Successful Technological Integration for Competitive Advantage in Retail Settings

Eleonora Pantano
Middlesex University London, UK
Table of Contents

Foreword ........................................................................................................................................... xvi

Preface ................................................................................................................................................ xix

Section 1
Store Design and Atmosphere

Chapter 1
Branding, Marketing, and Design: Experiential In-Store Digital Environments.............................. 1
Anthony Kent, University of Lincoln, UK
Charles Dennis, University of Lincoln, UK
Marta Blasquez Cano, University of Manchester, UK
Eva Helberger, University of the Arts London, UK
Josko Brakus, University of Leeds, UK

Chapter 2
Consumers’ Involvement on (Re)Engineering Store Design: A Cloud Approach........................... 23
Gianpiero Di Blasi, Università degli Studi di Torino, Italy
Eleonora Pantano, Middlesex University London, UK

Chapter 3
A Merchant Virtual Universe as an Innovative Retail Setting: A Dynamic Perspective on the Immersion Process ........................................................................................................... 43
Ingrid Poncin, Catholic University of Louvain (UCL), Belgium
Marion Garnier, SKEMA Business School - Université de Lille, France
Virginie Maille, SKEMA Business School - Université de Lille, France

Chapter 4
Measuring Cognitive and Emotional Processes in Retail: A Neuroscience Perspective ............... 76
Patrizia Cherubino, IULM University, Italy & BrainSigns srl, Italy
Anton Giulio Maglione, Sapienza University, Italy
Ilenia Graziani, BrainSigns srl, Italy & Sapienza University, Italy
Arianna Trettel, BrainSigns srl, Italy
Giovanni Vecchiato, BrainSigns srl, Italy & Sapienza University, Italy
Fabio Babiloni, BrainSigns srl, Italy & Sapienza University, Italy
Section 2
Consumers' and Employees' Behaviour, Adoption, and Acceptance

Chapter 5
Determinants of Consumers' Mobile Coupon Adoption: A Critical Review of Theories and Literature

Hyunjoo Im, University of Minnesota – Twin Cities, USA
Young Ha, California State University – Long Beach, USA

Chapter 6
Adoption of Emerging In-Store Technology Interfaces for the Apparel Retail Employee

Tasha L. Lewis, Cornell University, USA
Suzanne Loker, Cornell University, USA

Chapter 7
Omni Channel Fashion Shopping

Astrid Kemperman, Eindhoven University of Technology, The Netherlands
Lieke van Delft, Wereldhave, The Netherlands
Aloys Borgers, Eindhoven University of Technology, The Netherlands

Chapter 8
Analyzing Online Reviews to Measure Augmented Reality Acceptance at the Point of Sale: The Case of IKEA

Daniel Baier, BTU Cottbus-Senftenberg, Germany
Alexandra Rese, BTU Cottbus-Senftenberg, Germany
Stefanie Schreiber, BTU Cottbus-Senftenberg, Germany

Section 3
Innovation Management and Innovative Strategies

Chapter 9
Differentiation through Service Excellence: Empirical Findings on the Role of Self-Service Technology in Retail

Philipp Spreer, University of Gottingen, Germany
Katrin Kallweit, University of Gottingen, Germany

Chapter 10
Towards a Benchmark in the Innovation of the Retail Channel

Milena Viassone, University of Turin, Italy
Chapter 11
Radical and Incremental Innovation Effectiveness in Relation to Market Orientation in the Retail Industry: Triggers, Drivers, and Supporters ................................................................. 239
  Michael Lewrick, University Ulm, Germany
  Maktoba Omar, Edinburgh Napier University, UK
  Robert Williams Jr., Susquehanna University, USA
  Nathalia C. Tjandra, Edinburgh Napier University, UK
  Zui-Chih Lee, Susquehanna University, USA

Chapter 12
Fashion Retail Innovation: About Context, Antecedents, and Outcome in Technological Change Projects ..................................................................................................................... 269
  Torben Tambo, Aarhus University, Denmark

Chapter 13
Financial Sustainability of Innovative Technology in Retailing ........................................... 295
  Sanda Renko, University of Zagreb, Croatia
  Ivan Kovac, University of Zagreb, Croatia

Chapter 14
The Roles of Corporate Marketing Strategies and Brand Management in the Global Retail Industry .................................................................................................................. 310
  Kijpokin Kasemsap, Suan Sunandha Rajabhat University, Thailand

Compilation of References ...................................................................................................... 340

About the Contributors ........................................................................................................... 395

Index ..................................................................................................................................... 403