

## Reading list for Introduction to Retailing and Consumption (SMMM13), 7,5 credits.

The reading list was approved by the Board of the Department of Service Studies 2024-05-22.

The reading list is valid from 2024-05-22.

- Arnould, Eric. (2005). Animating the big middle. *Journal of Retailing*, 81(2), p. 89-96.  
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- Bardhi, Fleura & Arnould, Eric J. (2005). Thrift shopping: Combining utilitarian thrift and hedonic treat benefits. *Journal of Consumer Behaviour: An International Research Review*, 4(4), p. 223-233. Doi.org/10.1002/cb.12
- Bingham, Kevin. (2022) A short ethnography of twenty-first century consumers: On retail rage and one-dimensionality. *Journal of Consumer Culture*, 22(4), p. 835–851.  
Doi.org/10.1177/14695405211039614
- Borghini, Stefania, Diamond, Nina, Kozinets, Robert V., McGrath, Mary Ann, Jr., Albert M. Muñiz, & John F. Sherry, Jr. (2009). Why are themed brandstores so powerful? Retail brand ideology at american girl place. *Journal of Retailing*, 85(3), p. 363-375. Doi: 10.1016/j.jretai.2009.05.003
- Bäckström, Kristina. (2006). Understanding Recreational Shopping: A New Approach. *International Review of Retailing, Distribution and Consumer Research*, 16(2), p. 143-158.  
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- Bäckström, Kristina. (2011). Shopping as leisure: An exploration of manifoldness and dynamics in consumers shopping experiences. *Journal of Retailing and Consumer Services*, 18(3), p. 200-209.  
Doi.org/10.1016/j.jretconser.2010.09.009
- Bäckström, Kristina. (2013). “Adventures, auctions and aspirations: Illuminating shifts, tensions and contradictions in consumers’ leisure shopping experiences”. *The International Review of Retail, Distribution and Consumer Research*, 23, p. 65-86. Doi.org/10.1080/09593969.2012.734255
- Bäckström, Kristina, Egan-Wyer, Carys & Samsioe, Emma. (Eds.) (2023). *The future of consumption: how technology sustainability and wellbeing will transform retail and customer experience*. Palgrave MacMillan [selection of 300 p. ISBN 9783031332487]
- Crang, Mike & Cook, Ian. (2007). *Doing Ethnographies*. London: SAGE. [Chap. 4, 23 p.]
- Crewe, Louise, Gregson, Nicky & Brooks, Kate. (2003b). The discursivities of difference: retro retailers and the ambiguities of ‘the alternative’. *Journal of Consumer Culture*, 3(1), p. 61-82.  
Doi.org/10.1177/1469540503003001931
- Currah, Andrew. (2003). The Virtual Geographies of Retail Display. *Journal of Consumer Culture*, 3(1), p. 5-37. Doi.org/10.1177/14695405030030019
- Elliott, Richard & Jankel-Elliott, Nick. (2003). Using ethnography in strategic consumer research. *Qualitative Marketing Research: An International Journal*, 6(4), p. 215-223. Doi: 10.1108/13522750310495300
- Everts, Jonathan & Jackson, Peter. (2009). Modernisation and the practices of contemporary food shopping. *Environment and Planning D: Society and Space*, 27(5), p. 917-935.  
Doi.org/10.1068/d1190
- Fischer, Eileen, Gopaldas, Ahir & Scaraboto, Daiane (2017). Why papers are rejected and how to get yours accepted: Advice on the construction of interpretive consumer research articles, *Qualitative Market Research: An international journal*, 20, (1), p. 60-67. Doi: 10.1108/QMR-06-2016-0051
- Freidberg, Susanne. (2007). Supermarkets and imperial knowledge. *Cultural Geographies*, 14(3), p. 321-342. Doi.org/10.1177/14744740070782
- Friend, Lorraine A. & Thompson, Shona M. (2003). Identity, ethnicity and gender: Using narratives to understand their meaning in retail shopping encounters. *Consumption, Markets and Culture*, 6(1), p. 32- 41. Doi: 10.1080/10253860302698
- Fuentes, Christian. (2014). Managing Green Complexities: Consumers’ strategies and techniques for greener shopping. *International Journal of Consumer Studies*, 38(5), p. 485-492. Doi: 10.1111/ijcs.12124

- Fuentes, Christian, Bäckström, Kristina & Svingstedt, Anette. (2017). Smartphones and the Reconfiguration of Retailscapes: Stores, Shopping, and Digitalization. *Journal of Retail and Consumer Services*, (39), p. 270-278. Doi: 10.1016/j.jretconser.2017.08.006
- Fuentes, Christian & Hagberg, Johan. (2013). Socio-Cultural Retailing: What can retail marketing learn from this interdisciplinary field? *International Journal of Quality and Service Sciences*, 5(3), p. 290-308. Doi: 10.1108/IJQSS-10-2012-0018
- Gopaldas, Ahir. (2016). A front-to-back guide to writing a qualitative research article *Qualitative Market Research: An international journal*, 19, (1), p. 115-121. Doi: 10.1108/QMR-08-2015-0074
- Gregson, Nicky, Crewe, Louise & Brooks, Kate. (2002). Shopping, space and practice. *Environment and Planning D: Society and Space*, 20, p. 597-617. Doi: 10.1068/d270t
- Grewal, Dhruv & Levy, Michael. (2007). Retailing research: Past, present, and future. *Journal of Retailing*, 83(4), p. 447-464. Doi.org/10.1016/j.jretai.2007.09.003
- Hagberg, Johan & Fuentes, Christian. (2018). Retail Formations: Tracing the fluids forms of an online retailer. *Consumption Markets and Culture*, 21, (5), p. 423-444. Doi: 10.1080/10253866.2018.1462168
- Hansson, Niklas. (2014). "Mobility-things" and consumption: conceptualizing differently mobile families on the move with recent purchases in urban space. *Consumption Markets & Culture*, 18(1), p. 72-91. Doi.org/10.1080/10253866.2014.899494
- Houssay-Holzschuch, Myriam & Teppo, Annika. (2009). A mall for all? Race and public space in postapartheid cape town. *Cultural Geographies*, 16, p. 351-379.
- Hracs, Brian J. & Jansson, Johan. (2020). Death by streaming or vinyl revival? Exploring the spatial dynamics and value-creating strategies of independent record shops in Stockholm. *Journal of Consumer Culture*, 20(4), p. 478-497. Doi: 10.1177/1469540517745703
- Jackson, Peter & Holbrook, Beverly. (1995). Multiple meanings: Shopping and the cultural politics of identity. *Environment and Planning A*, 27(12), p. 1913-1930. Doi: 10.1068/a271913
- Kelsey, Sarah., Morris, Carol. & Crewe, Louise. (2019). Yellow-sticker shopping as competent, creative consumption. *Area*, 51, p. 64-71. Doi.org/10.1111/area.12435
- Lucarelli, Andrea., Shahriar, Hossain., Ulver, Sofia., Egan-Wyer, Carys. (2023). Research contributions in interpretivist marketing and consumer research studies: A kaleidoscopic framework. *Marketing Theory*, 0(0), p. 1-31. Doi.org/10.1177/1470593123120243
- O'Brien, Gemma. T. (2017). Small and slow is beautiful: well-being, 'socially connective retail' and the independent bookshop. *Social & Cultural Geography*, 18(4), p. 573-595. Doi: 10.1080/14649365.2016.1199814
- Peñaloza, Lisa. (1999). Just doing it: A visual ethnographic study of spectacular consumption behavior at Nike Town. *Consumption, Markets and Culture*, 2(4), p. 337-400.
- Pettinger, Lynne. (2004). Brand Culture and Branded Workers: Service Work and Aesthetic Labour in Fashion Retail. *Consumption, Markets and Culture*, 7(2), p. 165-185. Doi: 10.1080/1025386042000246214
- Pettinger, Lynne. (2005). Gendered Work Meets Gendered Goods: Selling and Service in Clothing Retail. *Gender, Work and Organization*, 12(5), p. 460-478. Doi: 10.1111/j.1468-0432.2005.00284.x
- Pettinger, Lynne. (2006). On the materiality of service work. *The Sociological Review*, 54(1), p. 48-65. Doi: 10.1111/j.1467-954X.2006.00601.x
- Spaid, Brian I., & Flint, Daniel J. (2014). The meaning of shopping experiences augmented by mobile internet devices. *Journal of Marketing Theory and Practice*, 22(1), p. 73-90.
- Spitzkat, Anna & Fuentes, Christian. (2019). Here Today, Gone Tomorrow: The organization of temporary retailscapes and the creation of frenzy shopping. *Journal of Retailing and Consumer Services*, 49, p. 198-207. Doi: 10.1016/j.retconser.2019.03.010
- Steward, Shelly. (2020). What does that shirt mean to you? Thrift-store consumption as cultural capital. *Journal of Consumer Culture*, 20(4), p. 457-477. Doi.org/10.1177/1469540517745707
- van Marrewijk, Alfons & Broos, Maaike. (2012). Retail stores as brands: performances, theatre and space. *Consumption, Markets and Culture*, 15(4), p. 374-391. Doi: 10.1080/10253866.2012.659438

Varman, Rohit & Belk, Russell W. (2012). Consuming postcolonial shopping malls. *Journal of Marketing Management*, 28(1-2), p. 62-84.

Wright, David. (2005). Commodifying Respectability: Distinctions at work in the bookshop. *Journal of Consumer Culture*, 5(3), p. 295-314. Doi.org/10.1177/1469540505056792

Zukin, Sharon. (2012). The social production of urban cultural heritage: Identity and ecosystem on an Amsterdam shopping street. *City, Culture and Society*, 3(4), p. 281-291. Doi: 10.1016/j.ccs.2012.10.002

The student must select literature comprising approximately 250 pages in connection with the writing of the report.

Total amount of pages: Approx. 1 000