Table of Contents

Foreword ............................................................................................................................................ xiii

Preface ................................................................................................................................................ xv

Section 1
Advances in Technologies Management for Retailing

Chapter 1
Point-of-Sale Technologies at Retail Stores: What Will the Future be Like?................................. 1
   Richard Clodfelter, University of South Carolina, USA

Chapter 2
The Evolution Tornado Retail........................................................................................................... 26
   Bernd Hallier, EHI Retail Institute, Germany

Chapter 3
Modelling Shopper Responses to Retail Digital Signage................................................................. 41
   Charles Dennis, University of Lincoln, UK
   Andrew Newman, University of Salford, UK
   Richard Michon, Ryerson University, Canada
   J. Josko Brakus, Brunel University, UK
   Len Tiu Wrigth, De Montfort University, UK

Chapter 4
The Design of an Advanced Virtual Shopping Assistant for Improving Consumer Experience ....... 70
   Vincenzo Corvello, University of Calabria, Italy
   Eleonora Pantano, University of Calabria, Italy
   Assunta Tavernise, University of Calabria, Italy
Chapter 5
Information and Communication Technologies in Marketing Channels: Product Considerations................. 87

Irene Gil Saura, University of Valencia, Spain
Marta Frasquet Deltoro, University of Valencia, Spain
Maria Eugenia Ruiz-Molina, University of Valencia, Spain

Chapter 6
International Fashion Retailing from an Enterprise Architecture Perspective......................................... 105

Torben Tarbo, Aarhus University, Denmark

Section 2
Digital Contents Management for Technology-Based Retailing

Chapter 7
Frameworks for a Consumer’s Group Knowledge Representation.......................................................... 122

Massimo Franco, University of Molise, Italy
Francesca Di Virgilio, University of Molise, Italy
Loredana Di Pietro, University of Molise, Italy
Angelo Camillo, Woodbury University, USA

Chapter 8
Internet Management for Communication-Distribution Interaction as a Means to Maximize
Customer Consumption Experience: The Volagratis Case ..................................................................... 145

Claudia Cacia, University of Salerno, Italy
Lucia Aiello, Università Mercatorum, Italy
Pierpaolo Singer, University of Salerno, Italy
Antonella Ferri, Università Mercatorum, Italy

Chapter 9
Customer Intelligence as the Powerful Means for Turning Information into Profit .................................. 179

Sanda Renko, University of Zagreb, Croatia

Chapter 10
Give to Get: An Experimental Study to Explore Information Giving in New Technology-Based
Retail..................................................................................................................................................... 197

Katia Premazzi, Bocconi University and SDA Bocconi, Italy
Monica Grosso, Bocconi University and SDA Bocconi, Italy
Sandro Castaldo, Bocconi University and SDA Bocconi, Italy
Chapter 11
You Never Get a Second Chance to Make a First Impression: Meet your Users’ Expectations Regarding Web Object Placement in Online Shops

Javier A. Bargas-Avila, University of Basel, Switzerland
Sandra P. Roth, University of Basel, Switzerland
Alexandre N. Tuch, University of Basel, Switzerland
Klaus Opwis, University of Basel, Switzerland

Section 3
Impact of Advanced Technologies on Consumer Behaviour

Chapter 12
Recommendations to Buy in Online Retailing and Their Acceptance

Daniel Baier, Brandenburgische Technische Universität Cottbus, Germany
Eva Stüber, Brandenburgische Technische Universität Cottbus, Germany

Chapter 13
From User Cognition to User Interaction Modalities in Consumer Behaviour

Barry Davies, University of Gloucestershire, UK
Eleonora Bilotta, University of Calabria, Italy
Kevin Hapeshi, University of Gloucestershire, UK
Emanuela Salvia, University of Calabria, Italy
Rocco Servidio, University of Calabria, Italy

Chapter 14
Mobile Purchase Decision Support Systems for In-Store Shopping Environments

Tobias Kowatsch, University of St. Gallen, Switzerland
Wolfgang Maass, University of St. Gallen, Switzerland & Hochschule Furtwangen University, Germany

Chapter 15
Customer Acceptance of a New Interactive Information Terminal in Grocery Retailing: Antecedents and Moderators

Stephan Zielke, Georg-August-Universität Göttingen, Germany
Waldemar Toporowski, Georg-August-Universität Göttingen, Germany
Björn Kniza, Georg-August-Universität Göttingen, Germany

Chapter 16
Factors Affecting WiFi Use Intention: The Context of Cyprus

Despo Ktoridou, University of Nicosia, Cyprus
Hans-Ruediger Kaufmann, University of Nicosia, Cyprus
Christos Liassides, Columbia Management, Cyprus