

Index

Note: Page numbers followed by “n” indicate footnotes.

- Action figures, 308
- Activision Blizzard Entertainment, 308–309
- Ad Mob, 223
- Addiction to smartphones, 121
- Adidas, 168
- ADKAR Change Management Model, 144
- Affective attributes, 201
- Affective customer responses, 51–52
- Alternatives, 249
- Amazon, 19, 78, 207
- Antecedents of information revolution, 16–17
- ANZ Bank, 276
- App Store, 213, 223
 - optimization, 219
- App usage, 121
- Apple, 78, 103
- Application, 213
- Application search engine (ASE), 212–213
- Arab Spring, 24
- Artificial intelligence (AI), 14, 15, 18, 20, 21, 23, 120, 219, 271, 274, 283
- Arts & Humanities Citation Index, 81
- Atmospherics/webmospherics, 240
- Augmented reality (AR), 226, 259, 264–265
- Automation, 278
- Automatization, 19–20
- Avid adventurers, 62
- Awareness, interest, desire, action (AIDA), 86
- Baby Boomers, 118–119
- Back office, 31, 274
- Banks
 - RPA benefits in, 279–282
 - RPA implementation in, 276–279
 - RPA in, 273–276
- Basic communicators, 62
- Behavioral customer responses, 52
- Benefit segmentation, 62
- Berne Convention Law on Protection of Literary and Artistic Works, 294
- BestBuy, 207, 214
- Beymen Online, 234
- Big Data, 2
- BIM, 156
- Bitcar platform, 296
- Blizzard Entertainment, 308–309
- Blizzard Gear Store, 308
- Blockchain, 287–289, 295–297
 - intangible assets modern view, 292–295
- Bloomingdales, 214
- Booksellers’ struggle, 292
- Boston Consulting Group (BCG), 235
- Brand focus, 216
- Brand loyalty, 123
- Brandroom, 249–250
- Brick-and-mortar stores, 51, 124, 126, 200
- British Copyright Statute of Anne’s law, 292
- Business idea for start-ups, 182–183
- Business Process Management (BPM), 282

- Business-to-business (B2B), 138, 143
- Business-to-consumer (B2C), 138, 143, 212
- Buying behavior of digital consumers, 64–66
- Capital, 184
 - requirement, 181, 186
- Case study analysis, 297–301
- Channel, 28–29
 - attributes, 201
 - integration, 32, 98, 101, 109, 217
 - leadership, 29
 - lock-in, 235
 - management, 29
 - multiplicity, 199–201
 - operations, 29
 - preference, 47
 - strategies, 29
 - sustainability, 50
 - synergy, 235
 - transparency, 78
 - types in marketing, 28–33
- “Click and Collect” concept, 76–77, 225
- Co-creation of value, 134, 136, 142–143, 146
- Coca Cola, 109
- Cognitive attributes, 201
- Cognitive automation (CA), 271, 282
- Cognitive experiences, 66
- Communication, 29
- Community, 122
- Companies’ financial performance
 - development, 2
- Competition, 178
- Competitive games, 306
- Complexity of omni-channel
 - shopping, 216
- “Confirmation of existence”, 293
- Conservative consumers, 254
- Conservative/modest consumers
 - profile, 245–246
- Consumer behavior, 27–28, 44
 - change in marketing periods and developments, 57–59
 - models to customer centricity, 135–136
 - new consumers, 59–63
 - in omnichannel marketing, 33–36
 - theories, 134–135
- Consumer Contact Point, 312
- Consumer Technology Association*, 205
- Consumers, 28, 35, 36, 49, 55–56, 117–118, 199
 - advantages and disadvantages of omnichannel, 78–79
 - buying motives, 48
 - decision-making process, 80–81
 - demand, 156
 - experience as journey, 240–241
 - preferences, 51
 - profiles and profile relevant trends, 245
 - rights, 139
 - satisfaction, 50
 - shopping, 221
 - shopping experience across channels, 118–120
 - touchpoints, 198
- Consumers oriented marketing (*see* Marketing 2.0)
- Consumption, 4
- Contact centers integration in all
 - channels, 108–109
- Content contributors, 62
- Control, 21
- Convenience, 120, 124, 129, 198, 204
 - store, 155
- Copyright, 288
- Copyright Act (1842), 292
- 2020 coronavirus epidemic, 24
- “Cosplay” applications, 312–313
- Cost efficiency, 273
- Cost savings, 204
- Country-specific factor, 63
- Coupons, 103
- Coverage, 223
- Crawler, 218
- Critical theory, 4
- Cross buying, 52

- Cross-channel
 - integration, 109–110, 215
 - management, 200
 - marketing, 31–32
 - method, 161
 - retailing, 101–102, 236
 - shopping, 205
 - systems, 215–216
- Customer advisory, 134, 136
- Customer centricity, 135–136
- Customer decision
 - customer decision-making process, 136–138
 - customer decision/purchase journey, 240
 - journey, 136
- Customer experience, 33, 79–80, 104–106, 119, 138, 140, 142, 147, 259
 - formation in omnichannel retailing, 106–108
 - journey mapping, 143
 - management, 104, 258
 - method in omnichannel retailing, 103–104
 - technologies enhancing customer shopping experience, 262–265
- Customer experience framework (CEF), 144
- Customer experience journey, 136–138
 - challenging necessity for mapping, 143–146
 - mapping, 143
 - within omnichannel world, 139–141
- Customer journey, 3–4, 80, 142, 146, 241, 244
 - map, 128–129
 - mapping, 104, 144–145
- Customer lifetime value, 135
 - antecedents, 52
- Customer loyalty, 2, 5, 39, 105, 137, 143, 161, 164, 217, 282
 - in omnichannel marketing, 37
 - repurchase intention and, 70
- Customer preferences, 44, 46
 - bases in context of multichannel operations, 48
- Customer relationship management (CRM), 2, 45, 104, 128, 154, 163–164, 171
- Customer-to-customer interactions (C2C interactions), 144, 212
- Customer(s), 97–98, 222
 - activation, 6
 - advisory, 136
 - centricity, 135–136, 139
 - in crosschannel marketing, 32
 - customer-oriented experience, 108
 - customer-owned touchpoints, 141
 - engagement value, 144
 - expectations, 45
 - life journey, 137
 - in multichannel marketing, 31
 - purchase journey, 136
 - satisfaction, 6, 36, 44, 46–48, 104–106, 110, 137, 161, 164, 171, 199, 217, 223, 226, 280, 283
 - search, 224
 - shopping behavior, 198
 - shopping utility, 226
 - value, 37
- Customization benefits, 204
- Cybercrime, 22
- D-Market Electronics Services, 156
- “Dark internet” market, 22
- Data
 - access, 47
 - mining, 3
 - types, 216
- “Decade of change”, 235
- Decision-making, 249
- Decrease in online search costs, 206
- Deep value, 48
- Dell Computers, 104
- Democratization in technology and information technology, 17–19

- Democratization of Luxury, 239*n*1
- Democratization of technology, 14–15
 future research directions, 23
 issues, controversies, problems, 16–22
 solutions and recommendations,
 22–23
- Demystification of technology, 14
- Department store, 155
- “Devaluation of Luxury”, 245–246
- “Diablo Series”, 308
- Digital consumers, 59–60, 62–63
 buying behavior of, 64–66
 digital environmental factors
 affecting, 63
 E-loyalty, 68
 E-repurchase Intention, 68–69
 E-satisfaction, 67–68
 E-WOM, 66–67
 experiences, 66
 future research directions, 69
- Digital environmental factors affecting
 digital consumers, 63
- Digital luxury consumers, 235–236
- Digital natives, 125
- Digitalization, 75–76, 99, 198, 233–234
 in luxury retail, 247–251
- Digitization banking sector, 273
- Direct channels, 159
- Discount store, 155
- Discreet Conspicuousness, 245
- Discrete channels, 212
- Disney, 163
- Distribution channels, 28–30, 34–35
- Dogus Group, 156
- Domino Pizza, 112
- Dynamism, 198
- e-repurchase intention, 57
- E-sport, 306, 308, 311
- E-tailers, 222
- E-trade, 198
- Early adopters, 61
- eBay, 78
- Efficiency, 50
- Electrochromic glass, 262–263
- Electrochromic Glass Touch Systems,
 259
- Electronic commerce (E-commerce),
 30, 79–80, 251, 260–261
- Electronic loyalty (E-loyalty), 57, 68
- Electronic repurchase Intention
 (E-repurchase intention),
 68–69
- Electronic satisfaction
 (E-satisfaction), 57, 67–68
- Electronic word of mouth (E-WOM),
 57, 66–67, 80, 85
- Embeddedness, 146
- Emerging Sources Citation Index, 81
- Employer loop, 143
- Empowerment, 47
- Enhanced product logistics, 31–32
- Enterprises, 29, 31–32, 39
- Entertainment, 24
 interest, 123
 seekers, 62
- Entrepreneurial competences, 183
- Entrepreneurs, 156, 178–179, 181,
 183, 187, 192, 198
- Epic games, 310–311
- Epic MegaGames, 310
- Established Conservative Consumers,
 250
- Established luxury consumers profile,
 245–247, 249–250
- “Eureka” moments, 292, 297
- European Blockchain Partnership,
 296
- European Commission, 296
- European movements, 21
- Evaluation, 81
- Experience segmentation, 62
- “Experiential view”, 79
- Explicative content analysis, 291
- Expressive evangelists, 62
- Extra-fast-growing businesses, 178, 180
- Extravagant Prestige-seekers, The*, 237
- Facebook, 306
- Fact collectors, 62

- Fast fashionization of luxury
 - fashion market, 247
- Financial services, 273
- First Person Shooter (FPS), 309–310
- Florida, Richard, 179
- Fluidity, 120
- Form utility, 33
- Fortnite, 310–311
- Freedom, 18
 - of expression, 18
 - of information, 16
- Game changers, 61
- Game industry, 306–307
- GDPR, 19
 - regulation, 16
- Gen X, 118–119
- Gen Z, 118, 127–129
 - millennials vs., 120–124
 - perspective of omnichannel experience, 120
 - retail shopping experiences, 125–126
- Global Luxury Consumer, 253
- Google Play, 223
- Google Search's algorithm, 221
- Green Socialites profiles, 249–250
- Grounded theory coding, 244
- Growth, 184
 - through creativity, 182
- Gutenberg Galaxy, 14
- Handling different audiences, 161
- Health-conscious lifestyle, 123
- Hedonism process in channels, 110–111
- “Heroes of the Storm”, 308
- Higher brand consistency, 161
- Holistic shoppers, 61–62
- Holographic Technology, 259
- Holographic technology, 264
- Household managers, 61–62
- Hybrid shopping mile (HSM), 135
 - challenging necessity for mapping customer experience journey, 143–146
 - consumer behavior models to customer centricity, 135–136
 - customer decision-making process, 136–138
 - customer experience journey within omnichannel world, 139–141
 - implications, 146–147
 - touchpoints as influencers in omnichannel world, 141–143
- IKEA, 223
- Immersive experience model in omnichannel retail world, 265–266
- In-store
 - experiences, 118, 122, 129, 130
 - marketing, 76, 78–79
 - shopping, 122, 127–128
 - technologies, 121
- Inclination to Block Ads, 124
- Incubator house, start-ups and, 190
- Incubators, 190
- Indiegogo, 294
- Infancy*, 181
- “Infinite shelf” online, 226
- Influence, 247, 249
- Influencers, 122
 - touchpoints as, 141–143
- Information acquisition, 204
- Information collectors, 61–62
- Information revolution, antecedents of, 16–17
- Information technology, democratization in, 17–19
- Informational technology, 166
- Initial Coin Offering (ICO), 288–289, 295–297
- Innovation, 3, 20, 38, 122, 178–179, 187–188, 191, 252
- Inorganic result, 220
- Instagram, 130
- Intangible assets
 - blockchain and access to investor's funds, 295–297

- modern view with focus on IP
 - protection on blockchain, 292–295
- research question and methodology, 289–292
- results of case study analysis, 297–301
- Intellectual property rights (IP rights), 287, 289
 - intangible assets modern view, 292–295
- Interactive media, 30
- Interest of streaming media, 121
- International Accounting Standards 38. 8 (IAS), 288–289
- International factors, 63
- Internet, 34, 45, 61, 79–80, 198
 - environment, 30
 - retailers, 222
 - shopping over, 260–262
- Internet of Things, 288
- Interrelated factors, 214
- Introvert Hedonists*, 237
- Inventory optimization, 162
- Investor's funds, access to, 295–297

- Jack & Jones, 168

- Kickstarter, 294
- Know Your Customer (KYC), 281
- Kofax Kapow platform, 275

- League of Legends, 311–312
- Licencing Act, 292
- Licencing of Press Act 1662, 292
- Localized virtual marketing (*see* Marketing 4.0)
- LOGMeIN, 192
- Love of technology, 121
- Loyalty, 46, 68
- Lurking shoppers, 62
- Luxury
 - beginners profile, 245–246, 250
 - brands, 252
 - consumer profiles, 244–247
 - consumers and segmentations, 236–240
 - fashion brands, 234
- Luxury Academy, 252
- Luxury Atelier, 253
- Luxury fashion omnichannel
 - consumer journey, 248
- Luxury fashion omnichannel strategy
 - consumer experience as journey and omnichannel journeys, 240–241
 - digital luxury consumers and omnichannel retailing, 235–236
 - digitalization and omnichannel structure in luxury retail, 247–251
 - emerging market luxury consumer classifications, 238–239
 - implications, 251
 - informant profile, 243
 - limitations and further research, 253–254
 - luxury consumer profiles, 244–247
 - luxury consumers and segmentations, 236–240
 - methodology, 241–244
 - omnichannel dream value, 251–253
- Machine learning (ML), 219, 282
- Macro environment factors, 63
- Magic Mirrors, 121
- Managerial competences, 183
- Manufacturers, 158–159
- Marketing, 79
 - capabilities platform, 143
 - crosschannel, 31–32
 - multichannel, 30–31
 - omnichannel, 32–39
 - single channel, 30
- Marketing 1.0, 56–57, 59
- Marketing 2.0, 56–59
- Marketing 3.0, 56, 58–59
- Marketing 4.0, 56, 58–59

- Marketing channels, 6, 31, 36, 39, 40, 110, 143, 154–160, 213
 - to omnichannel, 160–163
- Marketplace business, 160
- Materialists, The*, 237
- “Me Generation”, 123
- Media
 - interactive, 30
 - print, 35
 - social, 18, 24, 58, 98, 100, 211, 224
- Messaging apps, 121
- Micro companies, 187
- Micro environment, 63
- “Millennial+”, 124
- Millennials, 118–119, 122–124
 - vs. Gen Z, 120–124
- Miniaturization, 14
- Mobile applications, 213, 217, 226
- Mobile channels, 100, 168–169
 - appreciation of, 112
 - in wholesaling, 160
- Mobile commerce, 261
- Mobile phones, 211–212
- Mobile retailing, 157–158
- “Moderately Fashionable”, 245–246
- Modern technology, 14
- Modest fashion, 254
- “Modestly Chic/Fashionable”, 245–246
- Money concerns, 122
- MUFG Union Bank, 275
- Multichannel, 52, 100, 162–163, 199
 - approach, 50
 - channels, 46
 - consumer behavior, 49
 - customer experience, 106
 - customer management, 30
 - focus, 50
 - management, 49
 - marketing, 30–31, 45–46
 - retailers, 202
 - retailing, 44, 48, 101–102, 199, 201, 214, 236
 - shopping, 205
 - strategies, 49, 50–52
- Multichannel operations, 46
 - advantages and disadvantages of, 46–48
 - bases for customer preferences in context of, 48
 - shopping process and purchasing decisions, 48–49
- Multiplayer Online Battle Arena game, 311
- National Retail Foundation, 202
- Netizens, 59, 61–62
- Network
 - society discourse, 4
 - structure among channel members, 217
- New consumers, 59–61
 - demographic characteristics, 61–62
 - psychological characteristics, 62–63
- New economy, 15
 - transition to, 19–21
- New luxury consumer, 237
- New potential customers, 162
- New Technologies, 98
- News, 24
- Nike, 168
- North Face, 168
- Nouveau Riches profile, 245–246, 249
- Nutella, 109
- Off-price retailer, 155
- Omni, 76, 215
- Omni-integrated segment, 61
- Omnichannel, 76, 154, 213–217
 - advantages and disadvantages, 78–79
 - applications, 38
 - approach, 169–171
 - buyer journeys, 242
 - commerce, 120
 - concept, 118–119
 - consumers and/or customers, 59–60
 - CRM, 163–164, 171
 - customers, 106
 - discussion, 172–173

- dream value, 251–253
- implications, 173–174
- journeys, 240–241
- management, 100
- marketing channels to, 160–163
- methodology, 164–165
- online and mobile channels, 168–169
- operations, 110
- retailers, 109
- retailing, 166–167
- sales channels, 165–166
- strategies, 3–6, 45, 50–52
- strategy in context of search engines, 221–224
- structure in luxury retail, 247–251
- system, 212
- wholesaling, 167–168
- Omnichannel Buying Report of BigCommerce, 124
- Omnichannel customer experience management (OCCEM), 6
- Omnichannel experience, 36, 87–88, 100, 107, 128, 161, 169, 241, 266, 267
 - future research directions and limitations, 130
 - Gen Z perspective of, 120
 - recommendations, 126–129
- Omnichannel marketing, 32–33, 139
 - challenges of shifting To, 37–38
 - consumer behavior in, 33–36
 - context, 306
 - customer loyalty in, 37
 - customer satisfaction in, 36
 - future research directions, 39
 - solutions and recommendations, 38–39
 - technique, 307
- Omnichannel marketing applications
 - Activision Blizzard Entertainment and, 308–309
 - Epic Games/Fortnite and, 310–311
 - results, 312–313
 - Riot Games/League of Legends, 311–312
 - Ubisoft Entertainment and, 309–310
- Omnichannel retailing, 101–102, 201, 215, 234, 235–236
 - customer experience formation in, 106–108
 - customer experience method in, 103–104
 - relationship with other retailing channels, 100–103
 - terminology, 98–100
- Omnichannel retailing approach, 76
 - “Click and Collect” concept, 76–77
 - consumer decision-making process, 80–81
 - customer experience, 79–80
 - customer journey, 80
 - discussion, 86
 - future research directions, 86–87
 - in-store marketing, 78–79
 - research methodology, 81–82
 - results, 81–86
 - showrooming, 77
 - webrooming, 77–78
- Omnichannel world
 - customer experience journey within, 139–141
 - immersive experience model in, 265–266
 - touchpoints as influencers in, 141–143
- OmniLuxury Contact, 252–253
- Omnis*, 201
- Online
 - analytical processing, 3
 - browsing, 118
 - marketing, 22
 - marketplace, 18–19
 - promotions and deals, 204
 - purchase, 119
 - purchasing process, 56
 - retailing, 156
 - reviews, 205
 - service quality, 204
 - shopping advantages, 201–202
 - shops, 202

- stores, 199–200, 203–208, 212
- touchpoints, 200
- word of mouth, 206
- Online channel, 100, 168–169
 - in wholesaling, 160
- Online consumers
 - and/or customers, 59
 - behavior, 60–61
 - experience, 80
- Open universities, 17
- Operational process, 45–46
- Optical character recognition
 - components, 282
- Organic result, 220
- Organizations, 37
 - in omnichannel marketing environment, 36
 - organizational model, 178
 - sustainability strategies, 2
- “Others Syndrome, The”, 245–246
- Outdoor totem, 263–264, 259
- “Overwatch”, 308–309
- Own and Operated model (O&O model), 168, 170

- Partner-owned touchpoints, 141
- Past–present–future process (PPF process), 136
- Perceived consistency and seamlessness, 216
- Perceived Purchase Benefits Offline, 206–207
- Perceived Search Benefits Online, 206
- Personalization, 98, 100, 108–109
 - interest, 123
- Personalized customer experience, 109
- Physical distribution, 29
- Physical stores, 99, 111, 199–200, 202–208, 212, 214
- Place utility, 33
- Play Store, 213–214
- Playerunknown’s Battlegrounds (PUBG), 306
- Politics, 21

- Possession, 33
- Post-purchase stage, 240, 251
- Post-purchasing stage, 104
- Power, 21
- Pre-purchase stage, 240, 247–249
- Pre-purchasing stage, 104
- Price benefits, 204
- Print media, 35
- Product, price, promotion and place (Four P’s), 57
- Product diagnosticity, 204, 206–207
- Product-centric marketing (*see* Marketing 1.0)
- Products, 29, 31
- Professional knowledge, 183
- Psychological relief, 123
- Purchase stage, 240, 249–251
- Purchased digital content, 121
- Purchasing
 - decisions on multichannel operations, 48–49
 - patterns, 122

- Quick Response (QR), 259
 - technology, 262

- Rational Functionalists, The*, 237
- Recency–frequency–monetary value measures (RFM measures), 52, 135
- Relational attributes, 201
- Relationship
 - focus, 50
 - marketing, 135–136, 138, 163
- Repurchase intention, 68
- Research shoppers, 235, 250, 252
- Research shopping, 20, 235
- Resource allocation, 47
- Responsibilities, 21
- Responsive design technology, 231
- Retail channels, 214
- Retail industry, 156
- Retail shopping experiences of Gen Z, 125–126
- Retail therapy, 124

- Retailers, 98, 100, 106, 118, 120, 198–200, 223
 - advantages and disadvantages of omnichannel, 78–79
 - threat for traditional retailers, 207–208
- Retailing, 154, 166–167, 213
 - store retailer types, 155
- Riot Games, 311–312
- Robotic process automation (RPA), 271–272
 - in banks, 273–276
 - benefits in banks, 279–282
 - further research directions, 282–283
 - implementation in banks, 276–279
 - methodology, 273
 - technological criteria, 278
 - vendors, 279
- Robotics, 274
- Robotization, 19–20
- Role playing game (RPG), 308–309

- Sales channels, 165–166
- Sales staff, 203
- Sales Staff Assistance, 207
- Satisfaction, 69
- Save-ideas Pty Ltd, 298–299
- Save-Ideas. com platform, 298
- Science Citation Index Expanded, 81
- Sea Hiking Kayak Forum, 18
- Seamless, 119–120
 - omnichannel strategy, 128
 - shopping experience, 126–127
- Search Engine Optimization (SEO), 8, 212, 219–221, 224
- Search Engine Results Page (SERP), 224
- Search engines, 212, 217–221
 - future research directions, 225–226
 - omni-channel strategy in context of, 221–224
 - solutions and recommendations, 224–225
- Security science, 21
- Security token, 297
- Security Token Offering, 296
- Segmentation, 50
- Self-care, 123
- Self-perceptions, 123
- “Service and planning” concepts, 143
- Service dominant logic, 136
- Service provider, 98
- Sharable content, 120–121
- “Sharing” social networking, 15
- Shopper experience, 98
- Shopping, 250
 - over Internet, 260–262
 - preferences, 122
 - process on multichannel operations, 48–49
- Showrooming, 77–78, 106, 112, 198, 235–236, 260
 - phenomenon, 202–205
 - threat for traditional retailers, 207–208
- Simultaneous operation, 214
- Single channel, 160–161, 214–215
- Single channel marketing, 29–30
- SIPT, 297
- Skins, 311
- “Smart city” program, 22
- Smartphones, 211
- SO-LO-MO concept, 224
- Social commerce, 261–262
- Social connectors, 62
- Social media, 18, 24, 58, 98, 100, 211, 224
- Social networker segment, 61
- Social networking, 121
- Social relationships, 204
- Social responsibility, 123
- Social Sciences Citation Index, 81
- Social shoppers, 62
- Social thrivers, 62
- Society factor, 63
- Soft cap, 300
- Specialty store, 155
- Spin-off companies, 191

- “Starcraft Series”, 308–309
- Start-ups, 177, 179, 184–187
 - examples and good practices, 191–192
 - financing, 188–189
 - and incubator house, 190
 - and innovation, 187–188
 - making, 189
 - solutions and recommendations, 192–193
 - spin-off companies, 191
 - stages of starting business, 180–184
- Startup, 179–180, 184–188
- “Statute of Anne”, 292
- Story value, 138
- Strategic experiential modules, 265
- Structuring content analysis, 291
- Sumerbank, 156
- Summary content analysis, 291
- Supermarket, 155,
- Superstore, 155
- Support mechanism, 181, 189, 190
- Survival games, 306, 310
- “Swivel chair” processes, 272

- Tablets, 211
- Technological transformations, 5
- Technology, 99, 117, 142, 225
 - democratization in, 17–19
 - enhancing customer shopping experience, 262–265
 - readiness, 142
- Tesco, 198
- Third Person Shooter, 309
- Timberland, 168
- Time allocation, 47
- Time Stamp Certificate, 298, 301
- “Time stamp”, 293
- Time utility, 33
- Timmons’ model, 181–182
- Tolkenization, 288
- “Touch and feel” need of customers, 206

- Touch system technology, 263
- Touch points, 1, 200, 216–217
 - as influencers in omnichannel world, 141–143
- Town Centre, 257–258
 - immersive experience model in omnichannel retail world, 265–266
 - retailers, 258–259
 - retailing, 258–259
 - shopping over Internet, 260–262
 - technologies enhancing customer shopping experience, 262–265
- Town Centre Management, 258
- Trade, 160
- Traditional advertising, 35
- Traditional luxury consumer, 237
- Traditional segments, 62
- “Transaction-based “consumer relations”, 79
- Trendsetters, 61
- Tri-component attitude model, 140, 146
- “Trust-free” transaction, 288
- Twitch TV, 306

- Ubisoft Art, 310
- Ubisoft Entertainment, 309–310
- Ubisoft Store, 310
- Uncertainty, 200
- Unified commerce, 128
- Unified theory of acceptance and use of technology (UTAUT2), 85–87
- User interface, 308
 - interactions, 272
- Ustream, 192

- Value of privacy, 123–124
- Values-driven marketing (*see* Marketing 3.0)
- Vans, 168
- Viability indicators, 258

- Video games, 306–307
- Vitality indicators, 258
- Volume, velocity, and variety
(Three Vs), 2
- “Warcraft Series”, 308
- Web of Science Core Collection, 81–81
- Webrooming, 77–78, 126, 198,
235–236, 250, 260
 - behavior, 206
 - phenomenon, 205–207
- Wholesalers, 159
- Wholesaling, 158–160, 167–168
 - online and mobile channels in, 160
- Wi-Fi, 34, 106
- Women, 61
- “World of Warcraft Series”, 308–309
- World Wide Web, 14, 18, 23
- Young mobile segment, 61
- Youth, 61
- YouTube, 306