

Journal of Marketing Management >

Volume 32, 2016 - Issue 9-10: Academy of Marketing Annual Conference 2015 - The Magic of Marketing

1,599 27

Views | CrossRef citations to date | Altmetric

11

Articles

# Opportunities and risks of combining shopping experience and artistic elements in the same store: a contribution to the magical functions of the point of sale

Ana Vukadin , Jean-François Lemoine & Olivier Badot

Pages 944-964 | Received 27 Sep 2015, Accepted 05 Apr 2016, Published online: 13 Jun 2016

Cite this article <https://doi.org/10.1080/0267257X.2016.1186106>

Check for updates

Sample our  
Economics, Finance,  
Business & Industry Journals

## We Care About Your Privacy

We and our 855 partners store and access personal data, like browsing data or unique identifiers, on your device. Selecting "I Accept" enables tracking technologies to support the purposes shown under "we and our partners process data to provide," whereas selecting "Reject All" or withdrawing your consent will disable them. If trackers are disabled, some content and ads you see may not be as relevant to you. You can resurface this menu to change your choices or withdraw consent at any time by clicking the ["privacy preferences"] link on the bottom of the webpage [or the floating icon on the bottom-left of the webpage, if applicable]. Your choices will have effect within our Website. For more details, refer to our Privacy Policy. [Here](#)

We and our partners process data to provide:

I Accept

Reject All

Show Purpose



Full Ar

Repri

ABST

This arti

devel

store

an innov

retail str

adding s

stimulat

transact

as less n

'museum

the latest  
ts into the  
s constitutes  
uch a hybrid  
rs, while  
e thus  
ne store's  
is viewed  
re as a

'museum' and visit without purchasing. Therefore we conduct a conceptual

investigation of that experiential strategy in order to assess its effects on retailer's commercial and marketing performance.

KEYWORDS: Shopping experience store artification art store museumification hybrid retail strategy retail performance

## Disclosure statement

No potential conflict of interest was reported by the authors.

## Additional information

### Notes on contributors

Ana Vukadin

Ana Vukadin is a Ph.D. candidate at ESCP Europe Business School in Paris.

Within the experiential marketing and retailing fields, her research focuses

on the

the imp

the role



## Jean-François Lemoine

Jean-François Lemoine is a university professor at the Paris 1 Panthéon Sorbonne University. He is the director of the Panthéon Sorbonne Doctoral School of Management, also in charge of the professional Masters 2 in Market Research and Marketing Decision Making, as well as the Master 2 in Marketing Research, at the Paris 1 Panthéon Sorbonne University. Since 2002, he has been organizing the annual research days in digital marketing ([www.colloquemarketingdigital.com](http://www.colloquemarketingdigital.com)). His work, published among others in Administrative Science Quarterly, Décisions Marketing, Recherche et Applications en Marketing, la Revue Française de Gestion, focuses on digital marketing (namely on the e-shopping experience and crowdsourcing).

## Olivier Badot

Olivier Badot is Full Professor and Associate Dean for Research at ESCP Europe Business School. His research focuses on a broad range of issues within the field of Retailing, including marketing of retail formats, cross-channel strategies, e- and m-commerce, organizational design of retail chains, shopping mall marketing, re-enchantment strategies, shopping experiences, and franchising.

Relate



## Information for

Authors

R&D professionals

Editors

Librarians

Societies

## Opportunities

Reprints and e-prints

Advertising solutions

Accelerated publication

Corporate access solutions

## Open access

Overview

Open journals

Open Select

Dove Medical Press

F1000Research

## Help and information

Help and contact


Newsroom

All journals

Books

## Keep up to date

Register to receive personalised research and resources by email

 Sign me up



Copyright

Accessib

Registered  
5 Howick Pl

or & Francis Group  
orma business

