Contents

	t of contributors knowledgments	vii xxv
Int	roduction to the Handbook of Research on Retailing	1
PA	RT I THE CHANGING RETAILSCAPE	
1	Retailing and consumer demand for convenience Bart J. Bronnenberg	17
2	Brands and retailers under attack from hard discounters Jan-Benedict E.M. Steenkamp	44
PA	RT II PRICE AND PROMOTION	
3	How well do consumers know prices? Marc Vanhuele	65
4	Retailer promotions Karen Gedenk	82
5	Emerging retailer pricing trends and practices Ruth N. Bolton and Venkatesh Shankar	104
6	Price image in retail management Alexander Chernev and Ryan Hamilton	132
PA	RT III PRODUCT AND ASSORTMENT	
7	Choosing to choose: the dynamics of store, product, and consumption choices Edward J. Fox	155
8	Consumer preference distributions and corresponding store brand strategies: a compilation Raj Sethuraman	173
9	Product unavailability Els Breugelmans, Els Gijsbrechts and Katia Campo	202

vi	Handbook of research on retailing	
10	Managing product returns in retailing J. Andrew Petersen and Aydın Alptekinoğlu	220
PA	RT IV IN-STORE MARKETING	
11	In-store marketing: existing and emerging elements Anne L. Roggeveen and Dhruv Grewal	237
12	Shelf layout and consumer preferences Jeffrey R. Parker and Anthony R. Koschmann	251
PA	RT V CUSTOMER ENGAGEMENT	
13	Social media and retailing: a review and directions for future research Rishika Rishika and Ramkumar Janakiraman	273
14	Customer loyalty and reward programs in retail in the digital age Werner Reinartz and Peter Linzbach	296
PA	RT VI STRATEGIC DECISIONS IN RETAILING	
15	Retail store format decisions Óscar González-Benito, Mercedes Martos-Partal and Álvaro Garrido-Morgado	331
16	Retail entry and exit Zhiling Bei, Katrijn Gielens and Marnik G. Dekimpe	344
17	Retail productivity Brian Ratchford and Dinesh K. Gauri	375
PA	RT VII MANUFACTURER-RETAILER INTERFACE	
18	Retailer power in the grocery industry Inge Geyskens	399
19	Category management and captains Murali K. Mantrala and Omid Kamran-Disfani	411
Ina	Index	