



Literature for SMMS24, Retail Marketing: A Socio-Cultural Perspective applies from spring semester 2016

Literature established by the board of the Department of Service
Management and Service Studies on 2016-02-10 to apply from 2016-03-01

See appendix.

Reading list for Retail Marketing: A Socio-Cultural Perspective (SMMS24) 7.5 credits

The reading list was approved by the Board of the Department of Service Management and Service Studies 10 February 2016.

The reading list is valid from 1 March 2015.

- 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. Muñiz, & 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. (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.
- 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.
- 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 in *Doing Ethnographies*. London: SAGE.
- 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 and Molesworth, Mike. (2010). 'Love it. Buy it. Sell it': Consumer desire and the social drama of eBay, *Journal of Consumer Culture*, 10(1), 56-79.
- Elliott, Richard, & Jankel-Elliott, Nick. (2003). Using ethnography in strategic consumer research. *Qualitative Marketing Research: An International Journal*, 6(4), 215-223.
- 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. (2014). Green Materialities: Marketing and the socio-material construction of green products. *Business Strategy and the Environment*, 23(2), 105-116.
- Fuentes, Christian (2015) Images of Responsible Consumers: Organizing the marketing of sustainability, *International Journal of Retail and Distribution Management*, (43)4-5, 367-385
- 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 post-apartheid cape town. *Cultural Geographies*, 16, 351-379.
- 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. (2006). On the materiality of service work. *The Sociological Review*, 54(1), 48- 65.
- Pettinger, Lynne. (2005). Gendered Work Meets Gendered Goods: Selling and Service in Clothing Retail. *Gender, Work and Organization*, 12(5), 460-478.
- 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.
- 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.
- 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. 800

Litteraturlista för Retail Marketing: Ett sociokulturellt perspektiv, 7,5 hp (SMMS24)

Litteraturlistan är fastställd av styrelsen för institutionen för service management och tjänstvetenskap 2016-02-10.

Litteraturlistan börjar gälla 2016-03-01.

- 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.
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- Distribution and Consumer Research*, 23, 65-86.
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- Journal of Quality and Service Sciences*, 7(4), 404-423.
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Studenten förväntas söka litteratur på egen hand i samband med skrivandet av rapport omfattande ca 250 sidor.

Totalt antal sidor: ca 800