



**18th  
Conference**  
European Association for Education  
and Research in Commercial Distribution  
Rennes, France | 1-3 July 2015



## PROGRAMME



### **eAerCD2015 CONFERENCE**

1-3 July 2015

IGR-IAE de Rennes, University of Rennes 1  
School of Management  
CREM UMR CNRS 6211





## CONFERENCE PROGRAMME OVERVIEW

### Wednesday, July 1, 2015

13:30 – 18:00	Registration
14:00 – 17:00	Rennes Retail Tour - Visits of innovative retail concepts and discussions with retail managers
16:00 – 17:00 17:30 – 18:30	Walking Tour of Rennes « Territorial Marketing and Arts »
19:00	Welcoming Reception at the Rennes Town Hall

### Thursday, July 2, 2015

8:30 – 8:45	Registration			
9:00 – 10:00	Opening of conference & key note speech “Value of consumption experience in omnichannel retailing”, Pr. B. Babin, Max P. Watson, Jr. Endowed Professor, Louisiana Tech University			
10:00 – 10:30	Refreshment break			
10:30 – 12:00 Parallel sessions 1	Strategic retailing 1	E-commerce & m-commerce 1	Consumer behavior 1	
12:00 – 13:30	Lunch			
13:30 – 15:00 Parallel sessions 2	Corporate Social Responsibility	E-commerce & m-commerce 2	Consumer behavior 2	International Retailing
15:00 – 15:30	Refreshment break			
15:30 – 17:00 Plenary Session	“Retailing and Sustainable Development”			
17:15	Visit of the Brittany Regional Contemporary Art Fund (FRAC) and cocktail buffet			

### Friday, July 3, 2015

8:30 – 8:45	Registration			
8:45 – 10:15 Parallel sessions 3	Strategic retailing 2	E-commerce & m-commerce 3	Channel management	
10:15 – 10:45	Refreshment break			
10:45 – 11:30	EAERCD General Assembly			
11:30 – 13:00 Parallel sessions 4	Strategic retailing 3	Franchising	Consumer behavior 3	
13:00 – 14:30	Lunch			
14:30 – 16:00 Parallel sessions 5	Strategic retailing 4	Retail management 1	Consumer behavior 4	Education in retailing
16:00 – 16:30	Refreshment break			
16:30 – 18:00 Parallel sessions 6	Strategic retailing 5	Retail management 2	Consumer behavior 5	
19:30	Gala dinner			



Wednesday, July 1, 2015

**Registration**

*IGR-IAE Lobby Area, 13:30 – 18:00*

**Rennes Retail Tour**

**Visits of innovative retail concepts and discussions with retail managers**

[Crédit Agricole & Bouvier](#): the association of a bank and a tea house to change customer relationship

[St James](#): how a traditional store aims at transforming into a connected store:

[A Vos Mousses](#): customers: ready for service co-production?

*Meeting point: IGR-IAE Lobby Area, 13:45 [Capacity: 15 participants]*

**Walking Tour of Rennes: “Territorial Marketing and Arts”**

*Meeting point: IGR-IAE Lobby Area, group 1: 16h00; group 2: 17h30*

**Welcoming Reception at the Rennes Town Hall**

Welcoming Speech by Mme Pellerin

Vice-Chairman of Rennes Métropole with responsibility for higher education and research

*Rennes town hall, 19:00; Meeting point: IGR-IAE Lobby Area, 18:45*



Thursday, July 2, 2015

**Registration**

*IGR-IAE Lobby Area, 8h30 – 8h45*

**Opening of conference & key note speech**

**“Value of consumption experience in omnichannel retailing”**

**Pr. B. Babin**, Max P. Watson, Jr. Endowed Professor, Louisiana Tech University

*Amphi 2, 9h – 10h*

**Refreshment Break**

*Room 014, 10:00 – 10:30*

**Parallel sessions**

*10:30 – 12:00*

**Lunch**

*Reception Hall, 12:00 – 13:30*

**Parallel sessions**

*13:30 – 15:00*

**Refreshment Break**

*Room 014, 15:00 – 15:30*

**Plenary Session: “Retailing and Sustainable Development”**

Panelists: **Dr. J. Bouillé** – University of Rennes 2; **A. Grossmith** Sustainable Development Manager – [Carrefour Group](#); **Dr.M. E. Ruiz-Molina** – University of Valencia; **Prof. Dr. H. Schramm-Klein** – University of Siegen

Discussant: **Dr. L. Lavorata**, University Paris-Est Créteil Val de Marne (UPEC), [DIACODD project](#)

*15:30 – 17:00*

**Visit of the [Brittany Regional Contemporary Art Fund \(FRAC\)](#) and cocktail buffet**

*Meeting point: IGR-IAE Lobby Area, 17:15*

*18:15 – 22:00*



Thursday, July 2, 2015

Room: Amphi 2

Opening of conference & key note speech, 9h – 10h

“Value of consumption experience in omnichannel retailing”

Pr. B. Babin, Max P. Watson, Jr. Endowed Professor, Louisiana Tech University

Parallel sessions 1, 10:30 – 12:00

**Strategic retailing 1: Retail environment**

Room: 115

**The Contemporary Dynamics of GB Urban Retailing: Evaluating the Evidence**

Jonathan Reynolds

Saïd Business School, University of Oxford

**Prices, competition, and retail trade areas**

Sylvain Willart

IAE de Lille, Université Lille 1

**Socio-spatial aspects of the recent growth of hard discounters in the UK.**

Paul Whysall

Nottingham Trent University

**E-commerce & m-commerce 1**

Room: 117

**The role of the brand in driving online channel use for multichannel retailers**

Marta Frasquet, Alejandro Mollá, Maria-Eugenia Ruiz-Molina

University of Valencia

**E-Tailing in a Connected Devices World: A Review and Research Agenda**

Gerhard Wagner, Hanna Schramm-Klein, Sascha Steinmann

University of Siegen

**The role of mobile devices within the customers' shopping journey in the omnichannel environment of UK fashion high-street retailers**

Yanina Deeva<sup>a</sup>, Eva Helberger<sup>a</sup>, Marta Blázquez Cano<sup>b</sup>, Anthony Kent<sup>c</sup>

<sup>a</sup>London College of Fashion

<sup>b</sup>School of Textiles, University of Manchester

<sup>c</sup>School of Art and Design, Nottingham Trent University

**Consumer behavior 1: CB, image & brand**

Room: 213

**The effects of brand, involvement and expertise on visual attention and purchase intention**

Patricia Huddleston, Bridget K. Behe, Mikyeung Bae

Michigan State University

**The Role of Prototypes and Novelty in the Aesthetic Perception of Higher and Lower Designed Store Environments**

John Murray<sup>a</sup>, Jonathan Elms<sup>b</sup>, Christoph Teller<sup>c</sup>

<sup>a</sup>School of Retail and Services Management, College of Business, Dublin

<sup>b</sup>Massey University, Auckland, New Zealand

<sup>c</sup>University of Surrey



**The brand equity of a retailer: definition, conceptualization and measurement**

Julien Troiville, Gérard Cliquet  
University of Rennes 1

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**Parallel sessions 2, 13:30 – 15:00**


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**Corporate Social Responsibility****Room: 115****Retail Activities vs. Consumer Perceptions and Buying Decisions Regarding Social Responsibility**

Ulf Elg, Jens Hultman  
School of Economics and Management, Lund University

**Key factors influencing the sustainability impacts of purchase and post-purchase consumer decision-making**

Helen Goworek<sup>a</sup>, Alex Hiller<sup>b</sup>, Tom Fisher<sup>c</sup>, Tim Cooper<sup>d</sup>, Sophie Woodward<sup>e</sup>

<sup>a</sup>University of Leicester

<sup>b</sup>Nottingham Business School, Nottingham Trent University

<sup>c</sup>School of Art and Design, Nottingham Trent University

<sup>d</sup>School of Architecture, Design and the Built Environment, Nottingham Trent University

<sup>e</sup>University of Manchester

**E-commerce & m-commerce 2****Room: 117****Conceptualizing Smart Shopping with a Smartphone: Implications of the Use of Mobile Devices for Shopping Productivity and Value**

Ekaterina Voropanova, Gérard Cliquet, Karine Picot-Coupey  
IGR-IAE de Rennes, University of Rennes 1

**The Impact of Additional Product Information from Mobile Applications on Purchase Decisions at the Point-of-Sale – Results of an Experimental Study**

Sascha Steinmann, Gunnar Mau, Hanna Schramm-Klein, Gerhard Wagner  
University of Siegen

**Growth of on-line retailing - implications for retail business models. The case of IKEA**

Ulf Johansson<sup>a</sup>, Steve Burt<sup>b</sup>, John Dawson<sup>c</sup>

<sup>a</sup>Lund University

<sup>b</sup>University of Stirling

<sup>c</sup>Edinburgh University

**Consumer behavior 2: CB, value & Satisfaction****Room: 213****Service Recovery Efforts and Customer Satisfaction: Moderating Effect of ICT and Justice**

Beatriz Moliner-Velasquez, María Eugenia Ruiz-Molina, Theresa Fayos-Gardo  
University of Valencia

**Analysing Customer Heterogeneity on the Value-Satisfaction-WOM Relationship in Retailing**

María Fuentes-Blasco<sup>a</sup>, Beatriz Moliner-Velasquez<sup>b</sup>, Irene Gil-Saura<sup>b</sup>

<sup>a</sup>University Pablo de Olavide, Sevilla

<sup>b</sup>University of Valencia

**Effects of value dimensions on cognitive and affective satisfaction and loyalty**

María-Eugenia Ruiz-Molina, Martina G. Gallarza-Granizo, Irene Gil-Saura  
University of Valencia



**International retailing**

Room: 216

**What Determines the Speed of Online Retailers' Internationalization?**

Matthias Schu, Dirk Morschett  
University of Fribourg

**The role of brand identity and entrepreneurship in the internationalisation of a German small specialist retailer**

Helen Christmann, Steve Wood, Andrew Alexander  
University of Surrey

**Understanding how store image affects consumer choice of local origin store brands**

Mbaye Fall Diallo<sup>a</sup>, Joseph Kaswengi<sup>b</sup>, Juan Carlos Gázquez Abad<sup>c</sup>

<sup>a</sup>University of Lille 2 (IMMD) & LSMRC Lab, Université de Lille-Skema Business School

<sup>b</sup>University of Orléans

<sup>c</sup>University of Almería

Room: Amphi 2

**Plenary Session: "Retailing and Sustainable Development", 15:30 – 17:00**

Panelists: Dr. J. Bouillé – University of Rennes 2; O. Dauvers - journalist in retailing; Agathe Grossmith Sustainable Development Manager – *Carrefour Group*; Prof. Dr. H. Schramm-Klein – University of Siegen

Discussant: Dr. L. Lavorata, University Paris-Est Créteil Val de Marne (UPEC), [DIACODD project](#)

**Visit of the [Brittany Regional Contemporary Art Fund \(FRAC\)](#) and cocktail buffet - 18:15**

*Meeting point: IGR-IAE Lobby Area, 17:15*



Friday, July 3, 2015

**Registration**

*IGR-IAE Lobby Area, 8h30 – 8h45*

**Parallel sessions 3**

*8:45 – 10:15*

**Refreshment Break**

*Room 014, 10:15 – 10:45*

**EAERCD General Assembly**

*Amphi 2, 10:45 – 11:30*

**Parallel sessions 4**

*11:30 – 13:00*

**Lunch**

*Reception Hall, 13:00 – 14:30*

**Parallel sessions 5**

*14:30 – 16:00*

**Refreshment Break**

*Room 014, 16:00 – 16:30*

**Parallel sessions 6**

*16:30 – 18:00*

**Gala dinner**

**Restaurant La Coquerie, Le Coq-Gadby**

*Meeting point: IGR-IAE Lobby Area, 19:15*

*19:30 – 23:00*





Friday, July 3, 2015

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Parallel sessions 3, 8:45 – 10:15

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**Strategic retailing 2: Retail environment**

Room: 115

**Performance Spill-Over Effects between Retail Agglomerations and their Stores – the Case of the High Street**

Christoph Teller, Andrew Alexander, Arne Floh  
University of Surrey

**The Town Centre Consumer: Exploring the Holistic Town Centre Journey**

Cathy Hart<sup>a</sup>, Iftakar Haji<sup>a</sup>, Mohammed Rafiq<sup>b</sup>, Angus Laing<sup>a</sup>  
<sup>a</sup>Loughborough University  
<sup>b</sup>University of Roehampton

**Research into retail patronage and its key antecedents – retrospective and future views**

Christoph Teller, Arne Floh  
University of Surrey

**E-commerce & m-commerce 3**

Room: 117

**Digitalization of retailing: A review and framework**

Johan Hagberg<sup>a</sup>, Malin Sundström<sup>b</sup>, Niklas Egels-Zandén<sup>a</sup>  
<sup>a</sup>University of Gothenburg  
<sup>b</sup>University of Borås

**Re-inventing market orientation on the Internet: The study of digital marketing practices by a Swedish e-tailer.**

Veronika Tarnovskaya  
Lund University

**Securely Online? E-tail Trust and Payment Protocols**

Andrew J Murphy, Martin L. Mahler  
Massey University, Auckland

**Channel management**

Room: 213

**Organisational Commitment in Inter-Organisational Relationships: Implications for Brand Building in Retailing**

Edmund O'Callaghan  
Dublin Institute of Technology

**Opportunism in power-imbalanced retailer-supplier relationships: The case of the food supply chain**

George Maglaras<sup>a</sup>, Michael Bourlakis<sup>b</sup>, Leigh Sparks<sup>a</sup>  
<sup>a</sup>University of Stirling  
<sup>b</sup>Cranfield School of Management

**Can Multimarket Competition Theory explain why Manufacturers are reluctant to adopt e-commerce? The Case of the French Manufacturers of Household Appliances**

Madeleine Besson<sup>a</sup>, Bernard Bourdon<sup>b</sup>  
<sup>a</sup>Telecom School of Management, France  
<sup>b</sup>Paris-Est/I.R.G, France



Room: Amphi 2

**EAERCD General Assembly**

10:45-11:30

**Parallel sessions 4, 11:30 – 13:00****Strategic retailing 3: Methodology**

Room: 115

**The online shopping experience (OSE): Towards the development of a four-order hierarchical model**Aurélia Michaud-Trévinal<sup>a</sup>, Karine Picot-Coupey<sup>b</sup>, Thomas Stenger<sup>c</sup><sup>a</sup> University of La Rochelle<sup>b</sup> University of Rennes 1<sup>c</sup> University of Poitiers**Understanding Business Customer Value in a Retail Environment – A Scale Development Study**

Benjamin Ney, Darlene Whitaker, Joachim Zentes

Saarland University

**Customer Segmentation in Retailing based on Retail Brand Patronage Patterns**Hanna Schramm-Klein<sup>a</sup>, Natalie David<sup>b</sup>, Olaf Rank<sup>b</sup>, Gerhard Wagner<sup>a</sup><sup>a</sup>University of Siegen<sup>b</sup>University of Freiburg**Franchising**

Room: 117

**Resale Prices in Franchising: Insights from Franchisee Perceptions**Rozen Perrigot<sup>a</sup>, Guy Basset<sup>a</sup>, Brinja Meiseberg<sup>b</sup><sup>a</sup>University of Rennes 1<sup>b</sup>Westfälische Wilhelms-University of Munster**International Area Development Franchising Relationships in Emerging Markets**

Vita Kadile, Matthew Robson, Kathryn Watson, L. Jeremy Clegg

Leeds University Business School

**The Growth of Social Franchising in Pakistan: Insights from Franchisees in the Education Sector**

Muhammad Akib Warraich, Rozen Perrigot

University of Rennes 1

**Consumer behavior 3: CB & experience**

Room: 213

**The in-store shopping experiences of an outdoor adventure retailer's customers and the relationship thereof with value and repatronage intentions**

Nic S Terblanche

University of Stellenbosch

**Generation X - the Unexplored Potential in the Wellness Market**

Anna-Maija Kohijoki, Heli Marjanen, Kaisa Saastamoinen

University of Turku



**Do Fashion Involvement, Shopping Motivations, Cognitive and Affective Destination Involvement, and Demographics Affect Tourists' Trip Length? An Empirical Study in the City of Valencia (Spain)**

Pauline Sullivan<sup>a</sup>, Martina Gallarza<sup>b</sup>, Teresa Fayos<sup>b</sup>, Haydeé Calderón<sup>b</sup>

<sup>a</sup>Texas State University-San Marcos

<sup>b</sup>Universidad de Valencia

**Parallel sessions 5, 14:30 – 16:00**

**Strategic retailing 4: multi- & omni-channel retailing**

**Room: 115**

**Exploring SME multichannel retailing: preliminary findings from a UK exploratory study**

Sheilagh Resnick, Julie Lewis

Nottingham Trent University

**The Relevance of Interdependent Effects between Offline and Online Brand Beliefs and Retail Brand Equity for Multichannel Retail Systems**

Bernhard Swoboda, Julia Weindel

Trier University

**How technological innovations create value in an omnichannel retailing ecosystem?**

Mbaye Fall Diallo, Isabelle Collin-Lachaud

University of Lille 2 (IMMD) & LSMRC Lab, Université de Lille-Skema Business School

**Retail management 1**

**Room: 117**

**Innovations and evolution of employment in the French food retailing. Retrospective and perspectives.**

Enrico Colla<sup>a</sup>, Catherine De Gery<sup>a</sup>, Maria Ruiz Molina<sup>b</sup>

<sup>a</sup>Novancia Business School Paris

<sup>b</sup>Universidad de Valencia

**Contextualising 'entertainment value': A qualitative inquiry into shopping centre managers' perspectives**

Jason Kokho Sit, Dawn Birch

Bournemouth University

**Off the Shelf and Out of the Box – using eye tracking technology to identify and understand consumer attention**

Stella Minahan<sup>a</sup>, Bridget Behe<sup>b</sup>, Pat Huddleston<sup>b</sup>

<sup>a</sup>Deakin University

<sup>b</sup>Michigan State University

**Consumer behavior 4**

**Room: 213**

**Do It Yourself...Yes you can... but you have to do it well! How can retailers drive customers' work? An Ikea case study**

Karine Picot-Coupey, Caroline Tahar

IGR-IAE de Rennes, University of Rennes 1



**Why Do People Shop in Physical Stores? – An Empirical Study**

Tatjana Freer, Daniel Keßler, Dominik Meiser  
Saarland University

**The influence of social capital through social media: A study of the creation of value in shopping behaviour**

Seungsin Lee<sup>a</sup>, Frances Gunn<sup>b</sup>, JungKun Park<sup>c</sup>  
<sup>a</sup>Konkuk University, Seoul  
<sup>b</sup>Ryerson University, Toronto  
<sup>c</sup>University of Houston

**Education in retailing****Room: 216**

Come with at least one case study from a company within the retail sector, free of copyrights, and share it with other participants! It is a way to enrich our retailing lectures.  
Discuss about teaching, learning and education in retailing.

**Parallel sessions 6, 16:30 – 18:00****Strategic Retailing 5****Room: 115****A discussion on the appropriateness of the employment of the Complex Adaptive Systems theory for the research of Town-Centre Management**

Costas Theodoridis, senior lecturer  
Manchester Metropolitan University

**New Paradigms: Changing Business Environments and the Impact on Marketing Strategy**

Victoria Lonnes<sup>a</sup>, Razvan Florin Buse<sup>b</sup>, Joachim Zentes<sup>a</sup>  
<sup>a</sup>Saarland University  
<sup>b</sup>University of Craiova

**The Statistical Relationship Between the Number of Transactions and the Stability of Sales Amount in a Japanese Hotel Chain**

Ayuko KOMURA, Kenichi SUZUKI  
Meiji University, Tokyo

**Retail management 2: Retail pricing****Room: 117****Price Information Search in Online and Offline Channels**

Stephan Zielke<sup>a</sup>, Thomas Dobbstein<sup>b</sup>  
<sup>a</sup>University of Wuppertal  
<sup>b</sup>Baden-Württemberg Cooperative State University

**Price Search, Calculative Trust and Store Loyalty in the Grocery Market**

Alan Collins<sup>a</sup>, Ella Kavanagh<sup>a</sup>, Richard George<sup>b</sup>  
<sup>a</sup>University College Cork  
<sup>b</sup>St. Joseph's University, Philadelphia

**New developments in price and loyalty promotion: managerial implications and new avenues for research**

Cristina Ziliani, Marco Ieva  
University of Parma



**Consumer behavior 5: CB & loyalty****Room: 213****Store equity and loyalty in the context of retailing: What is the causal relationship?**

Irene Gil Saura, Maja Šerić, María Eugenia Ruiz Molina, Gloria Berenguer Contrí  
University of Valencia

**How Store Attributes Impact Shoppers' Loyalty: Do Different National Cultures Follow The Same Loyalty Building Process?**

Monica Grosso<sup>a</sup>, Sandro Castaldo<sup>b</sup>

<sup>a</sup>E.M. Lyon Business School

<sup>b</sup>SDA Bocconi School of Management, Milan

**Affective Commitment and Customer Loyalty in Crowdsourcing: Antecedents, Interdependencies, and Practical Implications**

Matthias Schulten, Fabian Schaefer  
Hochschule Furtwangen University

**Gala dinner 19:30**

**[Restaurant La Coquerie, Le Coq-Gadby](#)**