terms of understanding the role of institutions and institutional practices are highlighted for innovations such as eco friendly cars or innovation concepts such as self-driving cars where either adoption rates are low or there is a need to create and establish a new set of market institutional arrangements.

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How Electronic-Shelf-Labels "Coopete" with Paper Price Display: Representing Prices in Food Retail Markets

Two years ago, a report from the technology market intelligence company ABI Research predicted that electronic shelf labels (ESL) will increase "six fold to almost US$2 billion by 2019". Despite this growth and the multiple issues it raises, this new device remains surprisingly neglected in the literature. Drawing on economic sociology and particularly the anthropology of calculation based on science and technology studies (Callon, 1998; Cochoy, 2008; Hagberg & Kjellberg, 2015), this paper aims to explore how ESL takes place in food retail markets and performs their agencements. Our investigation is twofold. First, it is based on a long term "archaeology of price tags" based on the systematic reading of the trade journal The Progressive Grocer from 1922 to present. This approach is aimed at studying the aspects and evolution of all these little "market-things" that equip consumption; it does so through a close look at their features and promises as they appear in advertisements, articles, and patents (Hagberg, 2016; Hagberg & Normark, 2015; Cochoy, 2015). Second, our study rests on the ethnography of three stores in the city of Göteborg in Sweden. It includes observations within these stores and interviews with managers and ESL professionals conducted in 2015-2016. Based on these various materials, we will first show to what extent ESL prolong but also challenge almost a century of price display technologies by improving the chain of price representations and by adding new possibilities in terms of price flexibility. Second, we will see to what extent the commercial claims of ESL providers and the promises of their technologies should yet be questioned as soon as these claims and devices are put into practice and articulated more or less convincingly with existing equipment. In particular, paper tags and cards prove highly resistant: in spite of the enthusiasm evidenced by many actors for electronic price tags (primarily providers, retailers and trade press), equipped stores still display many prices presented via traditional paper labels. The present contribution argues that these two means of price representations "coopete" together: on one hand they compete each other for representing prices with their respective features; on the other hand they collaborate in order to reinforce the visibility and the attractiveness of products, promotions and stores

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@NewLook & #New Media: The Impact of Social Media on Brand Loyalty Towards New Look

The aim of this exploratory research is to evaluate the role of social media on New Look customer brand loyalty. Using 116 internet based questionnaires and 12 face-to-face interviews with New Look customers, the research found that although customers did not consider themselves explicitly loyal to either the New Look brand or store, there was a degree of implicit loyalty towards New Look; with respondents committed, satisfied and trusting New Look products, as well as recommending New Look to others. The findings also reveal that, perhaps unsurprisingly, social media positively impacts and influences respondents loyalty towards New Look, as well as providing fashion retailers with the opportunity to create and develop customer relationships. Regarding the research hypotheses, H1 social media positively impacts on New Look customer brand loyalty, was supported; H2 social media's ability to provide instant communication improves brand loyalty towards New Look, was not supported and H3 social media assists in the development of customer relationships, was supported. This research should prove useful to all retailers within the fashion industry who wish to improve the brand loyalty of its customers and are considering the integration of social media as part of a larger omni-channel strategy to improve competitive advantage and customer relationships.

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Any Complaints? Analysing Home Insurance Claims Addressed to a Third Party

The financial sector faces intensifying competition globally. At the same time consumers are more demanding in their relationship with service providers due to a great amount of competing financial services. Accordingly, if one company fails to fulfill expectations of consumers, there are numerous competing service providers available for competent consumers. In addition to switching, informed consumers may complain when they receive unsatisfactory service. Consequently, Baron, *et al.* (2013) highlight "service recovery and complaint handling" as a pertinent future research topic (Järvinen & Suomi, 2014). In this study, we approach complaining as a dynamic post-purchase activity (Tronvoll, 2007; 2011) and adopt He's (2007, p. 614) definition of complaint behaviour suggesting that it is "a process that occurs when critical negative incidents are experienced in the service interaction between the parties in their effort to co-create value". Accordingly, complaint management could be regarded as "the way firms deal with the problems that their customers communicate to them about aspects of their service that generates a certain degree of satisfaction" (Suárez Álvarez *et al*., 2011, p. 145). Thus, this study contributes to academic literature on consumer complaint behaviour (CCB) by focusing on this identified under-studied area. The empirical data consists of 36 home insurance complaints (18 cases in 2011 and 18 cases in 2014) which have been directed to The Finnish Insurance Complaints Board that is an alternative dispute resolution body operating in the same way as courts of law. The cases are randomly selected and they represent following claims: thefts, frauds, fire, leak damages, construction defects, technical appliance breakages, power cut or termination of insurance policies. Each claim case is analysed indepth by using mixed methods (Creswell, 2003) that are mainly qualitative in nature. Especially content analysis (Neuendorf, 2002), comparative methods and CIT (Critical incidence technique) are found worthwhile. The preliminary results show that in all 36 cases insurance companies have made their claims decisions that policy holders have found unsatisfactory. In some of the cases the compensation has been totally denied and in other cases partially declined. Minority of the policy holders have negotiated with their insurance company after the claims decision, but majority of them have delivered their complaints directly to The Insurance Complaints Board. Before their decision the Board requests a statement of defense from the insurance company and it may consult third parties, such as technical experts. Our data consist of cases with both positive and negative decisions by The Insurance Complaints Board. Even though the decisions issued by the Board on the disputes between the customer and the insurance company are recommendations by nature, the Finnish financial sector has followed the recommendations given by the Board to an outstanding degree (see more The Finnish Financial Ombudsman Bureau, 2015).

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Predictors of Retail Brand Equity and the Effect on Intentional Loyalty – A Cross-Sectoral Analysis

Although retail firms increasingly seek to position themselves as strong, attractive, and unique brands, little is known about differences in retail branding in retail sectors. In this study, the importance of perceived retail attributes for consumer-based retail brand equity, particularly their different roles in important retail sectors and of retail brand equity on intentional loyalty are analyzed. Consumer-based retail brand equity (RBE), consumers' overall assessment of a retailers channels as strong, attractive, and unique brands (Hartman & Spiro 2005; Keller 1993), is known to affect retailers performance and consumer behavior (e.g., Grewal, *et al*., 2009). In contrast to retail image which is conceptualized based on retail attributes (e.g., Martineau 1958) already identified layout, communication, and personnel as important image dimensions), consumer-based RBE represents information about a retailer in consumers´ memory, i.e., know-ledge and associations of a retailer as a strong, attractive, and unique brand (e.g., Hartman & Spiro 2005; Swoboda, *et al*., 2013). RBE is a latent construct (sometimes resembles to a gestalt view of retailers as brands; Keaveney & Hunt, 1992; Swoboda, *et al*., 2009), that is—similar to manufacturers brands—affected by marketing-mix elements, i.e., perceived retail firms increasingly seek to manage their RBE because a strong brand is of paramount importance. Target and Walmart, for example, consider their retail brand as a critical element within their business strategies and continue investing into their stores and retail attributes, aiming to resume to deliver on their customer propositions. To address our research aims, we build on theories, that understand retail brands and retail attributes as associations in consumers' memory (Hartman & Spiro 2005; Keller 1993; Krishnan 1996), and on motivational theories as well as on empirical studies to better understand the different contexts of retail sectors concerning retail brand building and effects. The study furthermore includes a complete literature review on studies on RBE as well as retail image. To provide insight into these issues, we refer to empirical data on 2,112 consumer evaluations of retail firms in the grocery, fashion, electronics, and DIY sectors and apply multi-group structural equation modelling. The results indicate a strongly varying importance of retail attributes for retail brand equity in each retail sector, but a strong and stable link between retail brand equity and consumers' intentional loyalty across retail sectors. The sector-specific and cross-sectoral observations provide managers with specific knowledge for the main levers of retail brand equity in different retail contexts.

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The Impact of Service Quality on the Patronage of Pharmacies During Economic Crisis: Evidence from a Pilot Study in Greece

Following the recession of 2008 in Greece, the Greek government in order to comply with the demands of the IMF, EU, and ECB introduced a strand of measures related to the pharmaceutical products. The price and the profit margins of pharmaceutical products were reduced and an on-going up-to-know debate on the complete deregulation of the sector started back then. Pharmacy retailing is the only legal distribution channel for medicines in Greece and that had made it a very attractive employment opportunity, given that the pharmacists' licenses could had been inherited from father to son. The density of the pharmacies in Greece is among the highest in the EU (Theodorakis, 2013) and this comes to an agreement with the reputation Greeks have to be very reliant to the healthcare providers. Nevertheless, the per capita expenditure on healthcare from 2009 to 2013 has decreased by a total of 21% (OECD, 2015) and this is reflected on the sales of pharmacies that declined that much that pharmacists struggle to keep them open (Karagiorgos, 2015). This research looks into this matter from the service quality perspective. There is evidence that service quality is a predictor of satisfaction and patronage (Sivadas & Baker-Prewitt, 2000) and there is also an established track of research that looks into the service quality in the pharmacy sector both from the customer (Hedvall, 1991) and the pharmacist (White & Klinner, 2012) point of view. Therefore, this research will test the following research hypotheses:

H_1. There is statistical relationship between the service quality and the satisfaction of the pharmacy customers during periods of economic crisis.

H_2. There is statistical relationship between the service quality and the patronage of pharmacies during periods of economic crisis.

H_3: There is statistical relationship between the empathy of the pharmacist and the patronage of pharmacies during periods of economic crisis.

The initial findings of the data analysis (convenience sample of n=124) highlight that all three research hypotheses are accepted. However, it shall be stressed that the different dimensions of SERVQUAL model have completely different impact to the overall satisfaction and patronage. Also, it appears that respondents with different demographic background have different perceptions over the received service quality. With particular reference to the empathy of the pharmacist it appears that caring about the customer, and for specific customer groups, standing by them during the hardship is an important predictor of satisfaction and patronage.

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Where Should We Eat Tonight? Consumer Evaluation of Sources of Information in Restaurant Selection

Restaurant selection can be a daunting task when one considers all of the potential sources of information available – from established review sites such as Zagat to forums on foodie websites such as Chowhound and EGullet and apps such as Zomato (formerly UrbanSpoon). For foodies in particular, photographing one's meal and placing this on Instagram has led to another source of information. More traditional sources of information such as restaurant reviews in print, advertisements, and the exterior of the restaurant itself may still play a role in selection. Prior research suggests that when consumers need a locally supplied product or service they often engage in a search for a small local business. Typically, consumers seek out recommendations and guidance from friends, relatives, co-workers and others they trust, and depend a great deal on information obtained via word of mouth (WOM) communication. However, consumers not only consider the opinions of people they know personally, but also glean information from others whom they have not met except via an online community or website. Researchers have suggested that these websites attract both individuals seeking information as well as those who are motivated to contribute their knowledge, experience and perhaps self-proclaimed expertise in reviews and opinions that are made public. While researchers have examined the motivations of WOM for decades along with the factors and characteristics influencing the credibility of WOM, these motivations are not very well understood. This paper focuses on a number of websites that specialize in collecting reviews on restaurants that enable visitors to post reviews about the restaurants (food and service) that they have had *experience* dealing with. This research pays close attention to the information content provided on the one hand while exploring what a specific cohort of diners, millennials, want and seek when searching for information about places that they are considering to patronize. It is conceivable that millennials, as a cohort, have a greater propensity to contribute to eWOM in ways other cohorts would not consider. Since some have suggested that the millennial generation is obsessed with food in a way that differs from past generations, we have devoted attention to them and only attend to "baby boomers" who serve to provide a meaningful contrast. Both groups represent a large part of the population in the U.S. that has garnered the attention of the restaurant industry; they are both important and valued consumer segments. Recognizing that millennials tend to be among the more internet savvy cohort of consumers, and are known to have a greater interest in food and eating outside the home, particular attention will be given to examining not only the more traditional sources of information they may use such as restaurant reviews in print, advertisements, the exterior of the restaurant, WOM, but additional sources of eWOM along with online "information" such as photos of meals served at the restaurant that may have been posted on Yelp and other sites such as Instagram. This study examines the millennial cohort and the sources of information that they trust when it comes to choosing a restaurant and develops insights into how they seek to use and/or contribute to the eWOM information exchange.

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Restaurant Ratings -- Who Do You Trust: Yelp or the Government?

This study examines the millennial cohort's perceptions of online restaurant reviews and ratings provided by the government. The study looks at millennial neighborhoods in New York City. We examine correlations between number of stars for restaurants on Yelp and the health ratings provided by the Department of Health and Mental Hygiene (DOHMH) in New York City. The DOHMH performs unannounced sanitary inspections of restaurants at least once per year. Violations result in a letter rating – A, B, C, or Grade Pending – which must be posted on the front window of the restaurant so that consumers can see this before entering. The ratings are also readily accessible online. The research question is whether or not there is a relationship between the DOHMH sanitary rating and the rating given on a popular restaurant review website. Additional insight is gained through focus groups and depth interviews with millennial consumers regarding their understanding of the DOHMH ratings and what sources of information they use, what sources they find trustworthy, their patterns of use of the varied sources of information utilized (which sources are consulted most often and why), whether they have come to rely on fewer sources over time, have they in any way routinized their search for information in specific ways, what tools do they use, if any, how much time they spend collecting information, do they record any of the information they uncover during their search when seeking restaurant reviews. Attention is devoted to in-field observations of a variety of activities and behaviors engaged in by consumers, restaurant operators, and the government, and suggestions are offered that may help consumers obtain the information they desperately seek when entertaining restaurant selection alternatives. Similarly, suggestions are offered to address the need to better convey the information that lies behind the government inspections and resulting letter grades that it issues; which by law, must be posted by restaurants on their store-front.

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'There is an Unexpected Item in the Bagging Area': An Exploratory Analysis into Early Customer Experiences of Self-Service Technology

The aims of this exploratory research were to examine early consumer experience of self-service checkout (SSCO) usage. These experiences were framed around three components: consumer perceptions of dimensions involved in SSCO usage; actual consumer experiences of SSCO; reflections on the consumer experiences leading to recommendations for improving future use. Using a diary methodology, 31 respondents relatively unfamiliar with SSCOs documented their experiences with this technology across stationary, hardware and grocery sectors in Glasgow and Dundee in Scotland. Given that SSCO has been around for a number of years in the UK, with refinement of the technology and thus improvement of usability aspects, using unfamiliar users represented a unique opportunity to assess how these users interacted with the technology. The absence of experience provides a relatively unbiased view on anticipated purpose and functioning of the technology, which might be important for the implementation of self-service in as yet unexplored markets. With respect to perceptions of experiences involved in usage, emerging themes were convenience, socially and service-mediated assistance, and control, as they provided a framework within which most of the responses could be articulated. These themes could also be found in actual experiences of SSCO during usage and reflections on these experiences. As an exploratory study which is part of a wider empirical study into experienced and non-experienced self-service users' encounters with the technology, the study should prove particularly useful to those retailers currently using or considering further application of the technology.

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Sociodemographic Effects on Mobile Use in the Travel Context: Exploring the Perceptions of Mobile Usefulness and the Barriers and Drivers of Mobile Adoption for Travel Products

As mentioned by Sigala (2004), the mobile context is one which may be of particular interest for the understanding of traveler adoption. This study aims to show the sociodemographic effects on mobile use in the travel context. It also explores whether Canadian customer's perceptions of mobile usefulness, barriers and drivers of mobile adoption for buying tourism related products vary according to their sociodemographic characteristics. Consistent with the general literature, five basic sociodemographics, namely age, gender, income, education and mobile experience were considered. Data was collected from an online survey, which was self-administered to a large panel of 977 consumers with at least one travel purchase done within the last twelve months. Statistical results show that the customers' perceptions of mobile usefulness, barriers and drivers of mobile adoption for travel buying are likely to vary according to the customers' sociodemographic differences. Confirming prior results in the existing literature, the study's findings also demonstrate that mobile use in the travel context is significantly different according to age, gender and mobile experienced customers. The findings have practical value for organizations in the travel sector.

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Air Travelers' Preferences Regarding Service Locations in Small Airport Terminals: Some First Experiences

The increased popularity of low cost carriers like Ryanair, EasyJet, and Transavia has resulted into a large increase of air travelers especially at so-called low cost airports. These low cost airports are often small airports. The increased number of departing travelers has stimulated the management of small airports to look in more detail into the design of their departure and/or arrival terminals. A well-organized terminal layout will support travelers' movement through the terminals from the entrance to the security checkpoint. An important question for the management in this context is where to locate the various services such as coffee corner(s), shops, restrooms, and check-in facilities in the airport terminal. This paper describes some first experiences of an exploration of air travelers' preferences regarding small airport terminal design. To get insight into travelers' preferences a stated preference experiment was set up. The experiment includes various hypothetical layouts of airport terminals where the location and crowdedness of different services are varied. The locations of the following services are investigated in more detail: coffee corner, bookstore, supermarket, and restrooms. The locations of entrance, check-in desk, and security are not variable in the experiment. In addition, the crowdedness at the coffee corner, restrooms, and security are varied in the experiment. Finally, a travel context was specified including the time a traveler can spend in the terminal, the travel party of the traveler (alone or group), and the fact whether the traveler has to check-in or not before going to security. To combine all the attributes and attribute levels a fractional factorial design is used resulting into 27 terminal designs (profiles). Respondents were asked to indicate what services they would visit before going through security given the terminal design and the context of the traveler. Each respondent evaluated 9 designs in 9 different travel contexts. The stated choice experiment was included in an internet based questionnaire. The questionnaire also included questions regarding respondents' travel frequency, their familiarity with and visit behavior at small airports, and some personal characteristics. The data were collected in 2014 using a convenience sample. In total, 36 respondents completed the questionnaire. This group of respondents generated 387 evaluations of terminal designs. The analyses presented in this paper focus on the travelers' first visits immediately after entering the airport terminal. Almost 20 percent of the respondents indicated that they will walk directly from the entrance to security. This means that about 80 percent indicated that they would first visit one of the available services.

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Consumers' Preferences Regarding Energy Service Packages: A Stated Preference Approach

The greening of energy companies requires initiatives that stimulate customers to use energy more sustainable and conscious. This development can result into a higher use of green energy and lower CO2 emissions. It also might lead to lower energy usage and energy costs. One of the initiatives concerns the introduction of energy service packages that stimulate customers to use energy more sustainable and conscious. The packages can include different services regarding payment, information, and storage. The main question is 'What package of energy related services does customers prefer for making their energy usage more sustainable and conscious'? The data were collected in 2014 using a stated preference experiment. The experiment included five attributes that describe the contents of an energy service package: flexibility of tariff, control on energy consumption; accessibility to energy consumption overviews; available of energy savings advices; and possibility to store energy when it is cheap. Respondents were asked to what extend they are interested in the suggested energy service packages. The answer category ranges on a five points scale from 'Not interested' to 'Very interested'. The stated choice experiment was included in an extensive internet based questionnaire. The questionnaire also included questions regarding the respondent's outdoor activities (work, study, sport, and leisure) and indoor activities (washing and drying, vacuuming, ironing, and cleaning), and personal characteristics (age, gender, education, home location, and car ownership). In total, 526 respondents completed the online questionnaire including the stated preference experiment. The sample consists of an acceptable mix of individuals. The respondents evaluated 1578 hypothetical energy service packages. The data of the respondents were analyzed using ordinal regression analysis.

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The Role of Brand Extension Fit in the Adoption and Diffusion of Service-Like Goods: The Case of Functional Foods

Retailers generally struggle with the introduction of Fast Moving Consumer Goods (FMCG) with a high level of credence qualities, such as functional foods (Siró, *et al*., 2008). Functional foods are foods that have been engineered to improve their health benefits. In brand extension research, investigating the introduction of new extensions, the role of various qualities of the mother brand, such as fit with the extension category, has been linked to extension success. We investigate the role of distinctive service characteristics, such as intangibility (e.g., position on the service-FMCG continuum), and extent to which credence qualities are present in the mother brand in the introduction of new functional goods. Functional foods have been selected as a prime example of FMCG products that are very high in credence qualities. We used a 2*2 experimental design to test the effects, manipulating the credence quality (High-Low) of the original, and the credence quality of the extension (High-Low). Based on previous brand extension research in the domain of FMCG (Aaker, 1990; Aaker & Keller, 1990), and in the domain of services (Van Riel, *et al*., 2001; Van Riel & Ouwersloot, 2005) we expect that the high fit combinations (HH and LL) will have greater success than the low fit (HL and LH) combinations. The research has implications for theory, since it will demonstrate the relevance of a further fit dimension, which has not been studied before, for a specific and unique category of goods. It has strong practical implications for brands desiring to introduce high credence goods.

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Are Trends in Human Food Reflected in Pet Food Purchase?

We examined the profiles of consumers using organic and/or functional products, the position of the dog in their families and the willingness to purchase specialized pet food. A cross-sectional design with a single measurement was employed to survey 284 dog owners in the United States (105), the United Kingdom 104) and the Netherlands (75). Results show a correlated, significant relation between the usage of organic and functional products by the dog owners and the usage of functional and/or organic food for their pets. Three different clusters of dog owners were identified being the ‘dog-people’, the ‘dog-parent’ and the ‘pet-owner’. Significant correlations were found between clusters of ‘dog-people’ and ‘dog-parents’ and purchasing of organic and/or functional pet food. No relation was found for the cluster of ‘pet-owners’. Changes in dog-human relationships are apparent. This study identified three dog-human relationship clusters with different willingness to purchase specialized organic and/or functional pet food. Since dog owners in the US and UK were chosen by Survey Monkey on their known ownership of dogs we must be cautious in generalizing results to the overall dog owning public. Differentiating between types of dog-owners appears most relevant in the marketing of specialized pet food.

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When Branding Isn't Helpful: Independent Urban Retail Challenges

Retail shopping in Europe takes place primarily in large, suburban malls; just as it does in the U.S. Yet marketing research on European retail shopping includes many studies that explore an alternative - the viability or rehabilitation of the "Town Center" – the retail hub of independent merchants in the urban core of many small towns in the UK and other parts of Europe. There is scant research on similar U.S. based retail shopping locations. With the increasing popularity of "Farm to Fork", mindful consumption, buy local and sustainable business models in the U.S., we were inspired to ask the question of whether similar clusters of unique, independent retail, urban hubs might, if properly understood and marketed, enjoy a resurgence in the United States as well. Place marketing requires differentiating. Strong brand building invokes homogenization around a common theme. The paradox of these two concepts creates opportunity for investigation. To study the effectiveness of an approach to marketing an urban town center/retail hub that does not emphasize branding, but rather strong integrated advertising and promotion of individual, independent retailers and their unique offerings, a case study was undertaken. A survey conducted before and after an integrated marketing communication campaign measured merchants' perceptions of the profitability and sustainability of the urban retail core as an alternative to the popular suburban mall venue. This paper examines the use of cooperative marketing and promotional techniques as the first step in the strategic development of an urban center located on the outskirts of a major, US city. The integrated campaign will be used to manage awareness, traffic and success of the independent retail merchants in a small, urban town center. Different than a branding campaign for an urban core, the cooperative campaign will spotlight individual retail merchants within the urban core. Data collected from a survey of the town's merchants will be used to gauge the success of the strategy. Implications of the study will inform parties responsible for urban development as to the success/failure of this method for keeping existing merchants and aiding them in their growth while building the viability of these.

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Challenges Facing the UK Grocery Code Adjudicator

In March 2002, the UK's Supermarket Code of Practice (SCOP) came into effect as a response to widespread and long-running concerns about the treatment of suppliers in major supermarkets' supply chains, initially focusing on the 4 leading chains. However, SCOP was seen by many interested parties to be ineffective leading, eventually, to its replacement by the Groceries Supply Code of Practice (GSCOP) in 2010, and, after considerable debate, the appointment of a Grocery Code Adjudicator (GCA) to oversee the Code in 2013. Despite this representing a rare example of a government-backed regulatory intervention into supply chain practices, as yet relatively little academic interest has been focused on the Code or its adjudicator. This paper will initially outline the background to the emergence of GSCOP, now applying to 10 retailers with turnovers in excess of £1bn, identifying areas of debate and criticism. It will then review the issues that have emerged for the GCA under GSCOP. More fundamentally, a tension appears to exist between a desire to deliver benefits to consumers, typically seen in terms of lower prices, and the stated aim to establish fair dealing between supermarkets and their suppliers. More generally, there are issues about the effectiveness of codes that resonate with established themes in the business ethics literatures on codes. The paper will conclude by highlighting continuing concerns and criticisms that suggest GSCOP may still be less effective than many had (perhaps) hoped it would be.

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The Effect of Life Transition on Shopping Behaviour: The Case of New Mums

This paper examines whether a change in context and/or responsibility results in a change in retail shopping behaviour. We hypothesised that due to the addition of a new responsibility (a baby) that new mothers would adjust their shopping behaviour away from historical shopping patterns into new patterns, which may or may not be sustained for a long period (e.g., Burningham *et al*., 2014; Sevin & Ladwein, 2008). The research contributes to an understanding of how a change in context (responsibility) relates to changes in shopping behaviour. Use of shopping purchases actually made by respondents over an extended period (including the pre and post birth of the child) enabled a comprehensive understanding of the phenomenon under investigation. Beyond the use of this panel data, further insights were gained through conducting a pantry audit to classify the shopper and explore consumption behaviours beyond the single store where the panel data was framed. Studies have suggested mothers may seek to transfer their self identity to newborns (e.g., McNeil & Graham, 2014), or impose healthy eating choices (e.g., Walsh *et al*., 2015), as they become mothers (Thompson, *et al.,* 2009). The purpose of this study was to explore actual consumption vs intended consumption, adding further value to managers through their understanding of how best to appeal to a new shopper need that evolves amongst existing shoppers. Rather than structural issues like mode and sustainability (e.g., Burningham *et al*., 2014) the study proposed that context change is what is driving the behaviour (Thompson, *et al*., 2011). Findings suggest a temporal shift occurs, but sustained behavioural change is questionable. Variation in the sustainability appears attributable to the classification of the shopper (e.g., typically organic, time-pressured, socio-economic status, etc). Social desirability also featured as a potential moderator of behaviour. This research also provides implications for the consideration of product bundling and/or provision of information based on actual vs intended consumption by these new-to-category shoppers.

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Conceptualising Prospective Franchisee Entrepreneurial Predisposition

Conflict between franchisors and franchisees remains a perennial issue worthy of exploration because high levels of conflict can reduce franchise system efficiency, business productivity and profitability, and the general welfare of all parties. Research into the underlying causes of franchise system conflict support the development of a more productive, efficient and competitive franchising sector by effectively informing franchisors about the suitability of prospective franchisees for the role. While the goal incongruence explanation of intra-system conflict recognises what is of primary importance to franchisors (e.g. profits and growth of the system) may be less important to franchisees, and conversely what is of primary importance to franchisees (e.g. their own personal autonomy and job satisfaction) may be less important to the franchisor, prior research has paid scant attention to the cognitions of the prospective franchisee and the compatibility of these with those of the franchisor. Franchisees may be attracted to join a franchise system because they have strongly positive attitudes toward, and thus value highly, some of the salient outcomes of franchiseeship, but their subsequent experience is that these outcomes are smaller or less-frequent than expected. In addition they may have relatively strong negative attitudes to other salient outcomes (such as risk exposure and work intensity) and find subsequently that these outcomes are more frequent or at a higher level than anticipated. This gap in the literature suggests franchisors need to understand prospective franchisees' attitudinal and self-efficacy profiles to facilitate a more effective screening process in the selection of franchisees, in order to reduce subsequent conflict. Measuring entrepreneurial attitudinal and self-efficacy differences of prospective franchisees in a complex purchase environment provides a new perspective on the management of early phase franchise conflict. This research undertakes to investigate these antecedents of conflict in the franchise sector from the perspective of heterogeneity of the prospective franchisees. We examine, based on the entrepreneurship literature, which individuals are likely to exhibit a predisposition for franchiseeship (or not) based on their perceptions of the salient outcomes from that occupation and their innate preferences for those outcomes. We then develop the hypothetical framework that this predisposition will be characterized by relatively strong (or weak) positive (or negative) attitudes to factors which we contend are the salient outcomes of franchiseeship. This franchisee disposition is based on the conceptual framework founded in self-determination theory and recognizes the 'individual-opportunity nexus' and the 'person-environment fit' framework. We modify the entrepreneurial intentions model of Douglas.

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TV Series Character Product Placement -- Omni Channel! A Study of a Newly Emerging Chinese Fashion Marketing Technique Within the Social Media Context

Entertainment content such as TV series are highly desirable media for placing products and brands because the attractive plots especially the characters' performance naturally receive direct attention from audiences (Noguti & Russel, 2008). In particular, during a long term TV series broadcasting, target audience are often entertainingly educated by the created social norms in plots, and target audience often spontaneously build up a para-social relationship with their favorite characters (Rusell & Stern, 2006). These watching behaviors effectively lead to audience's deeper involvement to the TV series as well as affecting their shopping behavior through product placement on screen. La Pastina (2001) supports that fashion trends tend to be associated with wealthy urban characters who serve as aspirational referents that help the audience to learn about fashion, lifestyle trends, and behavior is intrinsically associated with soap operas, fueling knowledge of consumer goods and lifestyles. It means fashion product placement on traditional TV screen is necessary as a marketing plan. At present, following with the Web 2.0 technology development, marketing focus has been transferring to online platform especially focusing on consumers' social networks because most people are moderately connected to others and willing to share marketing information with others (Smith, *et al*., 2007). Interestingly, among the target TV audience, social media using on computers or mobile phones is becoming a 'second screen' when they are watching a specific TV programme that effectively enable inter-audience interaction (Lochrie & Coultion, 2011). It is expected that online marketing is able to develop the social media content marketing from traditional TV screen to the newly defined 'second screen' to gain more potential consumers. To be specific, entertainment industry such as TV series naturally provides popular topics for discussion in social media that means marketing actions in this domain to generate social interactive effects may be able to enhance para-social relationships between audience and characters, even affects target audience purchase intetntions and brand evaluations. Chinese fashion retailers are realized the importance of the link between traditional screen and the 'second screen'. Currently, many social media campaigns in SINA Weibo (A Chinese leading micro-blog site as same as Twitter) are created related content to popular TV series especially the character's fashion content is widely followed by audience. This study will be dedicated to investigating such social media communication effects of TV series especially the effectiveness of related character's fashion content to target audience and consumers, which is expected being developed as a new social media content marketing technique in fashion area.

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Consumers' Reliance on Simplifying Strategies when Confronted with Sophisticated Technology

Technology advances so fast nowadays, that it is not always possible to keep track of new developments. Sophisticated technologies may be used and made available for consumption in the market place without enough information to guide consumers' choices and to warn them about possible negative consequences of their consumption of these products and finishes, as is done with medicine. Products are simultaneously available to a global market, irrespective of the competence of consumers in various markets. In order to fend for themselves, consumers have to possess some basic knowledge and/or have easy access to the information that would enable them to make informed product choices. However consumers from more developed countries differ from consumers in lower developed countries in terms of their ability to make informed consumer decisions. In developing countries such as South Africa consumers are firstly protected by legislation, then educated and lastly informed, since their understanding and their ability to interpret sophisticated information is not advanced enough yet. This leaves consumers vulnerable since they are not in a position to challenge retail and industry as individuals, for example they might not know how, might not be able to negotiate for themselves or might not have the resources and means to commence action. Even with legislation in place to protect the consumer, consumers are vulnerable, if they do not know how to use the information. South Africa has one of the best consumer protection acts in the world, but it is self-regulating, expecting consumers to complain, when products do not comply with regulations. When consumers do not know enough they rely on simplifying strategies such as brand name, price and retailer image to aid in their decision process. This study investigated the accountability of consumers versus the retail industry to determine who is responsible for their consumer well-being. A structured questionnaire was used in this self-completion survey, which was completed by 408 urban consumers. Questions focussed on consumers' knowledge of every day consumer products such as plastic, genetically modified food, nanotechnology (used in cookware, textile products, food packaging, etc.) and microwave ovens, information sources, consumers trust to give accurate information about new products introduced to the market and simplifying strategies, such as, price, brand, retailer and availability consumers use in their decision process. The data analysis involved descriptive statistics, factor analysis and correlations. Findings confirm consumers' lack of knowledge about everyday products and product use, and their reliance on simplifying strategies which they trust to aid in their decision making and to enhance their well-being. Findings amplify the responsibility of manufacturers to ensure compliance with legislation and retailers' responsibility to be trustworthy to maintain a good reputation.

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Effects of Residents Lifestyle and Environment Attitudes on Household Energy Consumption and CO2 Emission

Energy consumption of buildings accounts for around 20%-40% of all energy consumption in developed countries. Households consume 30% of the total building-related energy consumption. Over the last decades, an increasing number of researchers and industries are investing significant resources to create sustainable built environments. Many governments have introduced regulations to make buildings more energy-efficient. Residential buildings have been continuously improved using new materials and thermal systems. However, many scientific researchers also show that energy consumption in similar dwellings occupied by similar households vary significantly (Lutzenhiser, 1992; Jeeninga, *et al*., 2001). Experts widely admit that energy consumption is strongly influenced by household characteristics, lifestyles and occupant behavior. Therefore, to reduce energy consumption and carbon dioxide emission, it is important to understand energy consumption of households as it related to their lifestyles and environmental attitudes. Data were collected in Eckart-Vaartbroek, Eindhoven, a lower price residential district built in the 50s and 60s. Around 300 households who are renting their houses from Woonbedrijf participated in the data collection. To explore tenants' energy consumption behavior and environmental attitudes, historical household energy consumption data is collected using an extensive web-based questionnaire. A structural equation model is estimated to explore the relationships between energy consumption, household characteristics, lifestyle and environmental attitudes. Results will be available at the time of the conference. Implications for policy instruments to promote energy efficiency behavior in the residential buildings sector are discussed.

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Modeling Consumer Choice with Dyadic Learning: An Intra-Household Analysis

When making choices, consumers are influenced not only by their own experiences with a product but also by the usage experience of others. We propose a model that captures intra-household dyadic learning between spouses. We simultaneously model one spouse's (husband's or wife's) beliefs about product quality based on his or her own past usage and the other spouse's past usage experience. Such simultaneity is the key difference between modeling dyadic learning (one's use experience affecting others' learning and others' use experiences affecting one's learning) and modeling only individual consumer learning from information sources such as one's own use experience or advertising. We also model the quality signal experienced by each spouse to be partially observed by the other spouse, capturing the communication effectiveness between spouses during the dyadic-learning process. Our proposed model also captures alternative mechanisms that could explain similarity between spouses' choices, such as correlated past beliefs, experience signals, and preference weights. We apply the proposed model to a panel survey dataset collected from 503 families on spouses' individual mobile operator choices over time. We find significant effects of dyadic learning and correlated prior belief between spouses. Although the correlation strength in prior belief affects the baseline propensity of husband and wife for choosing the same brand, dyadic learning is the key driving force of choice convergence over time between spouses. The counterfactual analysis reveals that dyadic learning enhances the effectiveness of quality improvement (through reduction of experience variability) on choice. In addition, while a large brand benefits from spouses who make joint choice decisions, a small brand benefits from spouses who make separate choice decisions. Overall, the findings can help firms improve their promotion and communication strategies