

Reading list Retail Marketing: Theoretical perspective and Concepts (SMMV24), 7,5 hp.

The reading list was approved by the Board of the Department of Service Management and Service Studies 2020-01-29.

The reading list is valid from 2020-02-01.

- Arvidsson, Adam & Caliandro, Alessandro. (2015). Brand public. *Journal of Consumer Research*, 42(5), pp. 727-748. Doi.org/10.1093/jcr/ucv053
- Brakus, J. Josko, Schmitt, Bernd H. & Zarantonello, Lia. (2009). "Brand Experience: What is it? How is it measured? Does it affect loyalty?", *Journal of Marketing*, 73, pp. 52–68. Doi:10.1509/jmkg.73.3.052
- Bäckström, Kristina & Johansson, Ulf. (2017). "An exploration of consumers' experiences in physical stores: Comparing consumers' and retailers' perspectives in past and present time", *The International Review of Retail, Distribution and Consumer Research*, 27, pp. 241-259. Doi:10.1080/09593969.2017.1314865
- 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, pp. 65-86. Doi: 10.1080/09593969.2012.734255
- Chang, Hyo-Jung, Eckman, Molly, Yan, Ruoh-Nan. (2011). "Application of the stimulus-organism-response model to the retail environment: The role of hedonic motivation in impulse buying behavior", *International Review of Retail, Distribution & Consumer Research*, 21 (3), pp. 233-249. Doi: 10.1080/09593969.2011.578798
- Grewal, Dhruv & Levy, Michael. (2007). "Retailing research: Past, present, and future", *Journal of Retailing*, 83 (4), pp. 447-464. Doi:10.1016/j.retail.2007.09.003
- Fournier, Susan & Eckhardt, Giana M. (2019). "Putting the Person Back in Person-Brands: Understanding and Managing the Two-Bodied Brand", *Journal of Marketing Research*, 56 (4), pp. 602-619. Doi: 10.1177/0022243719830654
- Hatch, Mary Jo & Schultz, Majken. (2010). "Toward a theory of brand co-creation with implications for brand governance". *Journal of Brand Management*, 17(8), pp. 590-604. Doi: 10.1057/bm.2010.14
- Hickman, Ellie, Kharouf, Husni & Sekhon, Harjit. (2019). "An omnichannel approach to retailing: Demystifying and identifying the factors influencing an omnichannel experience", *The international review of retail, distribution and consumer research*, in press, pp. 1-23. Doi: 10.1080/09593969.2019.1694562
- Helmefalk, Miralem & Hulten, Bertil. (2017). "Multi-sensory congruent cues in designing retail store atmosphere: Effects on shoppers' emotions and purchase behavior", *Journal of Retailing and Consumer Services*, 38, pp. 1-11. Doi: 10.1016/j.jretconser.2017.04.007
- Obiegbu, Chinedu J., Larsen, Gretchen & Ellis, Nick. (2019). "Experiential brand loyalty: Towards an extended conceptualization of consumer allegiance to brands", *Marketing Theory*, pp. 1–21. Doi.org/10.1177/1470593119885167
- Murray, John, Elms, Jonathan, & Teller, Christoph. (2017). "Examining the role of store design on consumers' cross-sectional perceptions of retail brand loyalty", *Journal of Retailing and Consumer Services*, 38, pp. 147-156. Doi: 10.1016/j.jretconser.2017.06.001
- Morrison, Michael, Gan, Sarah, Dubelaar, Chris, & Oppewal, Harmen. (2011) "In-store music and aroma influences on shopper behavior and satisfaction", *Journal of business research*, 54 (6), pp. 558-564. Doi: 10.1016/j.jbusres.2010.06.006
- Närvänen, Elina & Goulding, Christina. (2016). "Sociocultural brand revitalization: The role of consumer collectives in bringing brands back to life", *European Journal of Marketing*, 50, 7/8, pp. 1521-1546. Doi: 10.1108/EJM-05-2014-0328

Sands, Sean, Ferraro, Carla, Campbell, Colin & Pallant, Jason. (2016). "Segmenting multichannel consumers across search, purchase and after-sales", *Journal of Retailing and Consumer Services*, 33, pp. 62–71. Doi: 10.1016/j.jretconser.2016.08.001

Tarnovskaya, Veronica, & Bertilsson, Jon (red.). (2017). *Brand theories: Perspectives on brands and branding*, Lund: Studentlitteratur. [303 p. ISBN 978-91-44-11624-2]

Zogaj, Adnan, Olk, Stephan, Tscheulin, Dieter K. (2019). "Go pop-up: Effects of temporary retail on product- and brand-related consumer reactions", *Journal of retailing and consumer services*, 50, pp. 111-121. Doi: 10.1016/j.jretconser.2019.05.002

There will be articles added in Retail Marketing (including articles selected by teachers and students). About 200 pages.

Total amount of pages: approx. 770.