

Index

- Actual self, 13
- Actual social self, 13
- Added value, 51, 88
 - of retail design, 89–90
- Aesthetic(s), 13–14
 - judgement, 27–29
- Amazon Dash Cart, 17–18
- Amazon Go, 11
- Ambience, 86–87
- Analysis integration, 126
- Anthropomorphism, 112, 114
- Appreciation in arts, 27–29
- Artefacts, 69, 86–87
- Artistic judgement, 27–29
- Atmospherics, 87, 209, 211
- Austrian school theory, 73–74
- Austrian theory, 71
- Autoethnography, 147
 - exploration of concepts, 147–149
 - findings, 153–154
 - implications for business, 154
 - methodology, 149–150
 - story, 151–153
- Automated teller machine (ATM), 200

- Behavioural economics, 75–78
- Behavioural sciences, 85
- Bottletop, 15–16
- Brand Design module, 202
- Brand(ing). *See also* Localising global brands, 98–99
 - assets, 180–181
 - extensions, 97
 - fit, 99–100, 103
 - importance of warmth in brand relationships, 110–113
 - narratives, 54–56
 - purpose, 52–53
 - typicality, 99–100
 - warmth, 113–115
 - warmth in brand preferences, 112–113

- C-technique, 31–33
- Chain store, consistency of experience within, 179
- Changing principle, 70–71
- Classic economic theory, 78
- Classical School, 69–70
- Classical theory, 72–73
- Clothing manufacturing, 53
- Clustering, 98–99
- Co-creation, 191, 194, 197–198
 - environment and setting, 202
 - evaluative, 200
 - generative, 200
 - individual survey questionnaire, 202–203
 - limitations, 205
 - post design, 202
 - practice by FRANK, 199–202
 - pre-design phase, 200
 - process, 203–204
 - research design, 202–203
- Co-design, 197–198
- Collaboration, 193
- Colour decoration principles, 31
- Comic Sans, 114
- Confidence benefits, 15
- Consumer culture theory (CCT), 31
- Consumer experience, 89, 123, 193
- Consumer value, 68–69, 159
- Consumers' perception, 88–89, 115
- Control, 14
- Convenience, 11
- Corporate social responsibility (CSR), 54–56

- Correction, 71
- Cortina, 113–114
- COVID-19 crisis, 19–20, 223
- Crossmodal correspondence index (CMCI), 44–45
- Crossmodal correspondences, 39–40
 - aim and scope of studies, 41–42
 - methodology, 42–46
 - results, 46–48
 - studying concept of designing by, 41–48
- Cultural appropriation, 190
- Cultural exchange, 189, 191, 194
- Cultural interpretation, 190
- Culture, 129
- Customer experience, 26–27, 39–40, 209
- Customer in-store experience, 137–138
- Customer value, 9, 68
 - conceptualisation, 10–20
 - context, 19–20
 - interaction between customer and store, 10–11
 - multidimensional, 11–19
 - personal, 19
 - in physical retail, 9
 - relevance, 9–10
 - trade-off, 11
- Customer-to-customer interactions (CtoC interactions), 15
- Cyberball, 112–113
- Cybercrimes, 17
- Dark stores, 222
- Design. *See also* Retail design, 221
 - characteristics of design assignment, 42–44
 - future of design in retail, 221–223
 - key findings, 164–165
 - methodology, 44
 - research agenda and methodology, 163–164
 - results, 46–48
 - up-to-date summary on experience and value, 161–162
- Design outcome
 - methodology, 44–46
 - results, 47–48
- Digital retailing, 221–222
- Digital technologies, 54, 56, 111
- Digitisation, 185
- E-personal touch, 31
- E-shopping, 90
- EcoAlf, 51, 56–57, 59–60
- Ecological benefits, 15–16
- Ecological costs, 18
- Ecological validity, 213–214
- Economic theories, 67, 69–70, 75–77
- Economic value, 68–69
 - equation, 67
- Effort, 16–17
- Emotional well-being, 88–89
- Endogenous Growth Theory. *See* New Growth theory
- Enjoyment, 13
- Environmental context, 19–20
- Environmental simulation techniques, 209–210
 - advantages and disadvantages of representation media, 215
 - evolution over time, 212–214
 - method, 210–211
 - research objectives, 210
 - results, 211–215
- Escapism, 14
- Everyday low prices (EDLP), 16
- Excellence, 12
- Expectations, 130
- Experience
 - economy, 71, 159
 - of intended brand assets, 179–180
 - predominance of, 130
 - in relation to retail design, 26–27
 - in retail design process, 163
 - of sensorial and meaning properties, 177–179
 - up-to-date summary on, 161–162
 - web, 26–27
- Experiential retailing, 161–162
- Experiential stores, 159–160

- External influences (EI), 126
 Eye-tracking, 138, 140, 142
- Familiarity, 128–129
 Fashion brands, 53, 57
 Fashion industry, 53
 Fast moving consumer goods (FMCG), 95, 97
 Filtering approaches, 127–128
 Financial risk, 18
 ‘Fishing for Litter’ project, 58
 Flagship stores, 193
 FRANK, 198–199, 201
 brand preference, 204
 co-creation practice by, 199–202
 flagship store, 202–203
 Fuzzy front end of design process, 200
- Gaze behaviour, 140
 Global brands, 187–190
 Globalisation, 185
 Grocery store designs
 brand assets and sensorial and meaning properties, 180–181
 choice of retail designs, 174
 consistency of experience within chain store, 179
 experience of intended brand assets, 179–180
 experience of sensorial and meaning properties, 177–179
 measurement of experienced properties, 175, 177
- Harrods, 88
 Haverkamp theory, 40–41
 Hedonic value, 68
 Holism, 39–40
 Human capital, 75
- Ideal self, 13
 Ideal social self, 13
 In-store eye-tracking, 138–139
 Independent retailers, 29
 analysis, 30
 empirical findings, 30–33
 implications, 33–34
 media elicited interviews, 30
 methodological considerations, 29–30
 recruiting participants, 29–30
 theoretical considerations, 26–29
- Individual context, 19
 Individual crossmodal congruency score (ICMCS), 45–48
 Information and communications technology (ICT), 54–56
 Innovation, 98–99
 Institutional theory, 71, 74
 Integrated analysis, 124–125
 Intended brand assets, experience of, 179–180
 Interaction stimuli, culturally bound narrative of, 127
 International Colloquium of Design, Branding and Marketing (ICDBM), 3
 Interpersonal benefits, 15
 Introspective research methods, 149
- JBC (Belgian fashion retailer), 13
- Knowledge gaps, 69
- Labour theory of value, 69–70
 Laundromat services, 72–73
 Liberty, 88
 Local markets, 187–190
 Local shops, revaluation of, 222–223
 Localisation, 185
 Localised retail design, 189–191, 194
 Localising global brands, 185–186
 global brands and local markets, 187–190
 taste-making in retail design, 186–187
- Market context, 19
 Market value, 68–69
 Marketing, 85
 Maya principle, 99–100

- Memory, 128–129
- Mixed methods research design, 86
- Mobile eye-tracking, 139
- Multi-channel marketing, 25
- Multi-layered analysis process, 125–126
- Multi-layered omnichannel consumer experience, 131
- Multi-layered patchwork, 126
- Multisensory design, 40
 - importance, 41

- Neo-classical School, 69–70
- Neo-classical theory, 71–73
- New Growth theory, 71, 75
- Nonprofits, 111
- Novelty, 15
- NTU-ADM, 198–202

- Omnichannel customer experience, 123–125
 - analysis outcomes, 131–133
 - culturally bound narrative of interaction stimuli, 127
 - methodology, 124–125
 - multi-layered analysis process, 125–126
 - shared understanding, 124
- Omnichannel retailers, 123–124
- Online retail environment, 39
- Online shopping choices, 154

- Parameter theory, 27
- Performance risk, 17–18
- Personalisation, 14, 128–129
 - personalisation-privacy paradox, 17
- Physical environment design (PED), 85–86, 88
 - application, 86
- Physical retail. *See also* Retail, 9, 11
 - environment, 39
 - stores, 87
- Physical risk, 18
- Plain Jane, 141
- Praxeology, 73
- Preferences, 130

- Price, 16
- Primark, 191–193
- Privacy risk, 17
- Product designers, 40–41
- Product excellence, 12
- Profit, 70
- Promotional pricing, 16
- Psychological analysis approaches, 125, 131, 133
- Psychology, 85
 - of aesthetics, 27
- Purpose-led brand storytelling, 54–56
- Purpose-led brand/purpose-led marketing, 52

- Recognisability, 95
- Relational benefits, 15
- Representation media, advantages and disadvantages of, 215

- Retail
 - designers, 34, 173–174
 - environments, 137, 173
 - market, 159
 - spaces, 89
 - stores, 86–88
- Retail design, 3, 72–73, 78, 85, 137–138
 - added value, 89–90
 - for global brands, 185
 - model, 161
 - participants, 139
 - procedure, 139–140
 - process, 160–161
 - proposal for, 165–168
 - results, 140–142
 - vs. researching, 1–2
 - store setting, 139
 - study set-up, 139
 - taste-making in, 186–187
 - translating academic knowledge, 2–3
 - value and experience in, 163
- Retailer(s), 15, 34, 67, 89–90, 154
 - Belgian, 16
 - designers, 68–69
 - local, 222–223

- Rituals, 96–97
- Scan-and-go technology, 14
- Security risk, 17
- Self-congruity, 12–13
- Self-esteem, 12–13
- Self-image congruence, 12–13
- Self-narrative, 150
- Selfridges, 88
- Semantic transformation method, 98–99
- Service excellence, 12
- Shared value, 52
- Shop, 25
- Shopping destinations, 85
- Snuggle, 112–113
 - bear, 109
 - brand of laundry detergent, 109
- Social benefits, 15
- Social context, 19
- Social exclusion, 111–112
 - consumption in coping with, 112
- Social groups, 129
- Social influence, habit formation,
 - individual self, feelings and cognition, and tangibility model (SHIFT model), 54–55, 60
- Social isolation, 111–112
- Social life cycle assessment, 53
- Societal benefits, 16
- Societal costs, 18–19
- Sociological analysis, 126
- Southwest Airlines, 109, 111
- Space, 131
- Spatiality, 86–87
- Special treatment benefits, 15
- Standardised retail design, 188–189
- Starbucks, 14
- Status, 13
- Stereoscope Coffee shop, 15
- Stimulus-organism-response approach (SOR approach), 33, 125
- Store(s). *See also* Grocery store
 - designs, 222, 173
 - designs, 185
 - retail, 86–88
- Stories, 51
- Storytelling, 51
 - approach, 150
 - brand purpose, 52–53
 - case study, 56–60
 - purpose-led brand, 54–56
 - sustainability, 53–54
 - theory and practice, 52
- Structural equation modelling (SEM), 86
- Subjective personal introspection (SPI), 149
- Supply chain, 53
- Sustainability, 53–54
- Sustainable development, 53
- Synesthetic correspondences. *See* Crossmodal correspondences
- Taste-makers, 186
- Taste-making in retail design, 186–187
- Tentree, 109
- Tide, 112–113
- Time, 16, 131
- Traditionally sensory processing, 40
- Triangular DesignerSpace
 - brand extensions, 97
 - interplay between branding and innovation, 98–99
 - Maya principle, 99–100
 - method, 100–102
 - results, 102–104
- Triple bottom line, 54
- Undergraduate Research Experience on Campus (URECA), 203
- Unilever, 109
- ‘Upcycling the Oceans’ project, 57
- Urbanisation, 185
- Utilitarian value, 68
- Value, 67–68
 - behavioural economics, 75–78
 - co-creation, 198

- consumer, 68–69
 - creation, 70–75
 - design, 78–79
 - economic, 68–69
 - economic principles, 70–75
 - economic theories and, 69–70
 - in exchange theory, 69–70
 - market, 68–69
 - perceptions, 10
 - proposition, 9–10
 - of retail design, 73, 163
 - systems, 71
 - theories, 69–70
 - up-to-date summary on, 161–162
 - in use, 69–70, 198
- Virgin Mobile flagship store, 193
 - Visual analogue scale (VAS), 44, 175
- Warmth, 109
- in brand design, 110
 - in brand preferences, 112–113
 - brand warmth, 113–115
 - consumption in coping with social exclusion, 112
 - importance of warmth in brand relationships, 110–113
 - increasing social isolation and impacts on consumers, 111–112
- Work method, 42