

Contents

Preface — V

Part One: Strategic retail management

- 1 Strategic retail management — 5**
 - 1.1 Introduction to retailing — 5
 - 1.1.1 “Wheel of Retailing” and further developments — 6
 - 1.1.2 Facts and figures of the largest retailers in the world — 8
 - 1.1.3 Trends in the retail landscape — 14
 - 1.2 Implementing a retail strategy — 19
 - 1.3 STP marketing strategy — 58
 - 1.3.1 Segmenting — 59
 - 1.3.2 Targeting — 62
 - 1.3.3 Positioning — 64
 - 1.4 Consumer buying behaviour and the purchase decision process — 72
 - 1.4.1 Consumer behaviour models — 75
 - 1.4.2 Purchase decision process — 83
 - 1.4.3 Different typologies of retail shoppers — 92
 - 1.5 Retail branding and positioning — 103
 - 1.6 Sustainable retailing — 113
 - 1.6.1 What is sustainability? — 113
 - 1.6.2 Sustainable business practices — 115
 - 1.6.3 Sustainable marketing communication — 133
- 2 Marketing mix in retailing — 139**
 - 2.1 Product and innovation — 139
 - 2.1.1 Merchandise management — 144
 - 2.1.2 Packaging — 165
 - 2.2 Price — 173
 - 2.3 Place — 190
 - 2.3.1 Choosing a store location — 191
 - 2.3.2 Store layout — 196
 - 2.3.3 Supply chain management and logistics — 204
 - 2.3.4 Distribution channels — 213
 - 2.4 Promotion — 216
 - 2.5 Presentation — 220
 - 2.5.1 Presentation of a physical retail store — 220
 - 2.5.2 Presentation of a website — 226

- 2.6 People — **228**
- 2.6.1 HRM — **229**
- 2.6.2 Customer relationship management — **244**
- 2.7 Process — **252**

- 3 E-commerce, E-tailing, and digitalization — 255**
- 3.1 Differences between E-tailing, E-commerce, and digitalization — **256**
- 3.2 Innovative technologies in retail — **264**
- 3.3 Multichannel, omnichannel, cross-channel, no-line channel — **280**
- 3.4 Opportunities and challenges — **288**

Part Two: Brand management

- 4 Strategic brand management — 297**
- 4.1 Definition of brand and brand management — **297**
- 4.1.1 Difference between a product and a brand — **298**
- 4.1.2 Definition of strategic brand management — **302**
- 4.2 Creating retail brands — **306**
- 4.2.1 Brand concept — **311**
- 4.2.2 Brand identity — **312**
- 4.2.3 Brand awareness — **314**
- 4.2.4 Brand image and brand imagery — **318**
- 4.3 Brand positioning — **321**
- 4.3.1 Segmenting and targeting — **321**
- 4.3.2 Competitor — **327**
- 4.3.3 Points-of-parity and points-of-difference brand association — **328**
- 4.4 Brand loyalty — **332**
- 4.4.1 Brand trust — **335**
- 4.4.2 Brand loyalty programs — **339**
- 4.5 Brand equity and brand value — **354**

- 5 Branding decisions — 359**
- 5.1 Brand-sponsor decision — **359**
- 5.2 Brand-name decision — **361**
- 5.3 Brand-strategy decision/brand development — **364**
- 5.4 Brand repositioning — **365**

- 6 Brand communication — 367**
- 6.1 Advertising and promotion — **369**
- 6.2 Interactive marketing — **385**

6.3	Events and experiences —	388
6.4	Sponsorship —	390
6.5	Mobile marketing —	392
6.5.1	Personalized communication —	395
6.5.2	Relationship marketing —	399
6.6	Brands and packaging —	402
7	Branding and digitalization —	407
7.1	Definition of digital branding and digital branding strategy —	407
7.2	Importance of digital customer journeys and touchpoints —	411
7.3	Digital communication in building brands —	414
7.4	Future developments and outlook —	418
	List of References —	419
	List of Figures —	437
	List of Tables —	439
	Index —	441