



Brick & Mortar Shopping in the 21st Century (Advertising and Consumer Psychology)

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This book explores how traditional retailing operates in the new competitive environment of a combined e-tailing and brick and mortar marketplace. In drawing together the cutting-edge research of a global group of experts in the field of consumer behavior, this volume addresses questions such as: which psychological theories can provide insights into why so many consumers still flock to traditional shopping environments? What situational factors promote or inhibit 'physical' shopping? Which methodologies best capture moderators and mediators of various shopping behaviors?

This volume advances the field of consumer psychology by covering the e-tail vs. traditional retail discussion from a 21st Century perspective. Topics include:

- experiential retail
- mood and cognition effects during shopping
- new findings relevant to retail strategy
- methodological innovations for studying shopping
- social identity variables that impact shopping
- third party influences on shopping decisions
- synergies between brick and mortar retailers and their electronic counterparts.

This volume will be of interest to both marketing professionals and graduate students in the areas of advertising, retailing, consumer behavior, marketing communications and psychology.

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