

# Index

## A

Absorption, 134  
Adidas, 148, 166, 173, 191  
Advertisements, 189  
Advertising Standards Authority (ASA), 189  
Airbnb, 12–13, 15  
Algorithmic profiling, 2–3  
Alibaba, 12–13, 56  
Amazon, 14–15, 56, 176–177  
Analytics, 58  
Anorexia Nervosa, 68  
Anti-foundationalism, 81–82  
Apple, 133  
AR, 106–107  
Attitude–Behaviour gap, 173–176  
Authenticity, 83–84  
Awareness raising, 149–150

## B

Bandwagon effect, 149  
Banking industry, 13–14  
Behavioural economics, 160  
Berlin Campaign, 15  
Big data, 2, 55–56  
    analytics, 53  
    company perspectives, 54–58  
    consumer perspectives, 58–60  
    in marketing, 2–3  
    technology, 53  
Black Lives Matter movement, 210  
Blogs, 68  
‘Blue Planet’ (BBC programme), 158, 166  
BorrowMyDoggy, 17  
Boycotting behaviour, 150–151  
Brand activism, 147  
Brand purpose, 5, 145  
    cynicism or awareness raising, 149–150  
    literature review, 146–148  
    methodology, 148–149  
    purchase and boycotting behaviour, 150–151  
    social and political issues, 150  
Browsing, 30, 121  
Brundtland Report, 12  
‘Butterfly’ (UK TV channel ITV drama), 194

## C

Capabilities, 54–55  
Car sharing, 16

Challenger banks, 13–14  
Choice architecture, 160–162  
Chronology, 81  
Class, 184–185  
Clean eating, 66  
Co-creation, 84  
    of experiences, 3–4, 212–215  
Co-op, 146  
Cognitive dissonance, 174  
Cognitive dissonance theory, 173, 175  
Collaborative consumption, 16  
Commitment, 43–44  
Communication, 63, 90  
Conceived retail space, 105–106  
Conflict handling, 46  
Conformity, 161  
Conspicuous conservation, 162  
Consumer  
    behaviour, 24, 159  
    browsing, 30, 121  
    culture theory tradition within marketing, 136  
    decision making, 136  
    society, 130–132  
Consumer-to-consumer interactions  
    (C2C interactions), 122  
Consumerism, 2  
Consumption, 130  
Content management systems (CMS), 64, 68  
‘Cool Britannia’, 81  
Corporate brands, 146  
Corporate social responsibility (CSR), 145,  
    174–175  
Covid-19, 6, 209–210  
    aftermath, 213  
    management, 211  
    post, 217  
Customer  
    journey, 91–92, 117  
    loyalty, 94  
    service, 119  
Customer engagement (CE), 89–93  
    academic research into, 90–91  
    areas for research, 97–98  
    behavioural CE response, 97–98  
    brand touchpoints and CE journey, 96  
    from combined consumer behaviour and  
        relationship marketing  
        perspective, 94

- conceptualisation, 97
- construct, 95–97
- from consumer behaviour perspective, 93–94
- journey, 4, 95
- manifestation, 97
- mapping CE journey, 96–97
- from relationship marketing perspective, 94
- theoretical foundations, 93
- Customer–company relationships, 2, 39
  - company variables in, 45–47
  - customer variables in, 41–44
  - key characteristics of social media, 44–45
  - on social media, 40–41
- Cynicism, 149–150
- D**
- Data (*see also* Big data)
  - breaches, 58
  - ownership, 2–3
  - security, 54
- Data Protection Act (2018), 54, 59
- De-differentiation, 80–81
- Decision-making responsibility, 161
- Department stores, 109
- Depop, 17
- Destination marketing, 139–140
- Diffusion of Innovations Theory, 201–202
- Diffusion of social movements, 201–202
- Digital attention, 14
- Digital identities, 63
- Digital landscape, 1–3, 210–212
- Digital media, 192
- Digital objects, 2
- Digital personhood, 63
- Digital privacy, 58
- Digital technology, 1–2, 192
- Disability, 184–185
- Disruption, 1–3, 210–212
  - retail space and disruption innovation, 108–109
- Disruptive businesses, 210
- Disruptive innovation, 1–2, 9, 16–17
  - designer creating clothes, 18
  - DSP, 9–11
  - Lena Library In Amsterdam, 17
  - NEP, 11–16
- Diversity, 183, 185
- Dominant Social Paradigm (DSP), 2, 9–11, 172
- Dove, 149
- Dualistic gendered stereotypes, 186–188
- Dynamic capabilities, 55
- Dynamic pricing, 55
- E**
- eBay, 17, 56
- ECOALF, 166
- Economic
  - progression, 130
  - value, 130–132
- Educational experience, 134
- Egalitarian structures, 45
- Electronic commerce (E-commerce), 115–116
- Engagement ecosystem, 92
- Enlightenment, 76
- Entertainment experience, 134
- Entrepreneurial femininity, 65
- Environment, 157
- Environmental cues, 31
- Environmentalists, 209
- Escapist experience, 134
- Esthetic experience, 134
- Ethics, 54
- Ethnicity, 184–185
- ‘Everyday sexism project’, 192
- Evolutionary societies, 5–6, 215–217
- Experience economy, 4, 129, 133–136
  - consumer society, 130–132
  - destination marketing, 139–140
  - House of Vans London, 137
- Experience(s), 129, 140–141
  - conceptualising, 132–133
  - realms, 135
  - society, 135
- Experiential marketing, 84, 129, 136–139
- External stimuli, 26–27, 31–33
- F**
- Face/visual images, 58
- Facebook, 12–13, 16, 42, 56, 59, 64, 68, 118, 201
- Fashion
  - bloggers, 63
  - brands, 122–123
  - consumers, 119
  - industry, 172
  - involvement, 27–30
- Feminism, 185
- First-generation experience economy, 135
- Food
  - bloggers, 65, 68–69
  - blogging, 68
  - blogs, 69
  - as discourse, 64–66
  - photography, 67
  - porn, 64
- ‘Fordist’ production system, 10
- Fragmentation, 80
- Futurecraft Loop trainer, 148
- G**
- Gender, 184
  - conspiracy, 194
  - equality, 185
- Generation Z, 146–148
- Generation-Y, 25, 28
- Gig economy, 177
- Global economies, 209

- Globalisation, 146  
 Google, 15–16, 56  
 Greenpeace, 158  
 Greenwashing, 149  
 Gumtree, 17
- H**
- Hedonic motivations, 93  
 Hedonic value, 26  
 Hedonism, 27, 173  
 Homosexuality, 185, 193  
 Hugh Fearnly Whittingshaw television programme, 165  
 Hyperreality, 81
- I**
- Ideal-self, 28  
 Identity management theory, 192  
 Ikea store, 106, 166–167  
 Image-sharing platforms, 27  
 Impulse purchasing, 24  
 Impulsive consumption, 28  
 In-depth interviews, 202–203  
 In-store  
   music, 106  
   technologies, 115  
 Inclusive identities, 6  
   context, 184–186  
   dualistic gendered stereotypes, 186–188  
   marketing gender diversity, 189–193  
   marketing sexuo-gender diversity, 193–195  
   social identity theories, 188–189  
 Industrial revolution, 76  
 Information privacy, 58  
 Innovation, 77–78  
 Instagram, 27, 64, 67–68, 116  
   goddesses, 66  
 Interactions, 42–43  
 Internal stimuli, 27–30  
   mood, 30–31  
 Internet of Things, 2  
 Internet retailing, 24–25  
 Interpersonal perceptions, 43–44  
 Intimacy, 43
- L**
- Lefebvre's spatial triad, 104–105  
 Lesbian, Gay, Bisexual, Transgender, Queer, Intersex, Asexual and multiple other identities (LGBTQIA+identities), 6, 184, 193–194  
 Lesbian, gay and bisexual characters (LGB characters), 194  
 Libertarian paternalism, 161  
 Lifecasting, 84–85  
 Lifestyle Gurus, 66  
 Lived retail space, 107  
 Logical thinking, 76  
 Loyalty marketing, 94  
 Lush brand, 146, 149  
 Lynx, 81, 149
- M**
- M&S, 166  
*Madchester*, 81  
 Market(ing), 1, 91  
   gender diversity, 189–193  
   sexuo-gender diversity, 193–195  
   value creation, 140  
 Mass media, 76  
 Media-scape, 3  
 #MeToo movement, 6, 184, 199–200  
   diffusion of social movements, 201–202  
   findings, 203–206  
   methodology, 202–203  
   theoretical framework, 200–201  
 Misogyny, 192  
 Mobile  
   applications, 115  
   shopping, 115  
   technology, 120–121  
 Mobile retailing (m-retailing), 114–115  
 Modernism, 75–79  
 Modernity, 75–76  
 Monetary risk, 59  
 Multi-channel retailing, 114  
 Multi-national organisations (MNOs), 157, 172  
 Multinational digital businesses, 16  
 Music industry, 14
- N**
- Netnography, 202–204  
 New Environmental Paradigm (NEP), 9, 11–17, 24, 33–34  
 'New Obsidian theory', 103  
 Newcastle Gateshead Marriott Hotel MetroCentre, 81  
 Nike, 148, 173, 191  
   store in SoHo, New York, 106  
 Nongovernment organisations (NGOs), 157, 174  
 Normative influences, 27–28  
 Nudge theory, 155, 160–162  
   cognitive choice systems, 161  
   examples, 162–163  
 Nudging sustainability, 163–167
- O**
- Omni-channel retailing, 89–90, 114  
 Online fashion retailers, 25  
 Online presence, 23  
 Online retailing, 23, 113, 176–177  
 Opinion showing, 122  
 Opt-in scenario, 162  
 Opt-out scenario, 162  
 Ordinary capabilities, 55

**P**

- Paris Agreement, 157–158
- Pastiche, 81
- Patriarchy, 187
- Perceived retail space, 104–105
- Physical intimacy, 42–43
- Physical retail, 101–102
- Physical risk, 59
- Pluralism, 82
- Polysynchronous consumption, 118
- Post-postmodernism, 82–85
- Postmodernism, 75–79
  - unpacking, 80–82
- Postmodernity, 75–77
  - key characteristics, 80
- Power seeking, 122
- Pseudo-modernism, 75–79
- Pseudo-modernity, 3–4, 75, 212–215
  - key characteristics, 85
  - modernism, postmodernism and pseudo-modernism, 75–79
  - post-postmodernism, 82–85
  - unpacking postmodernism, 80–82
- Psychological intimacy, 43
- Psychological risk, 59
- Purchase, 150–151

**R**

- Race, 184–185
- ‘Race to the bottom’, 5, 171–173
  - Attitude–Behaviour gap, 173–176
  - socially responsible retail brand value, 178–179
  - supply and demand, 178
  - UK retail sector, 176–177
- ‘Real Women’ campaign, 149
- Reciprocity, 43, 45
- Relationship marketing, 40
- Resource-based view (RBV), 54
- Retail space, 101, 104
  - conceived, 105–106
  - and disruption innovation, 108–109
  - as examples of disruption innovation, 4
  - lived, 107
  - perceived, 104–105
- Retail(ing), 101–102 (*see also* Market(ing))
  - apps, 24
  - brand value, 178–179
  - development, 114–115
  - distribution, 101
  - high street, 173
  - history, 109
  - prices, 172
  - shopping centre, 106
  - stores, 118–119
- Retailers, 101–103, 115
- Risk, 59

**S**

- Satisfaction, 94
- Second-generation consumers, 135
- Security, 2–3
- Self-categorisation theory, 188
- Self-disclosure, 45
- ‘Self-esteem’ project, 149
- Self-expression fantasy, 24
- Self-identity creation, 64
- Sexuality, 184–185
- Shared meaning, 146
- Sharing economy, 16
- Shopping, 102
  - malls, 105–106
- Showrooming, 118
- Slavery Act, 210
- Smartphones, 55
- Smoking, 174
- Social bonding, 122
- Social browsing, 121
- Social comment, 3
- Social commerce, 113, 115–116, 120
- Social groups, 188
- Social identity theories, 188–189
- Social media, 1–3, 32–33, 39, 63, 113, 115–118, 200, 202
  - in culture and self-identity creation, 64
  - customer–company relationships on, 40–41
  - key characteristics, 44–45, 47
  - marketing research, 40
  - platforms, 67–68
- Social movements, 200
- Social networks, 116, 118
- Social risk, 59
- Social self, 65
- Social shopping, 4, 113, 119–122
  - for fashion clothes, 120
  - practical implications and future research directions, 123
  - retail stores, 118–119
  - retailing development, 114–115
  - social commerce, 115–116
  - social media, 116–118
- Social Utopia, 12
- Socially responsible retail brand value, 178–179
- Space, 103–104
- Spatial practice (*see* Perceived retail space)
- ‘Status quo bias’, 160
- Stimuli, 24
  - catalysts, 25–26
- Stimulus, organism, response framework (SOR framework), 2, 24
  - context, 24–28
  - exploratory research, 28
  - findings, 28–33
  - NEP and slow down hyperconsumption, 33–34

- 
- Store retailing, 114
    - implications for, 4
  - Strategic social marketing, 200
  - Supply and demand, 178
  - Sustainability, 155
    - discourse, 159
    - framework, 156
    - growing discourse in society, 156–159
    - nudge theory, 160–163
    - nudging, 163–167
    - planetary resources, 157
  - Sustainable development, 12
  - Sustaining innovations, 13
- T**
- Technology, 58, 119
  - Tourism industry, 139
  - Transparency, 44–45
  - Transpostmodern, 82
  - Treadmill of production (ToP), 9–11
  - Trolls, 205–206
  - Trust, 2–3, 43–44, 46, 59
  - Tumblr, 64
  - Twitter, 64, 67, 201
- U**
- Uber, 12–13
  - UK retail sector, 172, 176–177
  - Unique Selling Proposition (USP), 12
  - Utilitarian motivations, 93
- V**
- Value, 56
  - Variety, 56
  - Velocity, 56
  - Veracity, 56
  - Virtual reality (VR), 106
  - Virtual retail, 101–102
  - Volume, 56
- W**
- War on Terror, 83
  - Waves, 185
  - Web sites, 115
  - Webrooming, 118
  - Wellness, 65–66
    - as commodified transaction, 66–67
  - Wine tourism destinations, 140
  - Woke
    - awareness for sustainability, 5
    - branding, 5–6, 146, 158, 183, 215–217
  - Woman’s Suffrage movement, 184
  - Wordpress, 64
  - Worker exploitation, 172
- Y**
- YouTube, 67, 116