



CER 2020

5th Colloquium on European Research in Retailing

VNIVERSITAT
ID VALÈNCIA  Facultat d' **E**conomia



**GENERALITAT
VALENCIANA**

Conselleria d'Educació,
Investigació, Cultura i Esport

JKU
JOHANNES KEPLER
UNIVERSITY LINZ

skema
BUSINESS SCHOOL

 **Universität Bremen**

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The 5th Colloquium on European Research in Retailing (CERR) was held 1-2 September 2020 in a hybrid format because of travel restrictions due to COVID-19 pandemic. This edition of the Colloquium was hosted by the University of Valencia and chaired by Prof. Marta Frasset from the Marketing Department.

The overall theme of the event was Transforming Retail Channels in the Digital Era: Marketing and Operations Perspectives.

This theme encouraged researchers to reflect about the challenges for retailers to digitalise their channels and operations and continue being relevant for their customers in an omnichannel context.

The 5th Colloquium was a unique event for several reasons: the first time CERR travels outside the home universities of CERR founders, the first online CERR, the first virtual international conference run from the University of Valencia, and the biggest Colloquium in number of papers presented. Therefore, the 5th edition of CERR consolidates this platform of retail researchers.

We launched the CfP in 2019 and by the deadline in March 2020 we had received 91 papers. All the papers were revised by two blind reviewers with the final supervision of the Organising Committee. Five of the 91 papers did not fit the Colloquium topics or had not the required quality and were rejected. The remaining 86 papers were subsequently resubmitted with the improvements suggested by the reviewers.

Authors submitted the papers to one of the nine tracks of the Colloquium. The track that received the largest number of papers was Shopper Behaviour with 23 submissions, followed by Digitalisation in Retailing with 19 papers. Multi-/Omni-Channel Marketing and Operations and Retail Strategy and Management were also popular topics.

The programme for Colloquium was organised in 6 tracks and 16 parallel sessions, as follows:

- 4 parallel sessions on Shopper/Consumer Behaviour and Marketing
- 4 parallel sessions on Digitalisation in Retailing
- 3 parallel sessions on Multi-/Omni-channel marketing and operations
- 2 parallel sessions on Supply Chain management/operations/methodologies
- 2 parallel sessions on Retail Strategy and Management
- 1 parallel session on International/Global Retailing
- PLUS 1 session of Doctoral Colloquium

As a keynote speaker opening the Colloquium, we had Ms. Isabel Moscardó, Marketing Manager of Home Division of El Corte Inglés. El Corte Inglés is a leading Spanish retail chain, which is an example of brick-and-mortar based retailer that have undertaken a successful transition to omnichannel. This involved organizational restructuring, as well as a complete redesign of marketing, distribution and logistics practices and structures.

At the plenary concluding session of the Colloquium an important decision was taken. In the light of the growing interest in the Colloquium and the need to give more structure to this platform of retail researchers, it was decided to create an association.

The Association of Retail Research and Education (ARRE) will bring together researchers from Europe and beyond with an interest in retailing from marketing or operations perspectives. As well, the decision was taken to move from a biennial to an annual conference or Colloquium. The new ARRE board of directors will be formed by Christoph Teller (Johannes Kepler University, Linz, Austria), Xavier Brusset (Skema Business School Paris, France) and Marta Frasset (Universitat de València).

Several prizes were awarded at this 5th CERR. The Best Conference Paper award was for “Value co-creation between consumers and distributors: the moderating effect of relationship characteristics”, by Natalia Rubio, Nieves Villaseñor and M^aJesús Yague (Universidad Autónoma de Madrid). Two Commended Paper Awards were given, to “Drivers of Service Suppliers’ Loyalty towards Online Platforms” by Hanna Schramm-Klein (University of Siegen), Natalie David (EM Strasbourg Business School), and Oliver Roßmannek (University of Friborg) and to “Archetypes of driver configurations leading to foreign market exit – An investigation into European grocery retailing”, by David Schmid, Finn de Thomas Wagner and Dirk Morschett (University of Fribourg). The Best Doctoral Paper Award was for Laura Henkel (University of Göttingen), for her paper “Effects of pop-up stores on positive word of mouth: The role of store ephemerality and consumers’ need for uniqueness”.

Organising CERR 2020 was a challenging event because all the uncertainty due the global pandemic hitting the world since the beginning of the year. Although we all missed the opportunity to physically interact, the presentations and discussion around the topics took place in a fruitful and constructive way as has been always the case at CERR. I want to thank all the people that made this possible. Carol Gil and all the secretariat team from Adeit, Fundació Universitat Empresa, and Vicente Francés and the technical team supporting the digitalisation of the event. A big thank you to CERR Advisory Board: Christoph, Herbert, and Xavier for trusting me with organising the 5th CERR and supporting me through the organization process. The biggest thank you goes to all the authors and participants for your commitment to participate in this Colloquium.

And finally, I want to truly thank the organising team at the Marketing Department of the University of Valencia: Alejandro Mollá, Eugenia Ruiz, Gloria Berenguer, Haydeé Calderón, Irene Gil, Manuel Cuadrado, Maria Jose Miquel, and Teresa Fayos.

Marta Frasquet

Chair 5th Colloquium on European Research in Retailing

CERR is a platform for retail researchers who focus on marketing and operations.

HISTORY: The idea to establish a platform for European retail researchers who focus on marketing as well as operations was born in 2010. The founding members were Professors Xavier Brusset (SKEMA Business School, France), Herbert Kotzab (University of Bremen) and Christoph Teller (University of Surrey, UK). The first meeting took place in Paris in 2012. Thereafter, three more bi-annual events have taken place – CERR 2014 at the University of Bremen, CERR 2016 at Toulouse Business School, and CERR 2018 at the University of Surrey. Currently, the founding members represent the senior advisory board of CERR and ensure that its key values (as set out below) are reflected in each edition of the colloquium.

VISION: CERR inspires and enables a better, more effective and collegiate retail research community in Europe and beyond. In doing so, CERR further advances in rigorous research of contemporary retail phenomena that have managerial relevance.

MISSION: To establish a vibrant and supportive community of retail scholars by markedly expanding opportunities for delegates to connect and explore ideas.

VALUES: CERR is built on the following values.

- *Inclusiveness:* CERR represents a platform for researchers from all continents. It is open to senior as well as junior researchers.
- *Collegiality:* CERR promotes first and foremost collegiality and tries to create a positive and creative environment where critical discourse is encouraged.
- *Rigour:* The underpinning principle of our research is to aspire to the highest possible scientific standards.
- *Relevance and impact:* CERR reflects the view that retail research should ultimately aim to be of managerial relevance.
- *Mentorship:* CERR particularly takes into account the needs of junior delegates, such as PhD students and early career researchers. This is reflected in special sessions organized at the Colloquium.



Xavier Brusset
(SKEMA Business School Paris, France)



Herbert Kotzab
(University of Bremen, Bremen, Germany)



Christoph Teller
(Johannes Kepler University, Linz, Austria)



Marta Frasquet
(University of Valencia, Valencia, Spain)



Members of the Department of Marketing (University of Valencia)



Chair: Dr. Marta Frasquet



Dr. Gloria Berenguer



Dr. Haydeé Calderón



Dr. Manuel Cuadrado



Dr. Teresa Fayos



Dr. Irene Gil



Dr. Maria José Miquel



Dr. Alejandro Mollá



Dr. Maria Eugenia Ruiz

The members of the Scientific Committee oversee the development and execution of the Colloquium. They are senior academics from all over Europe and beyond. A big thanks to them for dedicating their time to support the ideas and mission of CERR.

- Prof. Nicole deHoratius (University of Chicago, USA)
 Prof. John Dawson (University of Edinburgh, United Kingdom)
 Prof. Jonathan Elms (Massey University, New Zealand)
 Prof. Pierre Féliès (Paris II Panthéon Assas University, France)
 Prof. John Fernie (University of St Andrews, United Kingdom)
 Prof. Irene Gil (University of Valencia, Spain)
 Prof. Susanne Hertz (Jönköping University, Sweden)
 Assoc.Prof. Christina Holweg (Vienna University of Economics and Business, Austria)
 Prof. Patricia Huddleston (Michigan State University, USA)
 Assoc Prof Aida Jebali (SKEMA Business School, France)
 Prof. Ulf Johansson (Lund University, Sweden)
 Prof Aseem Kinra (Bremen University, Germany)
 Assoc. Prof. Carlota Lorenzo (University of Castilla-La Mancha, Spain)
 Prof. Heli Marjanen (University of Turku, Finland)
 Prof. Chieko Minami (Kobe University, Japan)
 Prof. Valérie Moatti (ESCP Europe, France)
 Prof. Alejandro Mollá (University of Valencia, Spain)
 Prof. Dirk Morschett (Freiburg University, Switzerland)
 Prof. José Miguel Múgica (Public University of Navarra, Spain)
 Assoc. Prof. John Murray (Massey University, New Zealand)
 Assoc. Prof. Andrew Murphy (Massey University, New Zealand)
 Prof. Edmund O'Callaghan (Dublin Institute of Technology, Ireland)
 Assoc. Prof. Karine Picot-Coupey (University of Rennes, France)
 Prof. Anne Roggeveen (Babson College, USA)
 Prof. Manuel Sánchez (University of Almería, Spain)
 Prof. Hanna Schramm-Klein (University of Siegen, Germany)
 Prof. Leigh Sparks (University of Stirling, United Kingdom)
 Prof. Brenda Sternquist (Michigan State University, USA)
 Prof. Nil Toulouse (Lille University, France)
 Prof. Steve Wood (University of Surrey, United Kingdom)
 Prof. M.Jesus Yagüe (Autónoma University of Madrid, Spain)
 Prof. Cristina Ziliani (University of Parma, Italy)

CERR 2020 was hosted by the Department of Marketing (Faculty of Economics) of the University of Valencia. The conference venue was the Fundación Universidad-Empresa de la Universitat de València - ADEIT.

The Department of Marketing is one of the key assets of the Faculty of Economics at the University of Valencia, both in teaching and research terms. It integrates more than 50 members, 30 of which full time. The Department runs courses at undergraduate degrees such as International Business, Tourism, and at masters such as MBA and International MBA. It manages a Master in Marketing, and a PhD in Marketing, which have received the Excellence award from the Spanish Ministry of Education. The Department is strongly research oriented; the main areas of research are consumer behaviour, retailing, logistics, services marketing, and communication.

The University of Valencia has more than 500 years of history. The accumulated knowledge and talent have positioned it as one of the top Spanish Universities in international rankings.

Nowadays is a modern international university hosting around 60,000 students in three different campuses, 18 centres and 92 academic departments.

The Faculty of Economics at the University of Valencia was born in 1966. It hosts more than 8,000 students who can study in three languages: Spanish, English or Valencian. The Faculty offers 8 different undergraduate programmes and several postgraduate programs, some of which are international double degrees. Students can participate in Erasmus and International Exchange Programmes at more than 150 host institutions.



Tuesday 1 September (at Fundación Universidad-Empresa de la Universitat de València - ADEIT)

8:30-9:00. Registration at the conference venue

9:00-10:00. Plenary session. Welcome from the Organising Committee and Keynote address (Ms. Isabel Moscardó, El Corte Inglés).

10:00-10:30. Coffee break

10:30-12:00. Parallel sessions (I)

Parallel sessions (I)_A: Multi-/Omni-Channel Marketing and Operations	Parallel sessions (I)_B: International/Global Retailing	Parallel sessions (I)_C: Shopper/Consumer Behaviour and Marketing
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12:00-13:30. Parallel sessions (II)

Parallel sessions (II)_A: Digitalisation in Retailing	Parallel sessions (II)_B: Shopper/Consumer Behaviour and Marketing	Parallel sessions (II)_C: Retail Strategy and Management
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13:30-14:30. Networking lunch

14:30-16:00. Parallel sessions (III)

Parallel sessions (III)_A: Shopper/Consumer Behaviour and Marketing	Parallel sessions (III)_B: Supply Chain Management
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16:00-16:30. Coffee break

16:30-18:30. Parallel sessions (IV)

Parallel sessions (IV)_A: Multi-/Omni-Channel Marketing and Operations	Parallel sessions (IV)_B: Digitalisation in Retailing
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Wednesday 2 September (at Fundación Universidad- Empresa de la Universitat de València - ADEIT)

9:30-11:00. Parallel sessions (V)

Parallel sessions (V)_A: Multi-/Omni-Channel Marketing and Operations	Parallel sessions (V)_B: Supply Chain Management / Methodologies
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11:00-11:30. Coffee break

Parallel sessions (VI)_A: Digitalisation in Retailing	Parallel sessions (VI)_B: Retail Strategy and Management	Doctoral Colloquium
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13:00-14:30. Networking lunch

14:30-16:00. Parallel sessions (VII)

Parallel sessions (VII)_A: Shopper/Consumer Behaviour and Marketing	Parallel sessions (VII)_B: Digitalisation in Retailing
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16:00-16:45. Plenary session. Conclusions, prizes & CERR meeting

Tuesday 1 September

8:30-9:00. Registration at the conference venue

9:00-10:00. Welcome from the Organising Committee and Keynote address (Ms. Isabel Moscardó, El Corte Inglés)

10:30-12:00. Parallel sessions (I)

Parallel sessions (I)_A: Multi-/Omni-Channel Marketing and Operations

Chair: Cristina Ziliani (University of Parma)

Adoption of omni-channel retailing amongst consumers: the case of the German brand and coin collectors segment	Bastian Mrutzek, Lennart Koch, Herbert Kotzab, Daniela Leitschuh, Michael Varelmann, Işık Özge Yumurtacı Hüseyinoğlu (University of Bremen)
Omni-channel intensity and shopping value as key drivers to customer satisfaction and loyalty	Haydee Calderón, Teresa Fayos, Mitxel Cotarelo (Universitat de València)
Individualising home delivery of groceries in a sustainable way – Developing a methodological approach	Sandra Luttermann, Markus Trapp, Michael Freitag, Herbert Kotzab (University of Bremen)
Analysing competitive showrooming behaviours	Marta Frasset Deltoro, Maria-José Miquel-Romero (Universitat de València)

Parallel sessions (I)_B: International/Global Retailing

Chair: Christoph Teller (Johannes Kepler University Linz)

'Testing the water' – Aldi Süd and Costco's Chinese (prior-online) market entry	Sina Hardaker (Julius-Maximilians-University Würzburg), Ling Zhang (University of Central Arkansas)
Archetypes of driver configurations leading to foreign market exit – An investigation into European grocery retailing	David Schmid, Finn de Thomas Wagner, Dirk Morschett (University of Fribourg)
A cross-national comparison of consumers' cross-border online-shopping Intention	Anne Fota, Gerhard Wagner, Hanna Schramm-Klein (University of Siegen)
Logistics service quality from French consumers perspective: some insights on conceptualizing and measuring in e-retailing	Hoang Phuong Linh Nguyen, Odile Chanut (Jean Monnet University, University of Lyon, France)

Parallel sessions (I)_C: Shopper/Consumer Behaviour and Marketing

Chair: Carmen Maria Albrecht (University of Applied Sciences Muenster, Germany)

Brand choice phases in a virtual supermarket: an eye-tracking based analysis	Carmen Torrecilla Moreno (Universitat Politècnica de València), Enrique Bigné Alcañiz (Universitat de València), Jaime Guixeres Provinciale (Universitat Politècnica de València), Mariano Alcañiz Raya (Universitat Politècnica de València)
"They can't fool me!" Impoverished consumer's shopping behaviour for grocery products	Christina Holweg (Vienna University of Economics and Business), Verena Gruber (HEC Montreal)
Pricing and consumer decision making for premium private labels in grocery retailing	Sascha Steinmann (University of Siegen), Katharina Maria Fonferek (Free University of Berlin), Hanna Schramm-Klein (University of Siegen), Gerhard Wagner (University of Siegen)
Choice overload and consumers reactions: Results from a cognitive and unconscious perspective	Benedetta Grandi, Maria Grazia Cardinali (University of Parma)

12:00-13:30. Parallel sessions (II)

Parallel sessions (II)_A: Digitalisation in Retailing

Chair: María Fuentes (Pablo Olavide University, Sevilla, Spain)

Providing digitally-transferred conditional access-permission: benefit vs. safety-concern in unattended home delivery service	Tobias Röding, Sascha Steinmann, Anne Fota, Hanna Schramm-Klein (University of Siegen)
Why do consumers use interactive technologies in stores? A uses and gratifications approach	Hafida Boudkouss, Souad Djelassi (University of Lille)
Product affinity segmentation of multichannel grocery shoppers applying community detection	Koen Vanhoof (Hasselt University), Marta Frasquet (Universitat de València), Ivett Fuentes (Central University Las Viñas)
Digitization tools at a territory level (DTTs) for inner-city retailers in France. Empirical review and analytical typology	Anne-Sophie Clément (ESCP)

Parallel sessions (II)_B: Shopper/Consumer Behaviour and Marketing

Chair: Enrique Universitat Bigné (de València)

Online behavioral advertising: benefits and risks of data-driven digital advertising	Simone Aiolfi, Silvia Bellini (University of Parma)
You'll never shop alone! – customer-to-customer interaction at the discount store.	Cordula Cerha, Fabian Nindl (WU Vienna)
From owning to renting through rental-commerce websites	Anne Fota, Katja Wagner, Hanna Schramm-Klein (University of Siegen)
Using NLP to investigate consumers' expectations regarding food retail	Yolande Piris (University Bretagne Sud – LEGO), Anne-Cécile Gay (University Bretagne Sud Foundation)

Parallel sessions (II)_C: Retail Strategy and Management

Chair: Christina Holweg (Vienna University of Economics and Business)

An ephemeral's store atmospheric characteristics	Ghalia Boustani, Jean-françois Lemoine (Paris 1, Panthéon Sorbonne)
Hurry up! Effect of pop-up stores' ephemerality on consumers' intention to visit	Laura Henkel, Waldemar Toporowski (University of Göttingen)
Franchisor-franchisee relationship and customer data management in the Data Era	Hanene OUESLATI (Université de Haute-Alsace), Martine DEPARIS (European Business School), Saloua BENNAGHMOUCH (Université de Haute-Alsace)
Value co-creation between consumers and distributors: the moderating effect of relationship characteristics	Natalia Rubio, Nieves Villaseñor, M ^a Jesús Yague (Universidad Autónoma Madrid)

14:30-16:00. Parallel sessions (III)

Parallel sessions (III)_A: Shopper/Consumer Behaviour and Marketing

Chair: Nieves Villaseñor (Universidad Autónoma de Madrid)

Influencing factors on intentional use of conversational commerce	Katja Wagner, Hanna Schramm-Klein, Anne Fota (University of Siegen)
Rethinking the commercial space of Parisian railway stations: toward a hybrid ecosystem	Paquier Marie-Catherine (IREBS European Business School), Deparis Martine (INSEEC U Research Center),
The effect of companies' communication of data-use and handling in product presentation	El Euch Maalej Mariem (INSEEC U Research Center) Tobias Röding, Julian Schmitz, Sascha Steinmann, Hanna Schramm-Klein (University of Siegen)
Evidence structure of the emotional content in online customer reviews	Clara Koetz (Rennes School of Business) Tanja Mlinar (IESEG School of Management), Vladan Mlinar (Research Institute for Advanced Materials Design)

Parallel sessions (III)_B: Supply Chain Management

Chair: Xavier Brusset (Skema Business School)

Logistics pooling and marketing differentiation: the new sources of competitive advantage in a digitalisation context	Sophie Jeanpert, Anne Marianne Seck, Gilles Paché (Aix-Marseille University)
Operations planning for public holidays in grocery retailing	Elisabeth Obermair (Hochschule Geisenheim University), Andreas Holzapfel (Hochschule Geisenheim University), Heinrich Kuhn (Catholic University Eichstätt-Ingolstadt)
A process model for the selection of social media channels by means of information quality assessment of fashion blogs for apparel supply chains	Samaneh Beheshti-Kashi, Aseem Kinra (Universität Bremen)
Relationship Quality, Value co-Creation and Economic Satisfaction in B2B value chain.	Vicente Sales-Vivó (AIDIMME Technology Institute), Irene Gil-Saura (Universitat de València), Martina González-Gallarza (Universitat de València)

Parallel sessions (II)_C: Retail Strategy and Management

Chair: Christina Holweg (Vienna University of Economics and Business)

An ephemeral's store atmospheric characteristics	Ghalia Boustani, Jean-françois Lemoine (Paris 1, Panthéon Sorbonne) NO CAMBIAR QUE PIDIÓ EL DÍA 1
Hurry up! Effect of pop-up stores' ephemerality on consumers' intention to visit	Laura Henkel, Waldemar Toporowski (University of Göttingen)
Franchisor-franchisee relationship and customer data management in the Data Era	Hanene OUESLATI (Université de Haute-Alsace), Martine DEPARIS (European Business School), Saloua BENNAGHMOUCH (Université de Haute-Alsace)
Value co-creation between consumers and distributors: the moderating effect of relationship characteristics	Natalia Rubio, Nieves Villaseñor, M ^a Jesús Yague (Universidad Autónoma Madrid)

16:30-18:30. Parallel sessions (IV)

Parallel sessions (IV)_A: Multi-/Omni-Channel Marketing and Operations

Chair: Maria-Eugenia Ruiz (Universitat de València)

The omni-channel retailing capabilities wheel: exploring dynamic capabilities of specialist retailers in Germany	Bastian Mrutzek (University of Bremen)
Dynamic marketing capabilities as drivers in international channel integration in Latin-American firms	Paula Andrea Garcia Ortiz (Universidad de Ibagué), Haydee Calderon Garcia (Universitat de València), Teresa Fayos Gardo (Universitat de València), Nidia Roa Vivas (Universidad de Ibagué)
Understanding online channel adoption: a customer segmentation analysis	Marco Ieva (University of Parma), Marta Frasquet (Universitat de València), Cristina Ziliani (University of Parma)
The complementarity of online retailers' payment, delivery and return services	Carin Rehn Crona (Lund University)
The realities of pricing in online fashion retailing	Steve Wood (University of Surrey), Iain Watson (University of Surrey), Christoph Teller (Johannes Kepler University Linz)

Parallel sessions (IV)_B: Digitalisation in Retailing

Chair: Stephan Nertinger (FHS St.Gallen)

Drivers of Service Suppliers' Loyalty towards Online Platforms	Hanna Schramm-Klein (University of Siegen), Natalie David (EM Strasbourg Business School), Oliver Roßmannek (University of Freiburg)
A classification of pos-service-technologies	Tobias Röding (University of Siegen), Sascha Steinmann (University of Siegen), Frank Hälsig (HTW Saar), Hanna Schramm-Klein (University of Siegen)
From physical store to digital store: the role of digital terminal on customer's behavior	Aurely Lao (Lille University / Iae Lille), Mariana Vlad (Bordeaux University/ Irgo), Annabel Martin Salerno (Lille University / Iae Lille)
Towards a first conceptualization of shoppers' ambivalence to digitalization	Fabien Rogeon (La Rochelle Université), Aurélie Michaud-Trevinal (La Rochelle Université), Isabelle Collin-Lachaud (Université Lille)
Customer Engagement behaviour on social media platforms: How are SMEs fashion retailers engaging?	Tolu Ajiboye (Nottingham Trent University), Sheilagh Resnick (Nottingham Trent University), John Harvey (University of Nottingham)

Wednesday 2 September

9:30-11:00. Parallel sessions (V)

Parallel sessions (V)_A: Multi-/Omni-Channel Marketing and Operations

Chair: Marco Ieva (University of Parma)

Digital natives' buying habits across channels- Evidence from consumer diaries	Carin Rehncrona, Ola Thufvesson (Lund University)
At the source of integrated interactions across channels	Bezes, Christophe (ISTEC Business School Paris)
The impact of the introduction of the online channel in grocery consumer behavior	Alejandro Mollá-Descals, María Eugenia Ruiz-Molina, Maria Caballer-Tarazona, Cristina Pardo-Garcia, Trinidad Casasús-Estellés (Universitat de València)
The Game of Shopping: how to engage consumers to buy towards mobile apps	Francesca De Canio (University of Modena and Reggio Emilia), Maria Fuentes-Blasco (Pablo de Olavide University), Elisa Martinelli (University of Modena and Reggio Emilia)

Parallel sessions (V)_B: Supply chain management/ Methodologies

Chair: Herbert Kotzab (University of Bremen)

Scouting the future of retail (Score) - A corporate foresight based retail research methodology	Mag. Andrea Massimiani, Patrick Brandtner BA MA (Logistikum –FH Upper Austria School of Business and Management)
Revisiting Austrian retail logistics – An evaluation of promising technologies and future retail logistics practices	Kellermayr-Scheucher, Marike, Plasch, Michael, Mark Stieninger, Johannes Gasperlmaier (University of Applied Sciences Upper Austria)
Artificial intelligence in retail: applications and value creation logics	Lanlan CAO (NEOMA Business School)
The Use of Artificial Intelligence in Complaint Management	Anne Fota, Katja Wagner, Hanna Schramm-Klein (University of Siegen)

11:30-13:00. Parallel sessions (VI)

Parallel sessions (VI)_A: Digitalisation in Retailing

Chair: Koen Vanhoof (Hasselt University)

A model of usage intention for AR-based self-service technologies	Maria-Jose Castillo, Enrique Bigne (Universitat de València)
Field Observations on the Strategic Placement of Retail Robots	Laurens De Gauquier, Malaika Brengman, Kim Willems, Hoang-Long Cao, Bram Vanderborght (Vrije Universiteit Brussel)
Investigating factors that influence live-Streaming sales behavior: Trust Transfer and Para-Social Interaction Perspective	Bo Lu (Harbin Institute of Technology), Guoxin Li (Harbin Institute of Technology), Roisin Vize (TU Dublin), Etain Kidney (TU Dublin), Yufeng He (Harbin Institute of Technology)
The Role of Customer Inspiration and Customer Confusion in Online Assortment Organization	Laura Bertrandie, Stephan Zielke (University of Wuppertal)

11:30-13:00. Parallel sessions (VI)

Parallel sessions (VI)_B: Retail Strategy and Management

Chair: Maria-José Miquel (Universitat de València)

Sustainability, innovation and satisfaction: the moderating effect of gender in retailing	Antonio Marín García, Irene Gil Saura, M ^a Eugenia Ruiz Molina (Universitat de València)
Use of social networking sites by food retailers	Ellen Van Droogenbroeck (Vrije Universiteit Brussel)
Creative Concept or Watered-down Version?	Steve Burt (University of Stirling), Carys Egan-Wyer
Factors that influence how new store formats contribute to a retail portfolio	(Lund School of Economics and Management), Jens Hultman (Kristianstad University), Ulf Johansson, Alice Beckman, and Clara Michelsen (Lund School of Economics and Management)
Do Store Flyers Trigger Cross-Category Sales? The Moderating Role of Categories' Relatedness	Saeid Vafainia (ESCP Business School), Els Breugelmans (KU Meuven), Tammo Bijmolt (University of Groningen)
Customers first, are you kidding ?	Fabien Eymas, Faouzi Bensebaa (Université Paris 8)

11:30-13:00. Doctoral Colloquium

I Need You to Be Closer – The Effects of Customer-Integration in Technology-Infused Frontline Service Encounters	Tobias Röding (University of Siegen)
Effects of pop-up stores on positive word of mouth: The role of store ephemerality and consumers' need for uniqueness	Laura Henkel (University of Göttingen)

14:30-16:00. Parallel sessions (VII)

Parallel sessions (VII)_A: Shopper/Consumer Behaviour and Marketing

Chair: Benedetta Grandi (University of Parma)

Co-creation behaviour in fashion retailing sector: a latent segmentation approach	Carlota Lorenzo-Romero (University Castilla-La Mancha), Marta Frasquet (Universitat de València), Maria-Carmen Alarcón-Del Amo (University of Murcia)
Impulse buying and e-grocery: a conceptual model	Benedetta Grandi, Maria Grazia Cardinali (University of Parma)
Impulsive and compulsive purchase in the digital mobile environment	Yuchen Zhang (Complutense University Madrid), María Puellas-Gallo (Complutense University Madrid), Karine Picot-Coupey (University of Rennes1)
Does emotional labour matter in customer-service robot interactions?	Carmen-Maria Albrecht, Mathis Honekamp (University of Applied Sciences Muenster, Germany)

14:30-16:00. Parallel sessions (VII)

Parallel sessions (VII)_B: Digitalisation in Retailing

Chair: Hannah Schramm-Klein (University of Siegen)

The competitive advantage of Multi-platform-based ecosystem: the evidence from Alibaba	Jin Shi (Saitama University), Huifeng Bai (Liverpool John Moores University)
Pop-up retail and its patterns – developing a data based framework for digitizing the process according to the 3p impetus	Nertinger, Stefan (FHS St.Gallen), Frick, Klaus (NTB Buchs)
How can digitalization mitigate pandemic-induced demand shocks? A case study from the fast fashion industry	Zsolt Matyusz, (Corvinus University of Budapest), Bence Pistrui (Corvinus University of Budapest), Zsuzsa, Deli-Gray (ESSCA School of Management)
Transitioning to omni-channel in grocery retail. A dynamic capabilities approach	Ebba Eriksson, Andreas Norrman (Industrial Management and Logistics, Lund University)

16:00-16:45. Plenary session: Closing conference:

“Retail research in omnichannel context” (Marta Frasquet)

16:45-17:15: Conclusions, prizes & CERR meeting

“THE GAME OF SHOPPING: HOW TO ENGAGE CONSUMERS TO BUY TOWARDS MOBILE APPS”

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Purpose – The purpose of this paper is to examine the influence of several intrinsic motivations on the consumer’s buying intention using a mobile device, namely shopping gamification, focused attention, shopping enjoyment and socialness, through the mediating role of shopping engagement. Moreover, the online shopping experience is investigated in its dual role as direct driver of the intention to buy in a mobile app and as moderator of the shopping engagement – the intention to buy using a mobile app path.

Design/methodology/approach – The empirical analysis was performed in China due to the extensive usage of mobile shopping apps among the Chinese population. A structural equation model was estimated on 893 valid and completed structured questionnaires collected among Chinese consumers.

Findings – Findings confirm that intrinsic motivations (i.e. shopping gamification, focused attention, shopping enjoyment and socialness) indirectly influence the intention to buy using a mobile device by the means of shopping engagement. Most remarkably, results show that online shopping experience positively moderates the shopping engagement – intention to buy using a mobile app relationship.

Originality/Value –The novelty of the paper lies in the analysis of several intrinsic motivations related to shopping gamification, contributing to the scant literature on the topic. The study investigates intrinsic motivations as antecedents of shopping engagement and indirectly of the mobile shopping intention. Furthermore, the paper provides insights into the moderating role of the online shopping experience.

Keywords – Mobile shopping; Engagement; Gamification; Online shopping experience.

Paper Type – Research paper