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Experiential Retailing: Concepts And Strategies That Sell



Synopsis

Taking an innovative and interdisciplinary approach, Experiential Retailing moves beyond the traditional model of product assortment. It examines the history of retailing and consumption, and how cultural attitudes have changed over time. Different types of shopping experiences are described, and anecdotes and illustrations demonstrate strategies for success. Incisive, sensory, and entertaining, the text provides exciting new concepts for understanding this global phenomenon.

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Customer Reviews

Youn-Kyung Kim, PhD, ACR, ACRA, ITAA, is a Professor of Retail and Consumer Sciences at University of Tennessee. Her research topics of interest are consumer experience, experiential retailing, mall shopping behavior, international retailing, and tourism retailing. She has published over 50 articles in journals and has received several Best Paper Awards from American Collegiate Retailing Association and International Textiles and Apparel Association. She has served as guest editor and editorial board member for a number of journals, currently serving as Associate Editor for Clothing and Textiles Research Journal and a member of International Textiles and Apparel Association (ITAA), American Collegiate Retailing Association (ACRA), and Association for Consumer Research (ACR). Pauline Sullivan, PhD, is an Associate Professor in the Department of Family and Consumer Sciences at Texas State University - San Marcos. Judith Forney, ITAA, is a Professor and Dean of the School of Merchandising and Hospitality Management at the University of North Texas. Her research interests include consumer behavior, adolescents and moral

emotions, behavior, self-esteem, shoplifting; cultural and cross-cultural evaluative aspects of consumer behavior; cross-national comparisons; and apparel/textile international production and trade.

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