

Reading list for Retail Marketing: A Socio-cultural Perspective, 7,5 credits (SMMS24)

The reading list was approved by the Board of the Department of Service Management and Service Studies 10 February 2016, last revised 30 January 2019.

The reading list is valid from 1 February 2019.

- Arnould, Eric. (2005). Animating the big middle. *Journal of Retailing*, 81(2), 89-96
- Borghini, Stefania, Diamond, Nina, Kozinets, Robert V., McGrath, Mary Ann, Jr., Albert M. Muñoz, & John F. Sherry, Jr. (2009). Why are themed brandstores so powerful? Retail brand ideology at american girl place. *Journal of Retailing*, 85(3), 363-375.
- Bäckström, Kristina. (2006). Understanding Recreational Shopping: A New Approach. *International Review of Retailing, Distribution and Consumer Research*, 16(2), 143-158.
- Bäckström, Kristina. (2011). Shopping as leisure: An exploration of manifoldness and dynamics in consumers shopping experiences. *Journal of Retailing and Consumer Services*, 18(3), 200-209.
- 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, 65-86.
- Connolly, John., & Prothero, Andrea. (2008). Green consumption - Life-politics, risk and contradictions. *Journal of Consumer Culture*, 8(1), 117-145.
- Crang, Mike., & Cook, Ian. (2007). "Participant observation" Chapter 4 i *Doing Ethnographies*. London: SAGE. [23 pp.] Available as an E-book.
- Crewe, Louise., & Gregson, Nicky. (1998). Tales of the unexpected: exploring car boot sales as marginal spaces of contemporary consumption. *Transactions in British Geography*, 23(1), 39-53.
- Crewe, Louise., Gregson, Nicky., & Brooks, K. (2003). The Discursivities of Difference: Retro retailers and the ambiguities of "the alternative". *Journal of Consumer Culture*, 3(1), 61-82.
- Currah, Andrew. (2003). The Virtual Geographies of Retail Display. *Journal of Consumer Culture*, 3(1), 5-37.
- Denegri-Knott, Janice & Molesworth, Mike (2010). Concepts and practices of digital virtual consumption, *Consumption Markets & Culture*, (13), 2, 109-132
- Elliott, Richard, & Jankel-Elliott, Nick. (2003). Using ethnography in strategic consumer research. *Qualitative Marketing Research: An International Journal*, 6(4), 215-223.
- 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, 60-67
- Freidberg, Susanne. (2007). Supermarkets and imperial knowledge. *Cultural Geographies*, 14(3), 321-342.
- 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), 32- 41.
- 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), 290-308.
- Fuentes, Christian. (2014). Managing Green Complexities: Consumers' strategies and techniques for greener shopping. *International Journal of Consumer Studies*, 38(5), 485-492.
- Fuentes, Christian (2015). Images of Responsible Consumers: Organizing the marketing of sustainability, *International Journal of Retail and Distribution Management*, (43)4-5, 367-385
- Fuentes Christian & Svingstedt, Anette (2017). Mobile Phones and the Practice of Shopping: A study of how young adults use smartphones to shop. *Journal of Retail and Consumer Services* (38), 3, 136-146
- Fuentes, Christian, Bäckström, Kristina & Svingstedt, Anette. (2017). Smartphones and the Reconfiguration of Retailscapes: Stores, Shopping, and Digitalization. *Journal of Retail and Consumer Services*, (39), 270-278

- Gopaldas, Ahir (2016). A front-to-back guide to writing a qualitative research article. *Qualitative Market Research: An international journal*, (19), 1, 115-121.
- Goss, Jon. (1993). The "Magic of the Mall": An Analysis of Form, Function and Meaning in the Contemporary Retail Built Environment. *Annals of the Association of American Geographers*, 81(1), 18-47.
- Gregson, Nicky., & Crewe, Louise. (1998). Dusting Down Second Hand Rose: gendered identities and the world of second-hand goods in the space of the car boot sale. *Gender, Place and Culture*, 5(1), 77-100.
- Gregson, Nicky., Crewe, Louise., & Brooks, K. (2002). Shopping, space and practice. *Environment and Planning D: Society and Space*, 20, 597-617.
- Grewal, Dhruv, & Levy, Michael. (2007). Retailing research: Past, present, and future. *Journal of Retailing*, 83(4), 447-464
- Hollenback, Candice R., Peters, Cara, & Zinkhan, George M. (2008). Retail spectacles and brand meanings: Insights from a brand museum case study. *Journal of Retailing*, 84(3), 334-353.
- Houssay-Holzschuch, Myriam, & Teppo, Annika. (2009). A mall for all? Race and public space in postapartheid cape town. *Cultural Geographies*, 16, 351-379.
- Hracs, Brian J. & Johan Jansson (2017). Death by streaming or vinyl revival? Exploring the spatial dynamics and value-creating strategies of independent record shops in Stockholm. *Journal of Consumer Culture* (kommande)
- Jackson, Peter, & Holbrook, Beverly. (1995). Multiple meanings: Shopping and the cultural politics of identity. *Environment and Planning A*, 27(12), 1913-1930.
- Kozinets, Robert V., John F. Sherry, JR., Storm, Diana, Duhachek, Adam, Nuttavuthisit, Krittinee, & DeBerry-Spence, Benét. (2004). Ludic agency and retail spectacle. *Journal of Consumer Research*, 31(3), 658-672.
- Lehner, Matthias (2015). Retail store influence on sustainable consumption behaviour. *International Journal of Quality and Service Sciences*, 7(4), 404-423.
- Peñaloza, Lisa. (1999). Just doing it: A visual ethnographic study of spectacular consumption behavior at Nike Town. *Consumption, Markets and Culture*, 2(4), 337-400.
- Pettinger, Lynne. (2004). Brand Culture and Branded Workers: Service Work and Aesthetic Labour in Fashion Retail. *Consumption, Markets and Culture*, 7(2), 165-185.
- Pettinger, Lynne. (2005). Gendered Work Meets Gendered Goods: Selling and Service in Clothing Retail. *Gender, Work and Organization*, 12(5), 460-478.
- Pettinger, Lynne. (2006). On the materiality of service work. *The Sociological Review*, 54(1), 48-65.
- 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), 73-90.
- Samsioe, Emma. (2017). *Consumer Contextual Learning: The Case of Fast Fashion Consumption*. Avhandling. Lunds universitet, Lund: Media Tryck. [202 pp. ISBN: 9789177532521]
[http://portal.research.lu.se/portal/en/publications/consumer-contextual-learning\(7940ff93-84c8-4a10-9c78-8609c2332f56\).html](http://portal.research.lu.se/portal/en/publications/consumer-contextual-learning(7940ff93-84c8-4a10-9c78-8609c2332f56).html)
- Sherry, Jr, John F., Kozinets, Robert V., Storm, Diana, Duhachek, Adam, Nuttavuthisit, Krittinee, & DeBerry-Spence, Benét. (2001). Being in the zone: Staging retail theater at espn zone chicago. *Journal of Contemporary Ethnography*, 30(4), 465-510.
- Thompson, Craig J. , Locander, William .B., & Pollio, Howard .R. (1989). Putting consumer experience back into consumer research: The philosophy and method of existential-phenomenology. *Journal of Consumer Research*, 16(2), 133-146.
- van Marrewijk, Alfons & Broos, Maaike (2012). Retail stores as brands: performances, theatre and space. *Consumption, Markets and Culture*, 15(4), 374-391.
- Varman, Rohit, & Belk, Russell W. (2012). Consuming postcolonial shopping malls. *Journal of Marketing Management*, 28(1-2), 62-84.
- Wright, David. (2005). Commodifying Respectability: Distinctions at work in the bookshop. *Journal of Consumer Culture*, 5(3), 295-314.

The student is supposed to choose literature amounting to approx. 250 pages in connection with writing the report.

Total amount of pages: Approx. 1200