

The Möbius Strip of Market Spatiality: Mobilizing Transdisciplinary Dialogues between CCT and the Marketing Mainstream.

* Jack Coffin, *Department of Materials, University of Manchester, UK*

Andreas Chatzidakis, *School of Business and Management, Royal Holloway, University of London, UK.*

Abstract

This paper develops the Möbius Strip as an ‘ordering theory’ (Sandberg and Alvesson, 2020) that brings CCT studies into dialogue with mainstream marketing approaches. The aim is to work toward a transdisciplinary understanding of market spatiality, a topic that has become increasingly important in both theory and for practice (Warnaby and Medway, 2013; Castilhos et al. 2016; Chatzidakis et al. 2018). Building on psychosocial interpretations of the Möbius Strip as a ‘tactical’ way of thinking, a range of insights and ideas are organized along a single strip of theorization. This paper maps a continuous plane of logic between the concepts of space, place, emplacement, spatiality, implacement, and displacement. The potential applications of the Möbius Strip are then demonstrated by showing how the transdisciplinary topic of ‘atmosphere’ can be theorized from multiple perspectives. The paper concludes by exploring how the Möbius Strip might also be employed in other areas of marketing theory and practice, potentially generating further transdisciplinary conversations between CCT and the marketing mainstream.

Keywords: CCT, Marketing, Möbius Strip, Space, Place, Spatiality, Emplacement, Implacement, Displacement, Atmosphere, Atmospherics, Servicescapes, NRT, Customer Journey.

The Möbius Strip of Market Spatiality: Mobilizing Transdisciplinary Dialogues between CCT and the Marketing Mainstream.

Abstract

This paper develops the Möbius Strip as an ‘ordering theory’ (Sandberg and Alvesson, 2020) that brings CCT studies into dialogue with mainstream marketing approaches. The aim is to work toward a transdisciplinary understanding of market spatiality, a topic that has become increasingly important in both theory and for practice (Warnaby and Medway, 2013; Castilhos et al. 2016; Chatzidakis et al. 2018). Building on psychosocial interpretations of the Möbius Strip as a ‘tactical’ way of thinking, a range of insights and ideas are organized along a single strip of theorization. This paper maps a continuous plane of logic between the concepts of space, place, emplacement, spatiality, implacement, and displacement. The potential applications of the Möbius Strip are then demonstrated by showing how the transdisciplinary topic of ‘atmosphere’ can be theorized from multiple perspectives. The paper concludes by exploring how the Möbius Strip might also be employed in other areas of marketing theory and practice, potentially generating further transdisciplinary conversations between CCT and the marketing mainstream.

Keywords: CCT, Marketing, Möbius Strip, Space, Place, Spatiality, Emplacement, Implacement, Displacement, Atmosphere, Atmospheric, Servicescapes, NRT, Customer Journey.

Introduction

1
2
3 “Increasing emphasis is being put on the fact that all social processes take place
4
5 somewhere, and that where this somewhere is makes a major difference.”
6

7
8 (Hien, Evans, and Jones 2008, p.1268)
9

10
11
12 When Arnould and Thompson (2005, p.868) first introduced the “academic brand” of
13
14 Consumer Culture Theory (CCT) they described it as “a flurry of research addressing the
15
16 sociocultural, experiential, symbolic, and ideological aspects of consumption”, contrasting
17
18 this with the “microeconomic theory, cognitive psychology, experimental design, and
19
20 quantitative analytical methods” (p.869) found elsewhere in the marketing discipline. This
21
22 branding exercise has been very successful in legitimating alternative approaches to studying
23
24 markets and consumption (Arnould and Thompson, 2015, 2018), but it runs the risk of
25
26 creating an epistemic enclave. A simplistic reading of Arnould and Thompson (2005) would
27
28 suggest that CCT exists on its own paradigmatic plane with insights, ideas, and interests that
29
30 are incommensurable with those of the marketing mainstream. However, CCT is best defined
31
32 as a *heteroglossia* (Thompson, Arnould, and Giesler, 2013), an approach to theory and
33
34 practice that is open-ended, open-to-change, and comprised of open-minded academics.
35
36 Adopting a more open definition of CCT helps to discern ways in which this body of
37
38 knowledge can enter into transdisciplinary conversations and collaborations with the
39
40 marketing mainstream (Arnould, Press, Salminen, and Tillotson 2019). One area that would
41
42 certainly benefit from scholarly cross-pollination is *market spatiality*, a term which
43
44 encompasses a range of research addressing the relationships between geographical processes
45
46 and marketing practices (Castilhos, Dolbec, and Veresiu 2016).
47
48
49
50
51
52
53
54
55

56
57 Management scholars of various stripes have been interested in the broad topic area of
58
59 market spatiality for over five decades (Giovanardi and Lucarelli, 2018), but only recently
60

1 have these studies reached a critical mass recently described as a ‘spatial turn’ for marketing
2 (Chatzidakis, McEachern, and Warnaby 2018). Scholars associated with the CCT tradition
3
4 have contributed greatly to contemporary understandings of market spatiality (see Castilhos
5
6 et al. 2016), but so too have scholars drawing on other disciplines, like psychology or
7
8 economics. This is particularly clear in place marketing. Once an area of inquiry led by
9
10 practitioners interested in marketing destinations, cities and regions, it now attracts academics
11
12 from a plethora of philosophical perspectives (Warnaby and Medway, 2013; Giovanardi et al.
13
14 2019). Unfortunately, place marketing stands as somewhat of an exception to the rule of
15
16 market spatiality, where the transfer of ideas between CCT scholarship and mainstream
17
18 marketing research is relatively rare.
19
20
21
22
23

24 Take an everyday notion like *atmosphere*. Managerially-oriented research tends to
25
26 gravitate toward Kotler’s (1972) concept of atmospherics, which has since split into sub-
27
28 categories like multisensory atmospherics (Spencer et al. 2014) and outdoor atmospherics
29
30 (Bloch and Kamran-Disfani, 2018). Many marketing scholars are influenced by
31
32 environmental psychology, conceptualizing atmospheres as bundles of ambient sensory
33
34 stimuli that can exert an often subliminal influence on in situ consumer subjects (Turley and
35
36 Milliman, 2000l; Turley and Chembat, 2002). CCT approaches often employ Non-
37
38 Representational Theory (NRT) to also address this theme of subliminal influence (Thrift,
39
40 2008). NRT allows marketing scholars to conceptualize how atmospheres can become mobile
41
42 phenomena, able to move between bodies and thus between sites (Hill et al. 2014; Hill,
43
44 2016). In addition, the CCT tradition addresses how atmospheres are also local
45
46 manifestations of cultural themes like utopia (Maclaran and Brown, 2005) or home (Bradford
47
48 and Sherry, 2015); with more recent contributions seeking to draw together ideas from a
49
50 range of theoretical traditions (e.g. Steadman, Roberts, Medway, Millington, and Platt, 2020).
51
52
53
54
55
56
57
58
59
60
61
62
63
64
65

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60
61
62
63
64
65

However, the study of atmospheres remains characterized by a series of well-developed but rather discrete areas of knowledge.

A similar statement could be made for many other market-spatial phenomena, such as customer journeys *through* market spatiality (Hill et al. 2014; Coffin, 2019; Thomas et al. 2020; Grewal and Roggeveen, 2020), customer experiences *in* and *of* market spatiality (e.g. Verhoef et al. 2009; Chatzidakis et al. 2018; Roggeveen et al. 2020), or consumer’s emotional responses *to* market spatiality (e.g. Warnaby and Medway, 2013; Debenedetti et al. 2014; Rosenbaum et al. 2017). The marketing literature addressing these topics can certainly be described as multi-disciplinary, but rarely are the terms cross-disciplinary, interdisciplinary, or transdisciplinary as applicable. In response, this conceptual paper seeks to propose an ‘ordering theory’ (Sandberg and Alvesson, 2020) that helps to reorganize the existing body of research on Market Spatiality and, in doing so, highlights hitherto unseen opportunities for future research that cuts across disciplinary divides. The mental model for this theoretical reordering is the Möbius Strip, a shape that twists to allow multiple positions to coexist on the same continuous plane. Similarly, this paper argues that the ideas and insights of CCT scholars can be located alongside those of mainstream marketing academics and practitioners – different but not necessarily discrete.

The remainder of this paper is structured as follows: the next section details the notion of the Möbius Strip as an ordering theorization in general terms before proposing the Möbius Strip of Market Spatiality as a more specific formulation; the subsequent sections move along the Möbius Strip of Market Spatiality by addressing 6 common concepts (space, place, emplacement, spatiality, implacement, and displacement) that can be applied to make sense of studies associated with CCT *and* the marketing mainstream; the paper then returns to the topic of ‘atmosphere’ to provide a more concrete example of how the Möbius Strip of Market Spatiality might be applied by future researchers; finally, the conclusion returns to the

1 broader issue of CCT’s relationship to the marketing mainstream, proposing that other
2 Möbius Strips might be mobilized in order to facilitate transdisciplinary conversations,
3
4 insights, and theorizations.
5
6
7
8

9 **The Möbius Strip as an Ordering Theorization**

10
11
12 A Möbius Strip is created by taking a long thin piece of paper and twisting it 180
13 degrees in the middle before attaching both ends, producing a multi-directional geometry
14
15 from a single plane (Figure 1). Looking at the Möbius Strip from afar produces the optical
16
17 illusion of folds and cuts, yet an insect moving along its surface would experience an
18
19 uninterrupted plane of movement. As Frosh and Baraitser (2008, p.349) explain, “underside
20
21 and topside, inside and out, flow together as one, and the choice of how to see them can be
22
23 purely tactical, just like the decision as to whether to look at the subject from a “social” or a
24
25 “psychological” perspective”. Analogously, one may choose to conceptualize market
26
27 spatiality as a single plane of transdisciplinary theorization. Although certain ideas or insights
28
29 may be more closely associated with one perspective (e.g. CCT), the Möbius Strip points to
30
31 the benefits of thinking ‘tactically’, of emphasising connections and continuities rather than *a*
32
33 *priori* disciplinary differences.
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58

59 [Figure 1 about here]

60 **Figure 1: A Möbius Strip**

1
2 The Möbius Strip is not unique to any particular scholar, subject, or sub-discipline.
3
4 More often than not, it is used fleetingly as a metaphor amongst many other arguments. For
5
6 example, Grosz (1994, p.209) uses the geometry as a feminist figure of speech, denoting the
7
8 inexorable entwinement of the gendered mind and body. In their study of tailgating vestavals,
9
10 Bradford and Sherry (2015, p.130) present their findings as a Möbius Strip in order to
11
12 “emphasize not just the simultaneity of stages, but also the constant sharing of energy”. Their
13
14 usage points to the heuristic power of the Möbius Strip, but primarily in relation to a specific
15
16 type of market spatiality (the vestaval). Building on their example, this paper attempts to
17
18 deploy the Möbius Strip more broadly as an ‘ordering theory’ (Sandberg and Alvesson,
19
20 2020), integrating different types of market spatiality into a single theoretical framework or
21
22 ‘plane’. This use of the Möbius Strip is inspired by the ‘psychosocial’ studies of Frosh (2014,
23
24 p.161), who uses this to theorize “the ways in which psychic and social processes demand to
25
26 be understood as always implicated in each other, as mutually constitutive, co-produced, or
27
28 abstracted levels of a single dialectical process.”
29
30
31
32
33
34
35

36 Psychosocial studies emerged in the mid-1980s as staff and students at British
37
38 universities expressed an interest in courses that addressed both individual and larger-scale
39
40 social experiences (Frosh, 2003). As the unhyphenated appellation suggests, studies in this
41
42 area seek to dissolve the disciplinary distinctions between ‘psychological’ and ‘sociological’
43
44 thinking in order to appreciate the human condition as inherently psychosocial (Frosh and
45
46 Baraitser, 2008; Woodward, 2015). Psychosocial scholars sought to avoid the pitfalls of
47
48 sociological and psychological reductivism (Frosh and Baraister, 2008), advocating instead
49
50 methodological and theoretical pluralism (Frosh, 2003, 2010; Woodward, 2015). To
51
52 summarise, psychosocial studies can be thought of “as an interdisciplinary field in search of
53
54 transdisciplinary objects of knowledge” (Frosh, 2014, p.161). Like other areas of theoretical
55
56
57
58
59
60
61
62
63
64
65

1 development it provides an “integrated understanding of the phenomena of interest” (Vargo
2 and Koskela-Huotari, 2020, p.2), but one that seeks to integrate ideas and insights from
3
4 origins that are ostensibly opposed.
5
6

7 Parallels can be drawn to the present attempt to theorize market spatiality as a
8
9 combination of CCT *and* mainstream marketing approaches. Although CCT is already
10
11 theoretically and methodologically pluralistic (Thompson et al. 2013), there have been calls
12
13 for more sustained engagement with mainstream theories and managerial practice (Arnould et
14
15 al. 2019). There have already been reviews of the market spatiality literature (Castilhos et al.
16
17 2016; Lucarelli and Giovanardi, 2019), but the novel contribution of the Möbius Strip is to
18
19 order the literature in ways that encourage transdisciplinary conversations and collaborations.
20
21 The Möbius Strip of Market Spatiality connects space, place, emplacement, spatiality,
22
23 emplacement, and displacement together along one continuous plane. The following six
24
25 sections move along this plane, oscillating freely between CCT studies and those from the
26
27 marketing mainstream. Although differences can still be discerned these become less distinct
28
29 as opportunities for cross-pollination become more prominent.
30
31
32
33
34
35
36
37
38
39

40 **From Space to Place**

41
42
43
44

45 Previous orderings of market spatiality have been oriented around the conceptual
46
47 contradistinction between ‘space’ and ‘place’ (Chatzidakis et al. 2018; Giovanardi and
48
49 Lucarelli, 2018). As both terms are used in everyday discourse, it is perhaps unsurprising that
50
51 there is some disagreement about how they should be defined and delineated (Agnew, 2011;
52
53 Low, 2016). In contrast to other areas of social theory, the marketing discipline deploys a
54
55 relatively consistent distinction. This conceptual consensus is deftly distilled by Visconti et
56
57 al. (2010, p.512), who write that “the notion of space traditionally refers to something
58
59
60
61
62
63
64
65

1 anonymous, whereas place distinctively accounts for the meaningful experience of a given
2 site”. Put simply, *meaning* marks the boundary between space and place for most marketing
3 theorists. This is why it makes sense to speak of ‘place marketing’, which denotes the
4 commercial management of toponyms, scenic imagery, and other geographical-semiotic
5 assets (Warnaby and Medway, 2013), but not ‘space marketing’, which would denote the
6 management of unknown or undefined geographies.
7
8
9
10
11
12
13

14 CCT scholars have emphasized how places emerge and evolve through the
15 interactions of various spatial stakeholders (Kozinets et al. 2004; Maclaran and Brown, 2005;
16 Warnaby and Medway, 2013). Therefore, although place-making involves the creation and
17 manipulation of meanings, CCT research has shown that these attempts to make-place must
18 generally be understood as ‘territorial’ in the sense of claiming an area then seeking to
19 control how it is interpreted and appropriated (Cheetham et al. 2018). Although few places
20 become so tightly controlled as to be territories in the strictest sense of the term (Castilhos et
21 al. 2016), territorial *tendencies* can be discerned across a range of marketing contexts.
22
23
24
25
26
27
28
29
30
31
32
33

34 Examples in the CCT literature include consumers rearranging coffee shops to fit their needs
35 (Venkatramen and Nelson 2009), citizens creating anti-commercial enclaves (Chatzidakis,
36 Maclaran, and Bradshaw 2012), and locals co-producing the temporal rhythms of urban parks
37 (McEachern, Warnaby and Cheetham 2012). Territorial tendencies can also be identified in
38 the mainstream marketing literature, from managerial attempts to intervene on the
39 surroundings of retail stores (Bloch and Kamran-Disfani, 2018), through the internal
40 organization of stores on the basis of differing social groups and activities (Baker, 1987;
41 Baker, Levy and Grewal, 1992; Venkatramen and Nelson, 2009), to designs that create
42 territories for therapeutic recuperation (Rosenbaum, 2009) or “artistic” expression (Vukadin,
43 Lemoine and Badot, 2019) at the expense of other potential uses. These can be read as
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60
61
62
63
64
65

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60
61
62
63
64
65

illustrations of territorial tendencies because they are characterized by the zero-sum game of place-making actors competing over the limited resource of space.

In addition to meaning-making, the term territorialization highlights a second distinction between space and place. The former is often presented as pre-territorial, as open-ended and unidentified, while the latter follows from territorial processes, with a simple definition of place being a demarcated and identified area of space (Cresswell, 2004). This is implied above when Visconti et al. (2010, p.512-3) write of place as “a given site”, and elaborated further when they add that “inchoate space (such as “outer space,” “wilderness,” and “wasteland”) is rendered tractable by dwelling practices (Seamon 1993) that can convert it into place.” If space is meaningless but also open, then place-making is partly about setting physical and psychical perimeters to separate significant areas from the anonymous mass (Cresswell, 1992). Boundaries have featured in many CCT studies of place, such as Maclaran and Brown’s (2005) vivid description of the Powerscourt festival mall in Dublin. This place created an ‘otherworldly’ and ‘utopian’ experience though a stark physical contrast between its interior, as disorderly and nostalgic, and its exterior, the orderly and generic store environments of the surrounding streets. A more extreme case is the Athenian district of Exarcheia, which developed an identity as an ‘other place’ for social experimentation, or *heterotopia* (Foucault, 1967), because of the contrast between the neighborhood’s physical environment and socioeconomic practices from the rest of Athens (Chatzidakis et al. 2012). Marketing studies outside the CCT tradition also demonstrate the importance of boundaries, albeit often in a more subtle way, for instance by exploring how consumers rearrange furniture and other features to create smaller personal places within the shared spaces of coffee shops (Venkatramen and Nelson, 2008).

As suggested by the examples above, mainstream marketing scholars share much in common with their CCT counterparts when it comes to how they conceptualize space and

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60
61
62
63
64
65

place. However, it is worth noting that CCT scholars tend to be more attentive to the *processes* by which space becomes place, whereas mainstream marketing tends to be more focused on managing market places as pre-existing entities. Outside of the CCT tradition, many marketing studies tacitly adopt the common-sense theorization of *space* as the static Euclidian container of reality within which entities (e.g. consumers and products) and events (e.g. economic exchanges) can be located using Cartesian coordinates. Meanwhile *place* denotes smaller containers within this universal space that can be identified, branded, and managed. This logic can be found inscribed in almost any marketing textbook, with ‘place’ is presented eponymously as one of the ‘4 Ps’ of the marketing mix (Chatzidakis et al. 2018). From this perspective, managers are advised to seek out “settings that facilitate utilitarian exchanges between buyers and sellers, in which both parties exchange money, goods, or services” (Rosenbaum et al., 2017, p.281). However, the place-making processes by which these settings emerge and evolve are rarely addressed in mainstream theory and practice. This also applies to more recent notions of “outdoor atmospherics” (Bloch and Kamran-Disfani, 2018) and “out of store retail journey touchpoints” (Roggeveen et al. 2020), although recent moves to conceptualise retail atmospherics within broader social-political-cultural surroundings (e.g. Grewal and Roggeveen, 2020) suggest opportunities for collaboration between CCT scholars and marketing mainstream researchers.

CCT insights into place-making can also contribute to mainstream marketing *practice*. Managers and other market actors make places through practices as varied as brand dictated themes (Foster and McLelland, 2015), the insertion of artwork (Vukadin, Lemoine and Badot, 2019), and the inclusion of indoor plants (Tifferet and Vilnai-Yavetz, 2017). The CCT insight is that these managerial practices are always co-operating and/or competing with the place-makings of consumers. The success of shopping malls, arcades, and other retail environments are evidence that managers recognize the power of place-making (Parsons,

1 Maclaran and Chatzidakis, 2016), but their practical knowledge could be augmented by
2 further analytic and conceptual insights into the place-making processes of *consumers*. Here
3
4 transdisciplinary collaborations between CCT scholars and mainstream marketing researchers
5
6 may be particularly beneficial. For instance, Medway and Warnaby (2017, p.155) point to
7
8 crowdsourced ‘smell maps’ as “a numeric as well as a narrative data stream” about how cities
9
10 are experienced as a patchwork of odorous territories: from a CCT perspective, “the main
11
12 value of such data is in the rich sensory discourses”, but it is important to add that “numeric
13
14 data feeds should provide a reassuring data stream for those of a more positivist persuasion.”
15
16
17 Smell maps are a spontaneously-generated data set around which marketing scholars of
18
19 various stripes can study olfactory place-making in real-time, providing powerful insights for
20
21 store managers, urban planners, and many other meaning-making territorial actors.
22
23
24
25
26
27
28

29 **Places or Emplacement?**

30
31
32
33

34 Many CCT scholars have been heavily influenced by phenomenological geographers,
35
36 for whom “the essence of human existence as one that is necessarily and importantly in-
37
38 ‘place’” (Cresswell, 2004, p.349). This is a subtle yet significant shift in conceptualization;
39
40 phenomenological geography treats people and places as intimately and inexorably entwined,
41
42 and this co-constitutive relationship broadens the unit of analysis beyond “the meaningful
43
44 experience of a given site” (Visconti et al. 2010, p.512), to the meanings and experiences
45
46 generated by moving between and within sites (Bradford and Sherry, 2015). Put differently,
47
48 phenomenological approaches do not treat places as discrete sites of activity, but rather see
49
50 all activities as ‘emplaced’ (Bradford and Sherry, 2018). When thinking in terms of a Möbius
51
52 Strip this can be described as a ‘twist’ in thinking: place and emplacement are conceptually
53
54 similar yet they point to a different series of research questions and insights. While the
55
56
57
58
59
60
61
62
63
64
65

1 concept of place stimulated studies of specific sites, emplacement acknowledges that “all
2 consumption is in space and place” (Chatzidakis et al. 2018, p.152). This means that rather
3
4 than treat ‘place consumption’ as a sub-category of consumption practices more broadly,
5
6 CCT scholars have increasingly sought to understand how all consumption is emplaced in
7
8 more-or-less obvious ways.
9
10

11
12 Consumption communities illustrate how market emplacements operate in everyday
13
14 consumption practices. Thomas, Price, and Schau (2013) note how contemporary
15
16 communities are usually organized around a brand, product, or activity, rather than the
17
18 communities of place found in pre-industrial societies. However, although this means that the
19
20 identities of many communities are ‘placeless’ (Muñiz and O’Guinn, 2001), community
21
22 practices still need suitable locations in which to ‘take place’. Although the identities of
23
24 communities and other collectives can be created and sustained by the Internet and other
25
26 communication technologies (Muñiz and O’Guinn, 2001; Cayla and Eckhardt, 2008;
27
28 Ardivissov and Caliandro, 2016), a stronger sense of identity and loyalty emerges when these
29
30 abstract affiliations are also substantiated by face-to-face encounters (Hoelscher and
31
32 Chatzidakis, 2020). This stresses the persistent importance of physical emplacements, even if
33
34 these are only ephemeral, as a means through which brand communities and other consumer
35
36 groups gather together to share their passions (Bradford and Sherry, 2018).
37
38
39
40
41
42

43
44 Parallels can be drawn with the term ‘social’ that is used within the mainstream
45
46 marketing literature, usually to contrast with the sensorial dimensions of stores and other
47
48 environments. Baker (1987) identifies social factors as an important determinant of the
49
50 service environments, giving examples like the presence of other consumers or service
51
52 personnel (see also Baker, Levy and Grewal, 1992). Similarly, a key distinction between
53
54 Bitner’s (1992) servicescape model and Kotler’s (1973) atmospherics is the additional
55
56 emphasis on social interactions, both between consumers and at the consumer/employee
57
58
59
60
61
62
63
64
65

1 interface. These can be thought of as emplacements insofar as social groups are associated
2 with a particular store environment, sometimes in ways that managers and designers did not
3 intend (Aubert-Gamet and Cova, 1999). Servicescape researchers have empirically
4 demonstrated how social identities can affect consumers' experiences of service
5 environments (Rosenbaum, 2005; Rosenbaum and Walsh, 2012), but generally these social
6 identities are presented as pre-existing associations between people and places. In contrast,
7 CCT studies tend to present emplacement as an ongoing process (Bradford and Sherry,
8 2018), helping to explain how consumers engage with social identities at a local level but also
9 how these local engagements can alter social identities more broadly (Thompson and
10 Üstüner, 2015).

24 Emplacements are successful when market actors identify places with physical
25 affordances and symbolic associations that are suitable to their objectives. Thomas et al.
26 (2013, p.1025) describe this as the problem of structural alignment, whereby actors seek to
27 “alleviate tensions associated with diverse members occupying the same physical and cultural
28 space.” Similar tensions are noted by Kozinets et al. (2004), who explore how the consumers,
29 employees, and managers of a flagship store co-exist in close proximity but with differing
30 interests and objectives. These actors engage in games on *inter-agency*, following but also
31 bending the implicit rules of this enclosed commercial site. The lesson of this study is that
32 individuals or groups seeking to emplace their activities must learn ‘how to play the game’,
33 with each site having its own rules. Skandalis et al. (2018) explored similar dynamics in their
34 multi-sited ethnography of how places contribute to the formation of taste in relation to music
35 consumption. Comparing classical music venues with indie festivals, their study demonstrates
36 how music consumers emplace themselves by discerning the implicit rules of the musical
37 places and acting appropriately (see also Skandalis, Byrom, and Banister, 2017; Skandalis,
38 Banister, and Byrom, 2020). To provide another example from the CCT literature, Hoeslcher

1 and Chatzidakis (2020) note how digital technologies now allow ethical consumers to escape
2 physical restraints and expand their activities, but also stress how face-to-face activities
3
4 continue to add value and vitality to their communities, necessitating regular emplacements
5
6 of ethical consumption. Taken collectively, these studies suggest that emplacement is still an
7
8 important skill for contemporary consumers, and that studying how consumers learn to
9
10 emplace their consumption in different sites may be a fruitful avenue for future
11
12 transdisciplinary research.
13
14
15

16
17 Before discussing how mainstream marketers may collaborate with CCT researchers
18
19 on the topic of emplacement, it is worth noting that the need for structural alignment points to
20
21 the possibility of misalignments, cases where actors' emplacements do not 'fit' with the
22
23 ambience of a particular place. This possibility was explored by Allen (2002), who studied
24
25 how the experience of feeling 'in-place' or 'out-of-place' was a considerable factor in
26
27 prospective students' choice of college. More successful emplacements emerged when the
28
29 atmosphere of the campus aligned with the individual's habitual sense of self, which Allen
30
31 (2002) highlights as a product of their socioeconomic background. Similarly, a number of
32
33 studies have shown how identity positionings along the axes of race, age, disability and
34
35 gender can significantly impact on how a place is perceived and, subsequently, where
36
37 consumers choose to emplace their consumption (Sherry et al. 2004; Goulding and Saren,
38
39 2009; Thompson and Üstünter, 2015). CCT studies are replete with examples of
40
41 emplacement being entwined with a consumer's sense of self, but an especially detailed
42
43 illustration is Kates's (2002) ethnographic study of gay men in North America. His data
44
45 describe consumers who feel 'out-of-place' in everyday environments due to their sexual
46
47 orientation, even when this is not disclosed to, or recognized by, others. As such, these men
48
49 chose to emplace the vast majority of their consumption in 'gay ghettos' in order to avoid
50
51 discrimination, stigma, and even violence elsewhere. However, the emplacement patterns of
52
53
54
55
56
57
58
59
60
61
62
63
64
65

1 such consumers have altered as social attitudes to sexuality have changed (Coffin, Eichert,
2 and Nolke, 2019), highlighting the importance of process theorizing for CCT researchers
3
4 (Giesler and Thompson, 2016).
5
6

7 From a more mainstream perspective, Rosenbaum (2005) makes similar remarks
8
9 about gay male consumers and draws parallels with Jewish consumers, conceptualizing the
10 experience of both as a ‘symbolic servicescape’. While Bitner’s (1992) concept of
11 servicescapes combined the sensory stimuli of environmental psychology with the social
12 factors raised by service marketers, Rosenbaum’s (2005) work demonstrates how
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60
61
62
63
64
65

From a more mainstream perspective, Rosenbaum (2005) makes similar remarks about gay male consumers and draws parallels with Jewish consumers, conceptualizing the experience of both as a ‘symbolic servicescape’. While Bitner’s (1992) concept of servicescapes combined the sensory stimuli of environmental psychology with the social factors raised by service marketers, Rosenbaum’s (2005) work demonstrates how emplacements can go awry if symbolic considerations are not considered as well (see also Rosenbaum and Massiah, 2010). Moving beyond the servicescape concept, such studies suggest moments where emplacement may not work seamlessly, offering brand managers, place designers, and other spatial stakeholders an opportunity to adapt their environments. Thomas, Epp, and Price (2020) recently explored the various roles that retailers can play in collective consumer journeys, such as those made by families or friends through a service environment, a study that can be reinterpreted through the lens of emplacement to consider how managers can empower consumers to have more fulfilling engagements with their service environments. It is worth noting that such emplacements may go far beyond an enjoyable service experience: consider Rosenbaum’s (2009) argument that servicescapes can be ‘restorative’ for those with Attention Deficit Hyperactivity Disorder (ADHD). As such, discussions should also include policy-makers and other non-commercial stakeholders insofar as sensory, social, and symbolic aspects can empower consumers to emplace themselves and others in beneficial ways.

Space or Spatiality?

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
After twisting from places to emplacements the Möbius Strip begins to move back toward the concept of space once again. However, because of this twist the approach is now on the opposite side of the strip, toward *spatiality* rather than space. As noted earlier, space is an “anonymous” and open-ended concept (Visconti et al. 2010, p.512), often assumed to be an inert container (Harvey, 2005; Murdoch, 2006). However, this is just one of many spatial ontologies available within the social sciences (Merriman, Jones, Olsson, Sheppard, Thrift, and Tuan 2012), and CCT scholars have recently begun to question their working assumptions about space (Chatzidakis et al. 2018). Rejecting the container metaphor of Euclid and Descartes, they have been inspired instead by the relationality of Leibniz and the relativity of Einstein (Harvey, 2005). Rather than ‘space’, CCT scholars have begun to think and write in terms of *spatiality*, a more active or processual term that theorizes spatial dimensions as relational effects rather than objective antecedents (Massey, 2005; Murdoch, 2006). As a simple example, a room is large or small because of the contingent spatial relationships between four walls, a ceiling, and a floor. If the distances between these elements are rearranged, then the room is also altered. As Doel (2007, p.810) evocatively explains, spatiality “is *continuously* being made, unmade, and remade by the incessant shuffling of heterogeneous relations, its potential can never be contained”.

41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60
Spatiality is thus unidentified and unbounded, just like space, but it represents a more active understanding whereby spatial arrangements can exert an influence on social phenomena (Vicdan and Hong, 2018). Accordingly, it is associated with the notion that spatial arrangements shape markets and consumption “beneath the surface of salience” (Coffin, 2019, p.2). Although there are many theoretical traditions that address the subliminal influence of spatiality, CCT scholars have largely been inspired by Thift’s (2008) Non-Representational Theory (NRT), which can be used to explore the precognitive, affective, and atmospheric processes that shape sociospatial arrangements (Hill et al. 2014; Hill, 2016).

1 NRT has inspired Canniford et al. (2018) to consider how smells play an important role in
2 embodied experiences, but in ways that often operate beneath the cognitive-cultural radar of
3 representation. Similarly, Cheetham et al. (2018) studied territorialization in public parks,
4 stimulated by NRT to expand the analysis beyond conscious reflection and even human
5 place-makers to a wider kaleidoscope of territorial negotiations. Spatiality emphasises the
6 precognitive and subliminal while emplacement and place-making remain more closely
7 associated with cognitive deliberation and explicit cultural representations. Meanings matter
8 and perimeters play a role, but there are a number of subliminal and fuzzy forces as well (Hill
9 et al. 2014; Coffin, 2019).
10
11
12
13
14
15
16
17
18
19
20
21

22 What is worth emphasizing here is how NRT challenges the assumption that
23 meaningful places are more relevant to managers than meaningless space. Although the term
24 ‘space marketing’ may be somewhat nonsensical (as discussed above), *spatial management*
25 makes sense when one acknowledges how spatiality can influence market actors
26 subliminally. Hill (2016) provides a case study of spatial management in his account of
27 soccer matches in the United Kingdom. Although documents, images, and other
28 representations certainly played a role in shaping a sense of place, thinking non-
29 representationally highlighted how positive and negative affects were passed contagiously
30 between fans in close proximity. In the past these affects became intense and led to drunken
31 revelry and violent clashes, but over time techniques were developed by police officers and
32 soccer associations in order to manage the flow of bodies and thus the mood of match days.
33 Given the commercial value of the soccer industry, such spatial management is closely
34 entwined into marketing management. Hill’s (2016) study provides evidence to suggest that
35 the more ‘spatial’ sensibilities of NRT can help to provide a more fully-fledged
36 understanding of match days and other market phenomena. The argument for spatial thinking
37 was developed more explicitly by Coffin (2019), who proposed that marketers should look
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60
61
62
63
64
65

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60
61
62
63
64
65

‘between’, ‘beneath’, and ‘beyond’ particular places in order to develop a theorization of market spatiality that encompasses a broader range of phenomena than that usually incorporated into the place concept (e.g. conscious *and* unconscious, human *and* nonhuman, static *and* mobile).

If spatial sensibilities have the potential to revolutionize certain areas of marketing, elsewhere they will simply resonate with established assumptions. Marketing scholars who draw heavily on environmental psychology already assume that “even those changes to environmental stimuli that are not noticed, or consciously perceived by the consumer, are capable of causing shoppers to change behaviours while in the store” (Turley and Chebat 2002, p.125). A key contribution of CCT is to take these experimental and quasi-experimental insights ‘beyond the store’, just as psychosocial scholars look ‘outside the clinic’ (Frosh, 2010). As a case-in-point, Chatzidakis et al. (2012) acknowledged how more frequent street intersections in the Athenian district of Exarcheia allowed information and bodies to travel more quickly, evade police control more easily, and therefore contribute to the anarchic identity of this neighborhood. Their study also observes another source of the neighborhood’s anarchic and heterotopic identity which may operate “beneath the surface of salience” (Coffin, 2019, p.2): that is feelings of tension and excitement that are experienced more unconsciously (Chatzidakis, 2017), echoing psychogeographic (Debord, 1955) and psychoanalytic (Pile, 1996) theorizations of space. Although recent research on retail atmospherics has begun to consider “outdoor atmospherics” (Bloch and Kamran-Disfani, 2018) and “out of store” touchpoints (Roggeveen, Grewal and Schweiger, 2020), clearly more could be done to develop market spatial thinking beyond the boundaries of the store environment.

Geomarketers have shown how store’s location may have a tremendous impact on shopping behaviour (Cliquet, 2013), but one might also consider the reverse influence of

1 stores affecting the surrounding neighborhood's prestige, liveliness and walkability (Bloch
2 and Kamran-Disfani, 2018). As noted above, CCT researchers have shown how contrasts
3
4 between a site and its surrounding can create an otherworldly experience for consumers
5
6 crossing the perimeter (Maclaran and Brown, 2012; Chatzidakis et al. 2012), however the
7
8 reverse is also true: for instance, CCT studies of flagship stores have noted the important
9
10 symbiotic relationship between a prestigious store and an equally prestigious surrounding
11
12 environment (Peñaloza, 1998; Borghini et al. 2010). Experimental and quantitative research
13
14 could develop these insights further. Take Amell et al. (2015), who found that the
15
16 relationship between street width and building height may contribute to feelings of comfort
17
18 and "enclosure" that are conducive to customer approach rather than avoidance. Retailers and
19
20 other marketing practitioners may therefore benefit by considering and, where possible,
21
22 altering the environments surrounding their stores and other spatial assets. Ultimately these
23
24 alterations will have to operate within specific geographical, architectural and regulatory
25
26 constraints, so research that facilitates collaborations with urban planners, government
27
28 agencies, and other not-for-profit actors would be beneficial.
29
30
31
32
33
34
35

36 Research that can contribute to attempts to build a coalition of spatial stakeholders
37
38 will be increasingly important in an era of ecological crisis. Spatiality is an especially
39
40 relevant concept here in that it also speaks to the interests of posthuman thinkers and
41
42 activists. This is because spatial sensibilities encourage scholars (and others) to look beyond
43
44 human place-making (Coffin, 2019), thus facilitating an exploration of how non-humans,
45
46 such as animals or smart objects, might experience spatial arrangements and contribute to
47
48 human place-making (Coffin, forthcoming). Such ideas may become more mainstream as
49
50 store designers, place marketers, and everyday consumers begin to reconsider how their
51
52 decisions impact on wider ecological systems. Indeed, while 'posthuman' may be a
53
54 somewhat esoteric label, it describes interests that are shared by researchers and practitioners
55
56
57
58
59
60
61
62
63
64
65

1 operating under many other disciplinary and sub-disciplinary labels. Urban ecologists, as just
2 one illustrative example, are generally committed to achieving some form of equilibrium in
3 the urban “ecosystem”, maximizing human *and* environmental benefits in the process (e.g.
4 Alberti, 2008; Forman, 2014). Tactical thinking might encourage one to consider how
5 transdisciplinary projects might apply concepts from urban ecology to inform servicescape
6 design (Bitner, 1992), to create of places that facilitate more ethical consumption
7 (Chatzidakis et al. 2012), or alter place marketing to consider animal welfare (Coffin,
8 forthcoming). Spatiality is a transdisciplinary concept that may allow posthumanists, urban
9 ecologists, and many others to work toward a shared understanding that benefits all sorts of
10 stakeholders, human or otherwise.
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26

27 **From Spatiality to Implacement**

28
29
30
31
32 After passing spatiality the Möbius Strip begins to curve back toward place and
33 emplacement, but from a different direction that makes a significant difference. Here the
34 move from spatiality becomes *implacement* (Casey, 1993). Although some scholars treat
35 emplacement and implacement as synonymic, this would be to overlook the subtle nuances
36 between the two terms. As Andéhn et al. (2019, p.3) outline, implacement “denotes what
37 one’s being in place means... through the subject’s historical relations to place”. Therefore,
38 while emplacement suggests a pro-active choice to ephemerally gather people, products, and
39 practices in a particular place (Bradford and Sherry, 2018), implacement points to lingering
40 associations that cannot simply be abandoned or dismissed at will (Andéhn et al. 2019). This
41 suggests a different understanding of the space-place relationship, such as De Certeau’s
42 (1984, p.117) conceptualization where "space is composed of intersections of mobile
43 elements" and "a place is the order (of whatever kind) in accord with which elements are
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60
61
62
63
64
65

1 distributed in relationships of coexistence [...] it implies an indication of stability". This
2 definition seems to accord with the tacit understandings shared by place marketing
3 practitioners - after all, what is a place brand other than an attempt to stabilize (generally but
4 not exclusively) positive associations to create an attractive biography of an otherwise ever-
5 changing geography (Brown, 2018)? It may also be thought of as the implicit basis of
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60
61
62
63
64
65

From the perspective of the CCT tradition the crucial innovation is that implacement emphasises issues of ideology and institutionalism (Andéhn et al. 2019). This stimulates a more critical reading of place-making as a process of solidifying spatial, social, and symbolic arrangements into ossified images and identities. Geographical ossifications may become resources that individuals and groups use to anchor their sense of self (Castilhos et al. 2016), but they can also trap individuals and groups into pre-existing associations, putting them 'in place' without their consent. As the geographer David Harvey (1993, p.4) once noted, "we express norms by putting people, events and things in their proper place and seek to subvert norms by struggling to define a new place from which the oppressed can freely speak." The concept of implacement refocuses attention onto those who struggle to shed the sociosymbolic consequences of spatial associations (Andéhn et al. 2019), such as international migrants or those who grew up in 'the wrong part of town'. Places can serve an important symbolic function in communicating the identity of individuals and groups, but for some there is also value in anonymity (Coffin, 2019). To date, there has been limited marketing research in this area, save for a few fleeting examples given in empirical data. To cite one such example, Visconti et al. (2010) mentions the importance of anonymity for street

1 artists in their study of public place. Yet, there remains a need to consider *why* consumers and
2 other market actors might seek to escape from implacement and *how* they might achieve this.
3
4 A first step, theoretically-speaking, is to invert the positive associations of place, treating it
5 instead as “the reproduction of economic or sociocultural phenomena and their situatedness
6 within specific locations”, and to value space/spatiality more highly as “associated with the
7 idea of being in motion and becoming” (Giovanardi and Lucarelli, 2018, p.149). This can
8 then be followed by empirical studies of spatial arrangements that afford freedom for
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60
61
62
63
64
65

Linking place with the term reproduction hints at the ideological character of place-making as an institutional process: places implicitly favour and further established interests at the expense of alternatives, whereas spaces open up to new opportunities. Approaching from this side of the strip therefore suggests a more critical approach, one where the premises of place marketing and other forms of place-making are not taken-for-granted but rather subjected to academic scrutiny. Compare Diamond et al. (2009), who studied how flagship stores can be used to bring together various elements into a cohesive ‘brand gestalt’, and Borghini et al. (2009), who took a more critical approach by studying how such stores encourage profitable consumer activities and thus materialize pro-capitalist ideologies. Both papers emerged from the same research team and addressed the same empirical context, *American Girl Place*, yet their style of theorizing differed dramatically. Looking at the Möbius Strip, the work of Diamond et al. (2009) reads more as a study of brand emplacement with clear managerial implications, while Borghini et al. (2009) is a more critical reading of implacement whose implications may be more relevant to policy-makers and pro-active consumers.

Several CCT studies might also be located alongside Borghini et al. (2009) thanks to their critical stance, but also due to their focus on critical actors in the market: Thompson and

1 Arsel's (2004) study explores the hegemonic impact of Starbucks on the aesthetics and social
2 purposes of coffee consumption and how this is resisted by anticorporate consumers and local
3 independent producers; Chatzidakis et al. (2012) show how radical activists may even go
4 further by burning down and vandalising stores that are symbolic of global capitalism;
5 Roux, Guillard, and Blanchet (2018) explore how the sidewalk can be transformed during
6 Bulky Item Collection days, creating temporary sites of exchange unlike traditional in-store
7 experiences that can, in turn, encourage passers-by to question consumerist values. In recent
8 years consumers and marketers have become far more critical in response to issues like
9 climate change, animal welfare, and modern slavery (Carrington, Chatzidakis and Shaw,
10 2020), suggesting that the notion of implacement may become more prominent in the years
11 and decades to come.

12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60
61
62
63
64
65

Despite the growing criticality of consumers and other market actors, mainstream marketing scholars only tend to think critically about theoretical frameworks, research designs, or data sets. Critiques of the capitalist system are far rarer. Yet, even if they continue to accept and endorse the system itself, mainstream studies of market spatiality may therefore find the notion of implacement useful to challenge the less favourable consequences of capitalism. To illustrate this point, consider the finding that lower volumes of store music/noise leads to increased sales of healthy food due to their positive effect on relaxation (Biswas, Lund, and Szocs, 2019). CCT scholars and mainstream marketers might share the critical impulse to use this insight in order to dissolve unhealthy implacements and engender more healthy alternatives, especially given the relative ease with which store managers can manipulate volume levels. Implacement may also inspire larger-scale projects. As aforementioned, Rosenbaum (2009) has argued that carefully designed sensory environments can be therapeutic for those with ADHD. In this vein, future transdisciplinary research may seek to consider how servicescape may be entirely redesigned to alleviate other psychological

1 conditions, like loneliness (Rosenbaum, Ward, Walker, and Ostrom, 2007) or stress
2 (Johnstone and Todd, 2012), and social issues, such as homelessness (Eckhardt and Dobscha,
3 2019).
4

5
6
7 The choice to only critique the negative consequences of capitalism is a political and
8 ideological choice, as is the choice to criticise capitalism as a system. The Möbius Strip does
9 not promote a particular stance but presents them as two positions along the same plane –
10 differing greatly but capable of dialogue – and suggests that a tactical approach may be
11 beneficial. The burgeoning literature on critical place marketing provides empirical proof that
12 these different approaches to criticality can co-exist. On the one hand, scholars in this area
13 have *critiqued* place marketing campaigns for displacing less profitable residents and
14 businesses; on the other hand, they seek to *work with* place marketing managers to develop
15 more ‘inclusive’ campaigns and initiatives (Warnaby and Medway, 2013; Giovanardi and
16 Lucarelli, 2019). Here the oscillation between seemingly opposing orientations can lead to
17 theoretical developments but also policy recommendations and changes in managerial
18 practice, enabling critical academics to produce impactful research in collaboration with
19 powerful non-academic partners. The open question is how other transdisciplinary topics
20 within market spatiality, from place attachment (Debenedetti et al. 2014; Rosenbaum et al.
21 2017) to customer journeys (Thomas et al. 2020; Grewal and Roggeveen, 2020), might also
22 benefit from this collaborative style of critical scholarship. Thinking critically one might also
23 ask: are there any drawbacks to adopting such a compromising approach?
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50

51 **Displaced from Markets...or Displacing Markets?**

52
53
54
55

56 As suggested by example of critical place marketing, interest in ideological and
57 institutional implacement also draws attention to the closely-related concept of displacement
58
59
60

1 (Giovanardi et al. 2019). Critical place marketers have highlighted empirically how spatial
2 stakeholders may be displaced by those who are more likely to engage in profitable activities
3
4 (Warnaby and Medway, 2013; Castilhos, 2019). Yet, while place marketers tend to focus on
5 larger-scale geographical entities like cities or regions, CCT studies have also shown these
6
7 displacements at work at smaller scales by studying consumers who struggle to access market
8
9 places at all or find themselves forcibly removed if they do manage to secure access
10
11 (Castilhos, 2019). Physical displacement excludes individuals from the material and symbolic
12
13 resources required to be a consumer, which is particularly problematic in consumerist
14
15 societies (Saren, Parsons, and Goulding, 2019). While scholars working in the critical
16
17 tradition of place marketing have been most vocal about the ‘dark side’ of spatial
18
19 marketization (see Castilhos et al. 2019), issues like ‘service inclusion’ have become
20
21 increasingly prominent in the marketing mainstream also (Fisk, Dean, Alkire, Joubert,
22
23 Previte, Robertson, and Rosenbaum, 2018). If the similarities between these different
24
25 concepts can be foregrounded, scholars of varying backgrounds and interests can work
26
27 toward a shared aspiration of helping displaced consumers.
28
29
30
31
32
33
34
35

36 Displacements are not always obvious to third parties but may yield equally disastrous
37
38 results for those involved. Maclaran and Brown (2005) documented how the festival mall of
39
40 Powerscourt was refurbished in order to attract new customer segments. The old environment
41
42 had created a ‘utopian’ experience of otherworldly escape that was highly valued by a loyal
43
44 group of consumers. The renovation dissolved these utopian qualities and left these
45
46 consumers feeling displaced. Maclaran and Brown’s (2005) research demonstrates that
47
48 displacements may involve physical movement but also cognitive and cultural changes.
49
50 Displacements may not always involve change but may instead take a more chronic form.
51
52 Regany and Emontspool (2015) show how ethnic minority consumers experience
53
54 supermarkets as site of exclusion and marginalization when marketing managers ‘take them
55
56
57
58
59
60

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60
61
62
63
64
65

for fools' by commodifying their cultures incorrectly or insensitively. These consumers are physically located within the market-place in order to make some necessary purchases, but they are psychologically and socially displaced by the experience.

The notion of psychosocial displacement may also be applied to the aforementioned studies of consumers who feel 'out-of-place' (e.g. Allen, 2002; Sherry et al. 2004). These studies highlight how feeling displaced can lead consumers to pro-actively place themselves somewhere more suitable. In other words, the disempowerment of displacement is very close to the empowerment of emplacement. A crucial question for future transdisciplinary research is how displaced consumers can be transformed into consumers capable of their own emplacement. CCT scholars have shown that only certain consumers have the economic, social, or cultural capital to be able to move freely (Bardhi et al. 2012; Bardhi and Eckhardt, 2017), but these insights are generally ignored in mainstream accounts of customer journey (Thomas et al. 2020; Grewal and Roggeveen, 2020) and experience (e.g. Verhoef et al. 2009; Roggeveen et al. 2020) because these studies focus on consumers who have already been able to access the site in question. Displaced consumers have been precluded by conceptual and methodological decisions in extant studies, but as exclusion and inclusion are moving up the agendas of marketing academics from multiple disciplinary backgrounds (e.g. Saatcioglu and Ozzane, 2013; Fisk et al. 2018; Castilhos, 2019; Castilhos et al. 2019; Hutton, 2019) it is likely that displacement will represent a fecund area of future research.

Although the term displacement may refer to those pushed out of place, whether psychosocially and/or physically, it may also refer to the *deterritorialization* of people, practices, products, and other phenomena into more nomadic forms (Bardhi et al. 2012). In other words, displacement refers to a process of transforming something place-bound into something no longer determined by place, such as the displacement of community through communication technologies (Anderson, 1983; Muñiz and O'Guinn, 2001). This alternative

1 understanding can be understood as crossing the ‘twist’ in the Möbius Strip once again, but
2 this time from the other side of the plane. Just as place shaded into emplacement, this twist
3 represents how these two understandings of displacement are simultaneously similar and
4 dissimilar. This twist also allows a return to the starting point of space. Recalling that place-
5 making practices are characteristically territorial, the de-territorializations of displacement
6 represent a mirror-image to the space-place relationship. As argued above, nothing can
7 become entirely ‘placeless’ or ‘aspatial’ (Chatzidakis et al. 2018). However, the relationships
8 between social, symbolic, and spatial phenomena can certainly become more fluid (Bardhi et
9 al. 2012).

10
11
12
13
14
15
16
17
18
19
20
21
22 Displacement may be applied to many market-spatial phenomena, but none is as
23 pertinent as the market itself. Whereas once a ‘market’ was a specific site in each town or city
24 where people came to trade (e.g. the agora), the onset of modernity deterritorialized the
25 market into more pluralistic and abstract forms (Guattari, 1989; Roffe, 2016). The logics of
26 markets are now applied to almost every area of contemporary life (Kozinets, 2002; Eckhardt
27 and Bardhi, 2016). This can be clearly seen in public space, such as streets and squares
28 increasingly given over to commercial frontages and advertising billboards, but is also
29 resisted through local territorial practices, such as street art (Visconti et al. 2010). Such
30 everyday resistance to commodification can be thought of as parasitic heterotopias, insofar as
31 they emerge *within* quotidian environments, operate *beside* the dominant market logics of
32 commercial exchange, and inspire critical thinking by creating a temporary arrangement that
33 is somewhat *alien* (Roux et al. 2018). Mainstream marketers may use this concept to re-
34 analyse their own data sets, discerning inconspicuous moments of resistance in seemingly
35 mundane arrangements of market spatiality – consumers rearranging chairs in Starbucks may
36 be read as an act of idiosyncratic appropriation (Venkatramen and Nelson, 2009) or as an act
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60
61
62
63
64
65

1 of resistance in the face of a hegemonic brandscape (Thompson and Arsel, 2004). As ever,
2 the Möbius Strip recommends a tactical approach that incorporates multiple readings.
3

4
5 Despite local resistance, markets continue to deterritorialize. Cuts to government
6 funding have forced art galleries and other social organizations to adopt a more consumer-
7 centric approach to their operations, which in turn affects the environments that they create
8 for their key stakeholders (Ekström, 2019; Panozzo, 2019). Similarly, Airbnb and other
9 property-renting platforms encourage property owners to displace their personal attachments
10 to place in order to monetize this space (Miles, 2018; Roelofsen and Minca, 2018). In the
11 face of such trends, CCT scholars have found Lefebvre's (1991) notion of 'abstract space'
12 helpful (Saatcioglu and Ozzane, 2013; Vicdan and Hong, 2018). The etymological root of
13 abstraction is the Latin *abstractus*, "meaning to *draw away from*" (Roffe, 2016, p.49), and as
14 noted by Saatcioglu and Ozzane (2013, p.33), space is abstracted when it is "measured,
15 mapped, and generally devoid of social or cultural meaning [...] allowing space to have the
16 exchange value that is essential for the movement of capital." Marketization encourages the
17 displacement of meaningful places in favour of more malleable spaces (e.g. Maclaran and
18 Brown, 2005), especially as consumers who are attached to places actively resist change
19 (Debenedetti et al. 2014). From a managerial perspective this suggests that each store,
20 neighbourhood, or other place needs to identify an optimal level of 'stimulation', with higher
21 and lower intensities having a negative effect on shopping behaviours (Bloch and Kamran-
22 Disfani, 2018). The transdisciplinary question becomes: when and where is place-making
23 desirable?
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52

53 **Analyzing Atmosphere: An Illustrative Trip along the Strip**

54
55
56
57 The previous sections have demonstrated how the Möbius Strip of Market Spatiality
58 provides an "integrated understanding of the phenomena of interest" (Vargo and Koskela-
59
60
61
62
63
64
65

1 Huotari, 2020, p.2). They have drawn together literature from across marketing theory and
2 practice, seeking to emphasize how the Möbius Strip may mobilize conversations and
3 collaborations across disciplinary or sub-disciplinary divides. This section seeks to develop
4 another useful function of the Möbius Strip - the analysis of a single topic from a range of
5 different positions- by exploring how CCT scholars and mainstream marketers account for
6 the phenomenon of *atmosphere*.
7
8
9
10
11
12
13

14 As noted by Kotler (1973, p.50), “one hears a restaurant described as having an
15 *atmosphere* [...] as having a “good” atmosphere or “busy” atmosphere or “depressing”
16 atmosphere.” However, although the word atmosphere is widely used and understood, this is
17 not to suggest that it is a simple phenomenon that can be easily explained from one
18 disciplinary tradition. Rather, marketing theorists have demonstrated that a variety of
19 theoretical approaches are needed to fully understand the multi-sensory, multi-sited, and
20 multi-directional character of atmospheres. Understanding atmosphere may also be
21 particularly important for managerial audiences; Kotler’s (1973) early example of
22 atmospherics was a restaurant and this has been followed by a substantial range of
23 applications since (e.g. Spence et al. 2014; Roggeveen et al. 2020). More recent CCT
24 research adds that consumers and other actors may make atmospheric alterations to their own
25 ends (e.g. Maclaran and Brown, 2005; Debenedetti et al. 2014; Hill, 2016). Thus, a fuller
26 understanding of atmospheres may produce a range of theoretical, managerial, and societal
27 implications.
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47

48 As a point of departure, it is worth noting that the concept of atmosphere is more
49 closely aligned to space. An atmosphere is the *je ne sais quoi* quality of an environment,
50 often keenly felt but difficult to identify or describe (Hill, 2016). One approach to understand
51 an atmosphere is to break it down into its component parts, such as the sensory elements of
52 visual, auditory, olfactory, gustatory, and tactile stimuli (Kotler, 1973). These stimuli can
53
54
55
56
57
58
59
60
61
62
63
64
65

1 then be isolated through experimental research designs, testing how each aspect of an
2 atmosphere may influence consumers' experiences and behaviours (Baker et al. 1992; Turley
3 and Milliman, 2000). Another approach is to understand an atmosphere holistically, treating
4 it as a whole that is greater than the sum of its parts. Here the notion of atmosphere is similar
5 to the *genius loci*, or 'spirit of place', and best understood through detailed analyses of first-
6 hand accounts from consumers and consumer researchers (Maclaran and Brown, 2005;
7 Sherry, 2013). This holistic conceptualization of atmospheres might be located somewhere
8 between space and place, insofar as market actors *can* describe a particular atmosphere but
9 *only* in an imprecise way. This contrasts with fully-fledged place-making projects like a place
10 branding campaign, which seek to create a geographical biography and communicate the
11 benefits of visiting the place in question (Brown, 2018), but also the entirely anonymised
12 conceptualization of space as unknown or undefined (Visconti et al. 2010).

13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60
61
62
63
64
65

Methodologically this would suggest combining discursive data (e.g. consumers describing atmospheres in interviews) with observational data that do not rely on representations (e.g. comparing variations of in-store music tempo with changing sales patterns) in order to fully understand how atmospheres emerge, evolve, and exert effects within a given site. Methodological pluralism may also be advantageous for practitioners. In place marketing similar transdisciplinary dialogues have already generated a call for more multisensory approach to place branding, seeking to expand marketing materials beyond their presently ocularcentric focus on words and pictures (Medway, 2015; Henshaw et al. 2016).

Whilst recognizing the methodological and practical difficulties of such a task, Medway and Warnaby (2017) argue that the theoretical and managerial benefits are worth the effort. The scholarship on in-store atmospherics, which is ahead of the multisensory curve and has demonstrated the value of thinking beyond sight and sound (Spence et al. 2014), adds credence to this argument but also provides a body of literature that might be a fruitful

1 interlocutor for place marketers, CCT scholars, and others. Thinking ‘tactically’ (Frosh,
2 2014), it may be argued that moving the concept of atmosphere along the Möbius Strip
3
4 between space and place may help to provide a more sophisticated understanding that would
5 benefit academics of various disciplinary denominations, as well as non-academic
6
7 stakeholders of various stripes.
8
9
10

11 In addition to combining different methodological approaches, a fuller understanding
12 will require theorizations that attempt to accommodate those atmospheric phenomena that are
13 difficult, if not impossible, to represent in language or imagery (Hill et al. 2014). Although
14 CCT scholars have been the primary proponents of the ‘non-representational’ rhetoric (e.g.
15 Canniford et al. 2018), a more mainstream formulation is the distinction between “affective”
16 and “cognitive” phenomena (Spence et al. 2014). As such, a more tactical approach to
17 terminology may help to emphasize similarities and encourage scholars from different
18 backgrounds to appreciate one another’s insights about atmospheres. For instance, while the
19 affective/cognitive distinction may share much in common with nonrepresentational
20 theorizations, the latter also points toward other manifestations of atmosphere that are novel
21 to the former. Hill’s (2016) non-representational study of ‘mood management’ is a case-in-
22 point, showing how crowds of sports fans create moving atmospheres that must be carefully
23 harnessed in order to maximise commercial conviviality but also avoid violence and
24 thuggery. This is quite unlike the in-situ studies of store atmospherics (e.g. Kotler, 1973;
25 Spence et al. 2014) or even earlier CCT studies of spaces and places (e.g. Maclaran and
26 Brown, 2005; Debenedetti et al. 2014).
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50

51 On the Möbius Strip of Market Spatiality this means flipping over the plane from
52 space to spatiality and from place to implacement. The atmospheres being described by Hill
53 (2016) are mobile and mutable, à la spatiality, but as these are also atmospheres that ‘follow’
54 the participants then they have lingering effects that transcend a particular place, echoing the
55
56
57
58
59
60

1 notion of implacement. If atmosphere can describe both the *genius loci* of a specific site but
2 also the lasting affects carried between sites (Hill et al. 2014), thinking tactically about
3
4 atmospheres means swivelling the strip to consider locality and mobility, ephemerality and
5
6 institutionalization. Such swivelling might be retrospectively applied to the work of
7
8 Chatzidakis et al. (2012): they described how the arrangement of the physical *space* allowed
9
10 riots to spread easily through Exarcheia as *spatial* flows of bodies and moods, contributing to
11
12 the anarchic sense of *place* and thus attracting and retaining those who identified with this
13
14 *implaced* ideology. Multiple studies may also be integrated together: Amell et al. (2015)
15
16 demonstrate that outdoor shopping areas are often designed in ways that reproduce a
17
18 subliminal spatial sense of safety and enclosure, building on the earlier work that designers of
19
20 shopping areas should make “pleasing” places (Alexander et al. 1977) with definitive shapes
21
22 and walls that resemble the safety of one’s own home. The archetypal place of ‘home’ serves
23
24 as an institutional implacement that shapes many how many commercial atmospheres are
25
26 evaluated, as shown by studies of emplacement drawing on the consumer-centric CCT
27
28 tradition (Debenedetti et al. 2014; Bradford and Sherry, 2015) but also more managerially-
29
30 oriented scholarship (Rosenbaum et al. 2017).
31
32
33
34
35
36
37
38

39 Understandings of atmosphere may also be enriched by considering emplacement.
40
41 Emplacement evokes consumers and other spatial stakeholders adopting a pro-active
42
43 approach to choosing and using sites (Bradford and Sherry, 2018). When actors gather
44
45 together in an area their ‘structural alignments’ create a dialectical relationship whereby the
46
47 group and the site are both transformed (Thomas et al. 2013). Mainstream marketers have
48
49 recognized the important role of people in creating spaces and places, but generally they
50
51 emphasize the agency of store designers, managers, and employees (e.g. Bitner, 1992). Using
52
53 the terminology of the Möbius Strip, these actors may be described as ‘place-makers’. In
54
55 contrast, CCT scholars tend to balance these against the interpretations and appropriations of
56
57
58
59
60
61
62
63
64
65

1 consumers (Kozinets et al. 2004; Maclaran and Brown, 2005; Venkatramen and Nelson,
2 2009). Thus, while place-makers make important contributions to an atmosphere, especially
3
4 when they follow Kotler's (1973) suggestion to consciously design an *atmospheric*, it must
5
6 be noted that atmospheres also emerge from the pro-activities of consumer emplacements.
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60
61
62
63
64
65

Everyday experience demonstrates that a store without customers tends to lack atmosphere, except perhaps the eerie atmosphere of an abandoned ruin (Warnaby and Medway, 2017). Furthermore, CCT research has demonstrated that unconventional consumption can make a commercial site more unique (Maclaran and Brown, 2005; Debenedetti et al. 2014). The managerial implication of emplacement is that different kinds of consumer and differing consumption practices may alter the atmosphere of an environment in ways that deviate from managerial design. For instance, although “neighbourhood richness” is often viewed as a positive feature of a store's location, too much stimulation by other consumers and activities may distract or avert them from actual shopping, undermining managerial control over their customers' journeys (Bloch and Kamran-Disfani, 2018). On the other hand, “lifestyle hotels” such as ACE hotel are heavily based on customer-customer interactions, but managers have greater capacity to control and moderate this sociality with a range of carefully-designed experiential activities that resonate with the principles of emplacement but retain a commercial focus (e.g. Cheng et al. 2016).

The Möbius Strip serves as a reminder that that these emplacements should be considered alongside spatiality and implacement. In regard to spatiality, scholars have shown the subliminal influences of spatial arrangements from a variety of theoretical perspectives (Turley and Milliman, 2000; Turley and Chebat, 2002; Hill et al. 2014; Coffin, 2019). If empirical research suggests that manipulating factors like music tempo or ambient smells can affect customer's moods and activities, most notably sales (Milliman, 1982, 1986; Sprangeberg et al. 1996, 2005; Knoferle et al. 2012), then this adds nuance to the concept of

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60
61
62
63
64
65

emplacement by suggesting that scholars should look beneath, between, and beyond moments of conscious decision-making in order to fully understand emplaced phenomena (Coffin, 2019). CCT studies add that such subliminal spatial influences also operate outside of stores, when people are not playing the role of ‘shopper’ but rather that of resident-activists (Chatzidakis et al. 2012), football fans (Hill, 2016; Steadman et al. 2020), or park user (Cheetham et al, 2018). Here CCT studies of spatiality may find a fruitful dialogue with mainstream areas of inquiry like “outdoor” atmospherics (Bloch and Kamran-Disfani, 2018), but generally mainstream marketers have focused on the less conscious influences found *within* store atmospheres (e.g. Dijksterhuis, Smith, van Baaren, Wigboldus, 2005; De Luca and Botelho, 2019), so out-of-store atmospheres remains a fruitful area for transdisciplinary collaboration.

In terms of implacement, CCT scholars have long noted that commercialized environments can “have a narrative design that also directs the course of consumers’ mental attention, experiences, and related practices of self-narration” (Arnould and Thompson, 2005, p.875). These narratives are partially created by the brand (Borghini et al. 2009), but primarily they are drawn from the prevailing culture (Maclaran and Brown, 2005). Such cultural influences have been acknowledged in the literature on customer journeys, but these studies have typically drawn on Hofstede’s definition of culture (Grewal and Roggeveen, 2020). CCT provides a more complex theorization of culture than Hofstede (Arnould and Thompson, 2005), and may therefore help to appreciate how atmospheres are created by an interplay of emplacements and implacements as consumers journey through a particular service environment. In turn, the concept of the customer journey helps to translate the CCT work on emplacement (Bradford and Sherry, 2018) into a more managerially-relevant context (Thomas et al. 2020), thus creating another site of potential transdisciplinary collaboration. A connection back to spatiality may also be made thanks to recent research on “out of store

1 retail journey touchpoints” (Roggeveen et al. 2020), suggesting that consumer journeys need
2 not remain contained to an in-store environment.
3

4
5 Finally, a conceptualization of atmosphere will be rounded off by considering
6 displacement and connecting back to the starting point of space. The notion of displacement
7 raises the question of how an atmosphere might be deterritorialized in ways that allow it to be
8 replicated (at least in part) elsewhere. First, although most studies of atmospherics focus on
9 stores as carefully controlled commercial settings (Kotler, 1973; Spence et al. 2014), the
10 insights of these studies can be transferred to other environments such as airports (Hietanen et
11 al. 2016; Moon, Yoon and Han, 2017), or river rafting experiences (Arnould, Price, and
12 Tierney, 1993) and other “outdoor” atmospherics (Bloch and Kamran-Disfani, 2018).
13
14 Second, the emergence of themed environments shows how managers and consumers value
15 the ability to ‘capture’ an atmosphere and recreate it elsewhere. One high profile example is
16 Hollister, which seeks to recreate the ambience of a Californian beach hut (Brown, Stevens,
17 and Maclaran, 2018), but transdisciplinary studies of Mexican restaurants (Campbell, 2005;
18 Muñoz and Wood, 2009) and Irish Pubs (Muñoz, Wood, and Solomon, 2006; Patterson and
19 Brown, 2007) provide other illustrations of atmospheres that are deterritorialized from one
20 place and reterritorialized in countless other sites. As shown by the mainstream literature on
21 Country-Of-Origin effects, products and services also seek to evoke the atmospheres of
22 certain geographies in order to appeal to consumers (Andéhn, Nordin, and Nilsson, 2016;
23 Rashid, Barnes, and Warnaby, 2016). Connecting back to the interests of implacement, the
24 ideological question becomes whether these innumerable connections to countries and other
25 places makes it more difficult for individuals to freely define their own identity (Andéhn et
26 al. 2019). Indeed, certain sites may be defined by *refusing* to reterritorialize a typical
27 atmosphere, such as independent coffee shops that are attractive to consumers because they
28 are so unlike the dominant coffee shop template provided by Starbucks (Thompson and
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60
61
62
63
64
65

1 Arsel, 2004). Meanwhile, Venkatramen and Nelson (2009) detail how Chinese consumers use
2 Starbucks but make small personal adjustments like rearranging seats, thus transforming the
3 coffee shop template into a more idiosyncratic place for working or socializing. Both describe
4 attempts form local responses to the displaced atmospheres of global and generic
5 environments: the former turns away from displacement toward place-making while the latter
6 is evidence of consumer emplacement.
7
8
9
10
11
12
13

14 The displacement of atmospheres may also continue, eventually describing
15 atmospheres that are akin abstract space. Take the example of the airport: Augé (1992)
16 famously described them as *non-places* because they are rarely distinctive and share a very
17 similar atmosphere. However, this is not to suggest that these spaces are innocuous. Hietanen
18 et al.'s (2016) demonstrate how airports function as machines that condition bodies and
19 reproduce social distinctions, implicitly reproducing ideological infrastructures like class and
20 self-governance. Research such as this may lead to the conclusion that airports have abstract
21 atmospheres, disassociated with any particular place as best practices are often standardised
22 (read: deterritorialized). Thus, although space may be presented as inert when taken at face
23 value, when combined with the other concepts on the Möbius Strip a more critical stance may
24 be adopted in relation to abstract atmospheres, which may appear more sinister when space is
25 contrasted with spatiality, implacement, and displacement. Juxtaposing contrasting
26 conceptual angles along the same strip may also highlight opportunities to resist the negative
27 influences of abstract atmospheres and mobilize change. Critical scholarship on atmospheres
28 may therefore wish to critique how most atmospheres are designed with managerial interests
29 in mind, but it may also wish to help commercial actors to work with consumers, policy-
30 makers, and other actors for the benefit of society. Here the quotidian example of transport is
31 illustrative. For Augé (1992) cars and other methods of transport are also non-places. Yet
32 environmental psychologists have shown how transport influences mood (Glasgow et al.
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60
61
62
63
64
65

1 2019), reinforcing insights from recent non-representational studies by CCT researchers (Hill,
2 2016; Canniford et al. 2018). Looking *between* stores and other managed places (Coffin,
3
4 2019), it might be argued that the mood-altering effects of transport may be of interest to
5
6 place marketers, bringing them into alignment with local governments and other non-profit
7
8 stakeholders.
9
10

11 12 13 14 **Concluding Remarks: Mobilizing the Möbius Strip** 15 16

17
18
19
20 As noted in the introduction, a simplistic reading of Arnould and Thompson (2005)
21
22 would treat CCT as a discrete area of marketing scholarship, one that might even be
23
24 considered ‘at odds’ with the marketing mainstream. The present paper subscribes to a more
25
26 nuanced reading of the CCT-mainstream relationship as one characterized by distance rather
27
28 than discreteness. Unlike the incommensurable differences implied by a paradigmatic
29
30 framing (c.f. Kuhn, 1962), the Möbius Strip suggests that the insights and ideas of different
31
32 disciplines can be organised along a single theoretical plane. This is achievable, in part,
33
34 because a Möbius Strip is not tethered to any particular theoretical tradition, acting as an
35
36 agnostic framework that can facilitate transdisciplinary theorizing (Frosh, 2014). Actor-
37
38 network theory (Latour, 2005) and assemblage theories (Deleuze and Guattari, 1987;
39
40 DeLanda, 2006) provide ‘flat ontologies’ that are similar to the Möbius Strip in terms of
41
42 integrating ideas. However, they necessitate philosophical commitments that create divisions
43
44 between adherents and dissenters. In contrast, the Möbius Strip does not impose a preferred
45
46 philosophical paradigm and therefore facilitates dialogue across conventional disciplinary
47
48 divides.
49
50
51
52
53
54
55

56 Integrating insights, ideas, and interests from diverse disciplines along a single strip
57
58 will certainly be difficult, but the benefit of transdisciplinary thinking may outweigh the
59
60

1 costs. As an ordering theorization (Sandberg and Alvesson, 2020), the value of the Möbius
2 Strip may be to reduce the costs and make the benefits more accessible. To be clear, this is
3
4 not to suggest that the strip provides a single, synthetic theorization that can dissolve
5
6 paradigmatic distinctions altogether. Rather, it seeks to create a single plane of theorization
7
8 along which shared topics of interest can be arranged and alternative approaches can be
9
10 broached through collaborative conversations. Scholars with incommensurable perspectives
11
12 may not be able to overcome their differences, but they may tactically benefit from
13
14 translating insights from other areas of research into the terminology and styles of thinking of
15
16 their own, as shown in Table 1 below.
17
18
19
20

21
22 Mainstream marketing academics and practitioners were the intended audience of this
23
24 paper. An ordering theorization can be especially useful for an audience unfamiliar with a
25
26 particular area of research (Sandberg and Alvesson, 2020), and the primary purpose of this
27
28 paper was to build a compelling case for the value of CCT scholarship on market spatiality
29
30 for mainstream marketing audiences. However, CCT scholars may also benefit from this
31
32 Möbius Strip, as ordering theorizations may also help scholars to see familiar topics anew
33
34 with new distinctions or unexpected connections (Sandberg and Alvesson, 2020). As
35
36 discussed above and distilled in Table 1 below, there may also be opportunities to bridge the
37
38 theory-practice divide and engage with non-academic audiences (MacInnis, Morwitz, Botti,
39
40 Hoffman, Kozinets, Lehmann, Lynch, and Pechmann 2019). In concluding, it is worth noting
41
42 that the ordering theorization of the Möbius Strip can also be applied to other
43
44 transdisciplinary topic areas that matter to wide and varied audiences, such as sustainability
45
46 or de-colonization (Arnould et al. 2019). In areas such as these, there is a pressing need to
47
48 develop an “integrated understanding of the phenomena of interest” (Vargo and Koskela-
49
50 Huotari, 2020, p.2). It is hoped that the Möbius Strip may be helpful in mobilizing a more
51
52 transdisciplinary and tactical approach to building knowledge for the benefit of all involved.
53
54
55
56
57
58
59
60

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60
61
62
63
64
65

[Table 1 About Here]

References

- 1
2
3 Agnew, J. (2011) "Space and Place", In: (Eds.) J. Agnew and D. Livingstone,
4
5 *Handbook of Geographical Knowledge*, pp.316-331, SAGE, London, UK.
6
7
8 Albanese, P. (2015) "The Unconscious Processing Information", *Marketing Theory*,
9
10 15(1), pp.59-78.
11
12
13 Alberti, M. (2008). "Advances in urban ecology: integrating humans and ecological
14
15 processes in urban ecosystems" (No. 574.5268 A4). New York: Springer.
16
17
18 Alexander, C., Ishikawa, S., & Silverstein, M. (1977), *A pattern language: Towns,*
19
20 *buildings, construction*, New York: Oxford University Press.
21
22
23 Allen, D. (2002) "Toward a Theory of Consumer Choice as Sociohistorically-Shaped
24
25 Practical Experience: The Fits-Like-A-Glove (FLAG) Framework", *Journal of Consumer*
26
27 *Research*, 28(4), pp.515-532.
28
29
30 Amell, S. H., Hamidia, S., Garfinkel-Castroa, A., & Ewing, R. (2015), "Do better
31
32 urban design qualities lead to more walking in salt Lake City, Utah?" *Journal of Urban*
33
34 *Design*, 20(3), pp. 393–410.
35
36
37 Andéhn, M., Nordin, F., and Nilsson, M. (2016) "Facets of Country Image and Brand
38
39 Equity: Revisiting the Role of Product Categories in Country-of-Origin Effect Research",
40
41 *Journal of Consumer Behaviour*, 15(3), pp.225-238.
42
43
44 Andéhn, M., Hietanen, J., and Lucarelli, A. (2019) "Performing Place Promotion –
45
46 On Implaced Identity in Marketized Geographies", *Marketing Theory*, Onlinefirst.
47
48
49 Anderson, B. (1983), *Imagined Community*, London: Verso.
50
51
52 Arnould, E. and Thompson, C. (2005) Consumer Culture Theory (CCT): Twenty
53
54 Years of Research, *Journal of Consumer Research*, 31(4), pp.868-882.
55
56
57 Arnould, E. and Thompson, C. (2015), "Consumer culture theory: ten years gone (and
58
59 beyond)", *Consumer Culture Theory (Research in Consumer Behavior)*, Vol. 17, pp. 1-21.
60
61
62
63
64
65

1 Arnould, E. and Thompson, C. (2018) "Consumer Culture theory", In: *Oxford*
2 *Handbook of Consumption*, Eds. F. Wherry and I. Woodward, Oxford University Press,
3
4 Oxford, UK.
5

6
7 Arnould, E., and Price, L. (1993) "River Magic: Extraordinary Experience and the
8
9 Extended Service Encounter", *Journal of Consumer Research*, 20(1), pp.24-45.
10

11
12 Arnould, E., Price, L., and Tierney, P. (1998) "Communicative Staging of the
13
14 Wilderness Servicescape", *Service Industries Journal*, 18(3), pp.90-115.
15

16
17 Arnould, E., Press, M., Salminen, E., and Tillotson, J. (2019) "Consumer Culture
18
19 Theory: Development, Critique, Application and Prospects", *Foundations and Trends*
20
21 *in Marketing*, 12(2), pp.80-166.
22

23
24 Arvidsson, A. and Caliandro, A. (2016) "Brand Public", *Journal of Consumer*
25
26 *Research*, 42(5), pp.727-748.
27

28
29 Askegaard, S. and Linnet, J. (2011) "Towards an Epistemology of Consumer Culture
30
31 Theory: Phenomenology and the Context of Context", *Marketing Theory*, 11(4), pp.381-
32
33 404.
34

35
36 Aubert-Gamet, V. (1997) "Twisting Servicescapes: Diversion of the Physical
37
38 Environment in a Re-appropriation Process", *International Journal of Service*
39
40 *Industry Management*, 8(1), pp.26-41.
41

42
43 Aubert-Gamet, V. and Cova, B. (1999) "Servicescapes: From Modern Non-Places to
44
45 Postmodern Common Places", *Journal of Business Research*, 44(1), p..37-45.
46

47
48 Augé, M. (1992) *Non-Places: An Introduction to Anthropology of Supermodernity*,
49
50 Verso, London.
51

52
53 Baker, J. (1987), "The role of the environment in marketing services: The consumer
54
55 perspective." In J. Czepiel, C. Congram, & J. Shanahan (Eds.), *The services challenge:*
56
57
58
59
60

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60
61
62
63
64
65

Integrating for competitive advantage (pp. 79–84). Boston, MA: American Marketing Association.

Baker, J., Levy, M., & Grewal, D. (1992), “An experimental approach to making retail store environmental decisions”, *Journal of Retailing*, 68, pp. 445–460

Bardhi, F., Eckhardt, G., and Arnould, E. (2012) “Liquid relationship to Possessions”, *Journal of Consumer Research*, 39(3), pp.510-529.

Barke, M. and Harrop, K. (1994) “Selling the Industrial town: Identity, Image and Illusion”, In: (Eds.) J. Gold and S. Ward, *Place Promotion: The Use of Publicity and Marketing to Sell Towns and Regions*, pp.93-114. Chichester, UK: John Wiley & Sons Ltd.

Borghini, S., Diamond, N., Kozinets, R. V., McGrath, M. A., Muniz, A., Jr. and Sherry, J. F., Jr. (2009), ‘Why are themed brandstores so powerful? retail brand ideology at American Girl Place,’ *Journal of Retailing*, 85 (3), 363-375.

Biswas, D., Lund, K., & Szocs, C. (2019). Sounds like a healthy retail atmospheric strategy: effects of ambient music and background noise on food sales. *Journal of the Academy of Marketing Science*, 47(1), 37-55.

Bitner, M. (1992) “Servicescapes: The Impact of Physical Surroundings on Customers and Employees”, *Journal of Marketing*, 56(2), pp.57-71.

Bloch, P. H., & Kamran-Disfani, O. (2018), “A framework for studying the impact of outdoor atmospherics in retailing,” *AMS Review*, 8(3-4), 195-213.

Bradford, T. and Sherry, J. Jr. (2018) “Dwelling Dynamics in Consumption Encampments: Tailgating as Emplaced Brand Community”, *Marketing Theory*, 18(2), pp.203-217.

Brown, S. (2018) “Place Brand Biography: Something Special or Same Old Story?”, In: (Ed.) A. Campelo, *Handbook on Place Branding and Marketing*, Edward Elgar Publishing, Cheltenham, UK.

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60
61
62
63
64
65

Brown, S., McDonagh, P. and Shultz II, C. J. (2013), ‘A brand so bad it’s good: the paradoxical place marketing of Belfast,’ *Journal of Marketing Management*, 29 (11–12), 1251–1276.

Brown, S., Stevens, L., and Maclaran, P. (2018) “Epic Aspects of Retail Encounters: the Iliad of Hollister”, *Journal of Retailing*, 94(1), pp.58-72.

Campbell, H. (2005) “Chicano Lite: Mexican-American Consumer Culture on the Border”, *Journal of Consumer Culture*, 5(2), pp.207-233.

Canniford, R. and Bajde, D. (2016), “Assembling consumption”, in Canniford, R. and Bajde, D. (Eds), *Assembling Consumption: Researching Actors, Networks and Markets*, Routledge, Oxford.

Canniford, R., Riach, K. and Hill, T. (2018), “Nosenography: How smell constitutes meaning, identity and temporal experience in spatial assemblages”, *Marketing Theory*, Vol. 18 No. 2, pp. 234-248.

Carrington, M., Chatzidakis, A., & Shaw, D. (2020), “Consuming Worker Exploitation? Accounts and Justifications for Consumer (In) action to Modern Slavery,” *Work, Employment and Society*, forthcoming, DOI: 0950017020926372.

Casey, E. S. (1993), *Getting Back into Place*, Bloomington: Indiana University Press.

Castilhos, R. (2019) “Branded Places and Marketplace Exclusion”, *Consumption Markets & Culture*, 22(5-6), pp.582-597.

Castilhos, R., Dolbec, P., and Veresiu, E. (2016) “Introducing a Spatial Perspective to Analyze Market Dynamics”, *Marketing Theory*, 17(1), pp.9-29.

Cayla, J. and Eckhardt, G. (2008) “Asian Brands and the Shaping of a Transnational Imagined Community”, *Journal of Consumer Research*, 35(2), pp.216-230.

1 Chatzidakis, A., Maclaran, P. and Bradshaw, A. (2012), "Heterotopian space and
2 the utopics of ethical and green consumption", *Journal of Marketing Management*, Vol. 28
3
4
5 Nos 3/4, pp. 494-515.

6
7 Chatzidakis, A., Morven, M. and Warnaby, G. (2018), "Consumption in and of Space
8 and Place: Introduction to the Special Issue," *Marketing Theory*, 18(2), pp. 149-153.
9

10
11 Chatzidakis, A (2017), "Consumption in and of Crisis-Hit Athens," in Greek Crisis:
12 Critical Ethnographic Approaches and Engaged Anthropological Perspectives, ed.
13 Dalakoglou D. and Aggelopoulos G, London: Routledge (pp.150-161).
14
15
16

17
18 Chebat, J. C., Michon, R., Haj-Salem, N., Oliveira, S. (2014), "The effects of mall
19 renovation on shopping values, satisfaction and spending behaviour," *Journal of Retailing*
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60
61
62
63
64
65

31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60
61
62
63
64
65

31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60
61
62
63
64
65

36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60
61
62
63
64
65

41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60
61
62
63
64
65

46
47
48
49
50
51
52
53
54
55
56
57
58
59
60
61
62
63
64
65

54
55
56
57
58
59
60
61
62
63
64
65

- 1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60
61
62
63
64
65
- Cresswell, T. (1992) *In place / Out of Place*, University of Minnesota Press, Minneapolis and London.
- Cresswell, T. (2004) *Place: A Short Introduction*, Blackwell, London, UK.
- Debenedetti, A., Oppewel, H. and Arsel, Z. (2014), 'Place Attachment in Commercial Settings: A Gift Economy Perspective,' *Journal of Consumer Research*, 40, (5), 904-923.
- Debord, G. (1955), "Introduction to a Critique of Urban Geography," (23-27), In Bauder H. and Salvatore M., (Eds) (2008), *Critical Geographies: a Collection of Readings*. Praxis ePress, <http://www.praxis-epress.org/availablebooks/introcriticalgeog.html>
- De Certeau, M. (1984) *The Practice of Everyday Life*, Trans. S. Rendall, University of California Press, Berkeley, CA, and London, UK.
- DeLanda, M. (2006), *A New Philosophy of Society: Assemblage Theory and Social Complexity*, Continuum, London.
- Deleuze, G. and Guattari, F. (1987), *A Thousand Plateaus*, translated by Massumi, B., Athlone, London, UK.
- De Luca, R. and Botelho, D. (2019) "The Unconscious Perception of Smells as a Driver of Consumer responses: A Framework Integrating the Emotion-Cognition Approach to Scent Marketing", *AMS Review*, Available at: <https://doi.org/10.1007/s13162-019-00154-8>
- Diamond, N., Sherry, J., Muñoz, A., McGrath, M., Kozinets, R., Borghini, S. (2009) "American Girl and the Brand Gestalt: Closing the Loop on Sociocultural Branding Research", *Journal of Marketing*, 73(3), pp.118-134.
- Dijksterhuis, A., Smith, P., van Baaren, R., and Wigboldus, D. (2005) "The Unconscious Consumer: Effects of Environment on Consumer Behaviour", *Journal of Consumer Psychology*, 15(3), pp.193-202.
- Doel, M. (2007), "Review: Post-Structuralist geography: a guide to relational space, Jonathan Murdoch", *Annals of the Association of American Geographers*, 97(4), pp. 809-810.

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60
61
62
63
64
65

Eckhardt, G. and Bardhi, F. (2016) “The Relationship between Access Practices and Economic Systems”, *Journal of the Association of Consumer Research*, 1(2), pp.210-225.

Eckhardt, G. and Dobscha, S. (2019) “The Consumer Experience of Responsibilization: The Case of Panera Cares”, *Journal of Business Ethics*, 159, pp.651-663.

Ekström, K. (2006) “Consumer Socialization Revisited”, *Research in Consumer Behavior*, 10, pp.71-98.

Ekström, K. (2019) “Market Orientation as the Epicentre of Art Museums: Museum Shops, Fashion Exhibitions and Private Collections”, In: (Ed.) K. Ekström, *Museum Marketization: Cultural Institutions in the Neoliberal Era*, Routledge, London, UK.

Epp, A. and Price, L (2008) “Family Identity: A Framework of Identity Interplay in Consumption Practices”, *Journal of Consumer Research*, 35(1), pp.50-70.

Evans, D. (2006). An introductory dictionary of Lacanian psychoanalysis. London and New York: Routledge.

Fisk, R., Dean, A., Alkire, L., Joubert, A., Previte, J., Robertson, N., and Rosenbaum, M. (2018) “Design for Service Inclusion: Creative Inclusive Service Systems by 2050”, *Journal of Service Management*, 29(5), pp.834-858.

Forman, R. T. (2014). Urban ecology: science of cities. Cambridge University Press.

Foster, J., & McLelland, M. A. (2015), “Retail atmospherics: The impact of a brand dictated theme,” *Journal of Retailing and consumer services*, 22, 195-205.

Foucault, M. (1986 [1967]) “Of Other Places”, Trans. J. Miskowiec, *Diacritics*, 16(1), pp.22-27.

Frosh, S. (2003). “Psychosocial Studies and Psychology: Is a Critical Approach Emerging?” *Human Relations*, 56(12), 1545-1567.

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60
61
62
63
64
65

Frosh, S. (2010). *Psychoanalysis outside the clinic: Interventions in psychosocial studies*. Macmillan International Higher Education, London, UK.

Frosh, S. (2014). The Nature of the Psychosocial: Debates from Studies in the Psychosocial, *Journal of Psycho-Social Studies*, 8(1), 159-169.

Frosh, S. and Baraitser, L. (2008). Psychoanalysis and Psychosocial Studies. *Psychoanalysis, Culture and Society*, 13, 346-365.

Glasgow, T., Le, H., Geller, E., Fan, Y., and Hankey, S. (2019) “How Transport Modes, the Built and Natural Environments, and Activities Influence Mood: A GPS smartphone app study”, *Journal of Environmental Psychology*, 66, Earlycite.

Giesler, M. and Thompson, C. (2016) “A tutorial in Consumer Research: Process Theorization in Cultural Consumer Research”, *Journal of Consumer Research*, 43(4), pp.497-508.

Giovanardi, M. and Lucarelli, A. (2018) “Sailing Through Marketing: A Critical Assessment of Spatiality in Marketing Literature”, *Journal of Business Research*, 82 (January), pp.149-159.

Giovanardi, M., Kavaratzis, M., and Lichrou, M. (2019) “Critical Perspectives on Place Marketing”, In: (Eds.) M. Tadajewski, M. Higgins, J. Denegri-Knott, and R. Varman, *The Routledge Companion to Critical Marketing*, Routledge, Abingdon, UK, pp.115-134.

Goulding, C. and Saren, M. (2009) “Performing Identity: an Analysis of Gender Expressions at the Whitby Goth Festival”, *Consumption, Markets, & Culture*, 12(1), pp.27-46.

Goulding, C., Shankar, A., Elliott, R., and Canniford, R. (2009) “The Marketplace Management of Illicit Pleasure”, *Journal of Consumer Research*, 35(5), pp.759-771.

1 Grewal, D., & Roggeveen, A. L. (2020), "Understanding retail experiences and
2 customer journey management," *Journal of Retailing*, 96(1), 3-8.
3

4 Grosz, E. (1994) *Volatile Bodies: Toward a Corporeal Feminism*, St. Leonards,
5 Australia: Allan & Unwin.
6

7 Guattari, F. (1989) *Schizoanalytic Cartographies*, (Trans.) A. Goffey [2013],
8 Bloomsbury, London, UK.
9

10 Harvey, D. (1993). "From space to place and back again: Reflections on the condition
11 of postmodernity", In: (Eds.) J. Bird, B. Curtis T. Putnam, J. Robertson and L. Tickner,
12 *Mapping the Futures: Local Cultures, Global Change*, Routledge, London, UK, pp.3-29.
13

14 Harvey, D. (2005). Space as a Keyword. In *Marx and Philosophy Conference*, May,
15 Institute of Education, London, UK, [http://www.inter-accions.org/sites/default/files/space-as-](http://www.inter-accions.org/sites/default/files/space-as-key-word-david-harvey.pdf)
16 [key-word-david-harvey.pdf](http://www.inter-accions.org/sites/default/files/space-as-key-word-david-harvey.pdf)
17

18 Harvey, D. (2012). *Rebel cities: From the right to the city to the urban revolution*.
19 Verso books.
20

21 Henshaw, V., Medway, D., Warnaby, G., & Perkins, C. (2016). Marketing the 'city
22 of smells'. *Marketing Theory*, 16(2), 153-170.
23

24 Hien, J., Evans, J., and Jones, P. (2008) "Mobile Methodologies: Theory, Technology
25 and Practice", *Geography Compass*, 2/5, pp.1266-1285.
26

27 Hietanen, J., Andéhn, M., Iddon, T., Denny, I. and Ehnhage, A. (2016), "Consuming
28 a machinic servicescape", in *NA – Advances in Consumer Research*, Moreau P. and Puntoni,
29 S. (Eds), Association for Consumer Research, Duluth, MN, Vol. 44, pp: 304-308.
30

31 Hill, T. (2016), "Mood management in the English premier league", in Canniford, R.
32 and Bajde, D. (Eds), *Assembling Consumption: Researching Actors, Networks and Markets*,
33 Routledge, Oxford, pp. 155-171.
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50

1 Hill, T., Canniford, R. and Mol, J. (2014), “Non-representational marketing theory”,
2 Marketing Theory, 14(4), pp. 377-394.
3

4 Hoelscher, V., & Chatzidakis, A. (2020). Ethical Consumption Communities Across
5 Physical and Digital Spaces: An Exploration of Their Complementary and Synergistic
6 Affordances. Journal of Business Ethics, forthcoming
7

8 Hutton, M. (2019) “The Care-less Marketplace: Exclusion as Affective Inequality”,
9 Consumption Markets & Culture, 22(5-6), pp.528-544.
10

11 Johnstone, M. and Todd, S. (2012) “Servicescapes: The Role that Place Plays in Stay-
12 at-Home Mothers’ Lives”, *Journal of Consumer Behaviour*, 11(6), pp.443-453.
13

14 Kahneman, D. (2011) *Thinking, Fast and Slow*, Penguin, London, UK.
15

16 Kates, S. (2002) “The Protean Quality of Subcultural Consumption: An Ethnographic
17 Account of Gay consumers”, *Journal of Consumer Research*, 29(3), pp.383-399.
18

19 Kates, S. (2004) “The Dynamics of Brand Legitimacy: An Interpretive study in the
20 Gay Men’s Community”, *Journal of Consumer Research*, 31(2), pp.455-464.
21

22 Kavaratzis, M. and Ashworth, G. (2008) “Place Marketing: How did we get Here and
23 Where are we Going?”, *Journal of Place Management and Development*, 1(2), pp.150-67.
24

25 Kjeldgaard, D. and Bode, M. (2017) “Broadening the Brandfest: Play and Ludic
26 Agency”, *European Journal of Marketing*, 51(1), pp.23-43.
27

28 Knoferle, K. M., Spangenberg, E. R., Herrmann, A., & Landwehr, J. R. (2012). “It is
29 all in the mix: The interactive effect of music tempo and mode on in-store sales.” *Marketing*
30 *Letters*, 23(1), 325-337.
31

32 Kotler, P. (1973) “Atmospherics as a Marketing Tool”, *Journal of Retailing*, 49(4),
33 pp.48-64.
34

35 Kozinets, R. (2002) “Can Consumers Escape the Market? Emancipatory Illuminations
36 from Burning Man”, *Journal of Consumer Research*, 29(1), pp.20-38.
37

1 Kozinets, R.V., Sherry, J. F. Jr, DeBerry-Spence B., Duhachek, A., Nuttavuthisit, K.
2 and Storm, D. (2002), 'Themed flagship brand stores in the new millennium: theory, practice,
3 prospects,' *Journal of Retailing*, 78, 17-19.
4

5
6
7 Kozinets, R. V., Sherry Jr, J. F., Storm, D., Duhachek, A., Nuttavuthisit, K., &
8
9 DeBerry-Spence, B. (2004). Ludic agency and retail spectacle. *Journal of Consumer*
10
11
12 *Research*, 31(3), 658-672.
13

14 Kuhn, T. (1962) *The Structure of Scientific Revolutions*, University of Chicago Press,
15
16 Chicago, IL.
17

18
19 Latour, B. (2005), *Reassembling the Social: An Introduction to Actor-Network-*
20
21
22 *Theory*, Oxford University Press, Oxford.
23

24 Lefebvre, H. (1991), *The Production of Space*, Blackwell, Oxford, UK.
25

26
27 Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience
28
29 throughout the customer journey. *Journal of marketing*, 80(6), 69-96.
30

31 Lindstrom, M. (2009) *Buyology: Truth and Lies about Why We Buy*, Doubleday, New
32
33
34 York, NY.
35

36 Low, S. M. (2016). *Spatializing Culture: The Ethnography of Space and Place*.
37
38
39 Routledge, Oxon, UK.
40

41 Lucarelli, A. and Giovanardi, M. (2016) "From 'Moving Consumption' to 'Spacing
42
43
44 Consumption': In Search of Consumption Geographies", In: (Eds.) P. Moreau and S. Putoni,
45
46
47 *Advances in Consumer Research*, Volume 44, Association for Consumer Research, Duluth,
48
49 MN, pp.324-328.
50

51 Lucarelli, A. and Giovanardi, M. (2019) "Investigating Relational Ontologies in
52
53
54 Macromarketing: toward a Relational Approach and Research Agenda", *Journal of*
55
56
57 *Macromarketing*, 39(1), pp.88-102.
58
59
60

1 MacInnis, D., Morwitz, V., Botti, S., Hoffman, D., Kozinets, R., Lehmann, D., Lynch,
2 J., and Pechmann, C. (2019) Creating Boundary-Breaking, Marketing-Relevant Consumer
3 research, *Journal of Marketing*, 84(2), pp.1-23.
4

5
6
7 Maclaran, P. and Brown S. (2005), 'The center cannot hold: consuming the
8 utopian marketplace,' *Journal of Consumer Research*, 32, pp.311-23.
9

10
11
12 Martin, D. and Schouten, J. (2014) "Consumption-Driven Market Emergence",
13 *Journal of Consumer Research*, 40(5), pp.855-870.
14

15
16
17 McAlexander, J. and Schouten, J. (1998) "Brandfests: Servicescapes for the
18 Cultivation of Brand Equity", In: (Ed.) J. Sherry, Jr., *Servicescapes: The Concept of Place in*
19 *Contemporary Markets*, NTC Business Books, Chicago, IL, pp.377-402.
20
21

22
23
24 McEachern, M., Warnaby, G., and Cheetham, F. (2012) "Producing and Consuming
25 Public Space: A 'Rhythmanalysis' of the Urban Park", In: (Eds.) Z. Gürhan-Canli, C. Otnes,
26 and R. Zhu, *Advances in Consumer research Volume 40*, Association of Consumer Research,
27 Duluth, MN., pp.872-874.
28
29
30

31
32
33
34 Massey, D. (2005), *For Space*, SAGE, London, UK.
35

36
37
38
39
40
41
42 Medway, D. (2015) "Rethinking Place Branding and the 'Other' Senses", In (Eds.) M.
43 Kavartzis, G. Warnaby, and G. Ashworth, *Rethinking Place Branding*, Springer,
44 Switzerland.
45

46
47
48
49
50
51
52
53
54
55
56
57
58
59
60
61
62
63
64
65

66
67
68
69
70
71
72
73
74
75
76
77
78
79
80
81
82
83
84
85
86
87
88
89
90
91
92
93
94
95
96
97
98
99
100
101
102
103
104
105
106
107
108
109
110
111
112
113
114
115
116
117
118
119
120
121
122
123
124
125
126
127
128
129
130
131
132
133
134
135
136
137
138
139
140
141
142
143
144
145
146
147
148
149
150
151
152
153
154
155
156
157
158
159
160
161
162
163
164
165
166
167
168
169
170
171
172
173
174
175
176
177
178
179
180
181
182
183
184
185
186
187
188
189
190
191
192
193
194
195
196
197
198
199
200
201
202
203
204
205
206
207
208
209
210
211
212
213
214
215
216
217
218
219
220
221
222
223
224
225
226
227
228
229
230
231
232
233
234
235
236
237
238
239
240
241
242
243
244
245
246
247
248
249
250
251
252
253
254
255
256
257
258
259
260
261
262
263
264
265
266
267
268
269
270
271
272
273
274
275
276
277
278
279
280
281
282
283
284
285
286
287
288
289
290
291
292
293
294
295
296
297
298
299
300
301
302
303
304
305
306
307
308
309
310
311
312
313
314
315
316
317
318
319
320
321
322
323
324
325
326
327
328
329
330
331
332
333
334
335
336
337
338
339
340
341
342
343
344
345
346
347
348
349
350
351
352
353
354
355
356
357
358
359
360
361
362
363
364
365
366
367
368
369
370
371
372
373
374
375
376
377
378
379
380
381
382
383
384
385
386
387
388
389
390
391
392
393
394
395
396
397
398
399
400
401
402
403
404
405
406
407
408
409
410
411
412
413
414
415
416
417
418
419
420
421
422
423
424
425
426
427
428
429
430
431
432
433
434
435
436
437
438
439
440
441
442
443
444
445
446
447
448
449
450
451
452
453
454
455
456
457
458
459
460
461
462
463
464
465
466
467
468
469
470
471
472
473
474
475
476
477
478
479
480
481
482
483
484
485
486
487
488
489
490
491
492
493
494
495
496
497
498
499
500
501
502
503
504
505
506
507
508
509
510
511
512
513
514
515
516
517
518
519
520
521
522
523
524
525
526
527
528
529
530
531
532
533
534
535
536
537
538
539
540
541
542
543
544
545
546
547
548
549
550
551
552
553
554
555
556
557
558
559
560
561
562
563
564
565
566
567
568
569
570
571
572
573
574
575
576
577
578
579
580
581
582
583
584
585
586
587
588
589
590
591
592
593
594
595
596
597
598
599
600
601
602
603
604
605
606
607
608
609
610
611
612
613
614
615
616
617
618
619
620
621
622
623
624
625
626
627
628
629
630
631
632
633
634
635
636
637
638
639
640
641
642
643
644
645
646
647
648
649
650
651
652
653
654
655
656
657
658
659
660
661
662
663
664
665
666
667
668
669
670
671
672
673
674
675
676
677
678
679
680
681
682
683
684
685
686
687
688
689
690
691
692
693
694
695
696
697
698
699
700
701
702
703
704
705
706
707
708
709
710
711
712
713
714
715
716
717
718
719
720
721
722
723
724
725
726
727
728
729
730
731
732
733
734
735
736
737
738
739
740
741
742
743
744
745
746
747
748
749
750
751
752
753
754
755
756
757
758
759
760
761
762
763
764
765
766
767
768
769
770
771
772
773
774
775
776
777
778
779
780
781
782
783
784
785
786
787
788
789
790
791
792
793
794
795
796
797
798
799
800
801
802
803
804
805
806
807
808
809
810
811
812
813
814
815
816
817
818
819
820
821
822
823
824
825
826
827
828
829
830
831
832
833
834
835
836
837
838
839
840
841
842
843
844
845
846
847
848
849
850
851
852
853
854
855
856
857
858
859
860
861
862
863
864
865
866
867
868
869
870
871
872
873
874
875
876
877
878
879
880
881
882
883
884
885
886
887
888
889
890
891
892
893
894
895
896
897
898
899
900
901
902
903
904
905
906
907
908
909
910
911
912
913
914
915
916
917
918
919
920
921
922
923
924
925
926
927
928
929
930
931
932
933
934
935
936
937
938
939
940
941
942
943
944
945
946
947
948
949
950
951
952
953
954
955
956
957
958
959
960
961
962
963
964
965
966
967
968
969
970
971
972
973
974
975
976
977
978
979
980
981
982
983
984
985
986
987
988
989
990
991
992
993
994
995
996
997
998
999
1000

1 Miles, S. (2018) “The Emergence of Contemporary Consumer Culture”, In: (Eds.) O.
2 Kravets, P. Maclaran, S. Miles, A. Venkatesh, *The SAGE Handbook of Consumer Culture*,
3 SAGE, London, UK.
4
5

6
7 Milliman, R. (1982) “Using Background Music to Affect the Behaviour of
8 Supermarket Shoppers”, *Journal of Marketing*, 46(3), pp.86-91.
9

10
11 Milliman, R. (1986) “The Influence of Background Music on the Behaviour of
12 Restaurant Patrons”, *Journal of Consumer Research*, 13(2), pp.286-289.
13

14
15 Moon, H., Yoon, H. J., & Han, H. (2017), “The effect of airport atmospherics on
16 satisfaction and behavioral intentions: Testing the moderating role of perceived
17 safety,” *Journal of Travel & Tourism Marketing*, 34(6), 749-763.
18
19

20
21 Muñiz, A. and O’Guinn, T. (2001) “Brand Community”, *Journal of Consumer
22 Research*, 27(4), pp.412-432.
23

24
25 Muñoz, C. and Wood, N. (2009) “A Recipe for Success: Understanding Regional
26 Perceptions of Authenticity in Themed Restaurants”, *International Journal of Culture,
27 Tourism and Hospitality*, 3(3), pp.269-280.
28

29
30 Muñoz, C., Wood, N., and Solomon, M. (2006) “Real or Blarney? A Cross-Cultural
31 Investigation of the Perceived Authenticity of Irish Pubs”, *Journal of Consumer Behaviour*,
32 5(3), pp.222-234.
33
34

35
36 Murdoch, J. (2006), *Post-Structuralist Geography: A Guide to Relational Space*,
37 Sage, London, UK.
38

39
40 Panozzo, F. (2019) “Sparkling Museums: The Marketization of Art Institutions in the
41 Heritage City”, In: (Ed.) K. Ekström, *Museum Marketization: Cultural Institutions in the
42 Neoliberal Era*, Routledge, London, UK.
43
44

45
46 Parsons, L., Maclaran, P., and Chatzidakis, A. (2016) *Contemporary Issues in
47 Marketing and Consumer Behaviour*, Edited Volume, Routledge, London, UK.
48
49

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60
61
62
63
64
65

Patterson, A. and Brown, S. (2007) “Inventing the Pubs of Ireland: the Importance of Being Postcolonial”, *Journal of Strategic Marketing*, 15(1), pp.41-51.

Rashid, A., Barnes, L., and Warnaby, G. (2016) “Management Perspectives on Country of Origin”, *Journal of Fashion Marketing and Management*, 20(2), pp.230-244.

Regany, F. and Emontspool, J. (2015) ““They’re Taking Us for Fools” – When Ethnic Spectacles are Perceived as Dystopias”, *Consumer Culture Theory: Research in Consumer Behaviour*, Volume 17, Emerald Publishing Group, Bingley, UK, pp.295-309.

Pile, S. (1996), *The body and the city: psychoanalysis, space and subjectivity*. London and New York: Routledge.

Roelofsen, M., and Minca, C. (2018) “The Superhost. Biopolitics, Home and Community in the Airbnb Dream-World of Global Hospitality,” *Geoforum*, 91(May), pp.170-181.

Roffe, J. (2016), “The concept of the assemblage and the case of markets”, in Canniford, R. and Bajde, D. (Eds), *Assembling Consumption: Researching Actors, Networks and Markets*, Routledge, Oxford, pp. 42-56.

Roggeveen, A. L., Grewal, D., & Schweiger, E. B. (2020), “The DAST framework for retail atmospherics: The impact of in-and out-of-store retail journey touchpoints on the customer experience.” *Journal of Retailing*, 96(1), 128-137.

Rosenbaum, M. (2005) “The Symbolic Servicescape: Your Kind is Welcomed Here”, *Journal of Consumer Behaviour*, 4(4), pp.257-267.

Rosenbaum, M. (2009) “Restorative Servicescapes: Restoring Directed Attention in Third Places”, *Journal of Service Management*, 20(2), pp.173-191.

Rosenbaum, M. and Massiah, C. (2011) “An Expanded Servicescape Perspective”, *Journal of Service Management*, 22(4), pp.471-490.

1 Rosenbaum, M. and Walsh, G. (2012) "Service Nepotism in the Marketplace", *British*
2 *Journal of Management*, 23, pp.241-256.
3

4 Rosenbaum, M. S., Ward, J., Walker, B. A., & Ostrom, A. L. (2007) "A cup of coffee
5 with a dash of love: An investigation of commercial social support and third-place
6 attachment", *Journal of Service Research*, 10(1), pp.43-59.
7

8 Rosenbaum, M., Kelleher, C., Friman, M., Kristensson, P., and Scherer, A. (2017)
9 "Re-placing Place in Marketing: A Resource-exchange Place Perspective", *Journal of*
10 *Business Research*, 79, pp.281-289.
11

12 Roux, D., Guillard, V., and Blanchet, V. (2018) "Of Counter Spaces of Provisioning:
13 Reframing the Sidewalk as a Parasite Heterotopia", *Marketing Theory*, 18(2), pp.218-233.
14

15 Saatcioglu, B. and Ozzane, J. (2013) "A Critical Spatial Approach to Marketplace
16 Exclusion and Inclusion", *Journal of Public Policy & Marketing*, 32(1), pp.32-37.
17

18 Sandberg, J. and Alvesson, M. (2020) "Meanings of Theory: Clarifying Theory
19 through Typification", *Journal of Management Studies*, EarlyCite.
20

21 Saren, M., Parsons, E., and Goulding, C. (2019) "Dimensions of Marketplace
22 Exclusion: Representations, Resistances and Responses", *Consumption Markets & Culture*,
23 5-6, pp.475-485.
24

25 Seamon, D. (1993) *Dwelling, Seeing, and Designing: Toward a Phenomenological*
26 *Ecology*, Edited Volume, SUNY Press, Albany, NY.
27

28 Sherry, J. Jr. (2013) "Reflections of a Scape Artist: Discerning Scapus in
29 Contemporary Worlds", In: (Eds.) D. Rinallo, L. Scott, and P. Maclaran, *Consumption and*
30 *Spirituality*,
31

32 Sherry, J. Jr., Kozinets, R., Storm, D., Duhachek, A., Nuttavuthisit, K., DeBerry-
33 Spence, B. (2001) "Being in the Zone: Stagin Retail Theater at ESPN Zone Chicago",
34 *Journal of Contemporary Ethnography*, 30(4), pp.465-510.
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60
61
62
63
64
65

1 Sherry, J. Jr., Kozinets, R., Duhachek, A., DeBerry-Spence, B., Nuttavuthisit, K., and
2 Storm, D. (2004) "Gendered Behaviour in a Male Preserve: Role Playing at ESPN Zone
3 Chicago", *Journal of Consumer Psychology*, 14(1&2), pp.151-158.
4

5
6
7 Sherry, J. Jr., Kozinets, R., and Borghini, S. (2013) "Agents in Paradise: Experiential
8 Co-Creation through Emplacement, Ritualization, and Community", In: (Eds.) Carù, A. and
9 Cova, B. *Consuming Experience*, Routledge, London, UK, pp.17-33.
10
11

12
13
14 Skandalis, A., Byrom, J., and Banister, E. (2017) "Spatial Taste Formation as a Place
15 Marketing Tool: the Case of Live Music Consumption", *Journal of Place Management and
16 Development*, 10(5), pp.497-503.
17
18

19
20
21 Skandalis, A., Banister, E., and Byrom, J. (2018) "The Spatial Aspects of Music
22 Taste: Conceptualizing Consumers' Place-Dependent Identity Investments", *Marketing
23 Theory*, 18(2), pp.249-265.
24
25

26
27
28
29 Skandalis, A., Banister, E., and Byrom, J. (2020) "Musical Taste and the Creation of
30 Place-Dependent Capital: Manchester and the Indie Music Field", *Sociology*, 54(1), pp.124-
31 141.
32
33

34
35
36 Soja, E. (1980) "The Socio-Spatial Dialectic", *Annals of the Association of American
37 Geographers*, 70(2), pp.207-225.
38
39

40
41 Soja, E. (1989) *Postmodern Geographies: The Reassertion of Space in Critical Social
42 Theory*, New York, Verso.
43
44

45
46 Soja, E. W. (1996), *Thirdspace: Journeys to Los Angeles and Other Real-and-
47 Imagined Places*, Cambridge, Mass: Blackwell.
48
49

50
51 Solomon, M. R. (1985), "Packaging the service provider," *Service Industries Journal*,
52 5, 64-71.
53
54
55
56
57
58
59
60
61
62
63
64
65

1 Spangenberg, E. R., Grohmann, B., & Sprott, D. E. (2005). "It's beginning to smell
2 (and sound) a lot like Christmas: the interactive effects of ambient scent and music in a retail
3 setting." *Journal of business research*, 58(11), pp.1583-1589.
4

5
6
7 Spangenberg, E. R., Crowley, A. E., & Henderson, P. W. (1996). "Improving the
8 store environment: do olfactory cues affect evaluations and behaviors?" *Journal of*
9
10
11
12 *marketing*, 60(2), pp.67-80.
13

14 Spence, C., Puccinelli, N. M., Grewal, D., & Roggeveen, A. L. (2014), "Store
15 atmospherics: A multisensory perspective," *Psychology & Marketing*, 31(7), 472-488.
16
17

18 Steadman, C., Roberts, G., Medway, D., Millington, S., and Platt, L. (2020)
19 (Re)thinking Place Atmospheres in Marketing Theory, *Marketing Theory*, EarlyCite, pp.1-20.
20
21

22 Thomas, T., Price, L., Schau, H. (2013) "When Differences Unite: Resource
23 Dependence in Heterogeneous Consumption Communities", *Journal of Consumer Research*,
24 39(5), pp.1010-1033.
25
26

27 Thomas, T., Epp, A., and Price, L. (2020) "Journeying Together: Aligning Retailer
28 and Service Provider Roles with Collective Consumer Practices", *Journal of Retailing*, 96(1),
29 pp.9-24.
30
31

32 Thompson, C., Arnould, E., and Giesler, M. (2013) "Discursivity, Difference, and
33 Disruption: Genealogical Reflections on the Consumer Culture Theory
34 Heteroglossia", *Marketing Theory*, 13(2), pp.149-174.
35
36

37 Thompson, C., and Arsel, Z. (2004) "The Starbucks Brandscape and Consumers'
38 (Anticorporate) Experiences of Glocalization", *Journal of Consumer Research*, 31(3),
39 pp.631-642.
40
41

42 Thompson, C., Locander, W., and Pollio, H. (1989) "Putting Consumer Experience
43 Back into Consumer Research: The Philosophy and Method of Existential-Phenomenology",
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60
61
62
63
64
65
Journal of Consumer Research, 16(2), pp.133-146.

1 Thompson, C. and Üstüner, T. (2015) “Women Skating on the Edge: Marketplace
2 Performances as Ideological Edgework”, *Journal of Consumer research*, 42(2), pp.235-265.
3

4 Thrift, N. (2008), *Non-Representational Theory: Space, Politics, Affect*, Routledge,
5
6 Oxford.
7

8
9 Tifferet, S., & Vilnai-Yavetz, I. (2017), “Phytophilia and service atmospherics: The
10 effect of indoor plants on consumers,” *Environment and Behavior*, 49(7), pp. 814-844.
11
12

13
14 Turley, L. and Chebat, J. (2002) “Linking Retail Strategy, Atmospheric Design and
15 Shopping Behaviour”, *Journal of Marketing Management*, 18(1-2), pp.125-144.
16
17

18
19 Underhill, P. (2009) *Why We Buy: The Science of Shopping*, Simon & Schuster, New
20 York, NY.
21

22
23 Vargo, S. and Koskela-Huotari, K. (2020) “Advancing Conceptual-Only Articles in
24 Marketing”, *AMS Review*, 10, pp.1-5.
25
26

27
28 Venkatramen, M. and Nelson, T. (2009) “From Servicescape to Consumptionscape: a
29 Photo-Elicitation Study of Starbucks in the New China”, *Journal of International Business
30 Studies*, 39, pp.1010-1026.
31
32
33

34
35 Verhoef, P. C., Lemon, K. N., Parasuraman, A., Roggeveen, A., Tsiros, M., &
36 Schlesinger, L. A. (2009),”Customer experience creation: Determinants, dynamics and
37 management strategies,” *Journal of retailing*, 85(1), pp. 31-41.
38
39
40

41
42 Vicdan, H. and Hong, S. (2018) “Enrollment of Space into the Network of
43 Sustainability”, *Marketing Theory*, 18(2), pp.169-187.
44
45

46
47 Visconti, L., Sherry, J., Borghini, S., Anderson, L. (2010) “Street Art, Sweet Art?
48 Reclaiming the “Public” in Public Place”, *Journal of Consumer Research*, 37(3), pp.511-
49 529.
50
51
52

53
54 Vukadin, A., Lemoine, J. F., & Badot, O. (2019), “Store artification and retail
55 performance,” *Journal of Marketing Management*, 35(7-8), 634-661.
56
57
58

1 Warnaby, G. and Medway, D. (2013), “What about the ‘place’ in
2 place marketing?”, *Marketing Theory*, Vol. 13 No. 3, pp. 345-363.
3

4 Warnaby, G. and Medway, D. (2017) “Pretty Vacant? Implications of Neglect and
5 Emptiness for Urban Aesthetics and Place Branding”, In: *Handbook on Place Branding and*
6 *Marketing*, A. Campelo (Ed.), pp. 219-235, Edward Elgar Publishing, Cheltenham, UK.
7
8
9

10 Webb, B. (2020), ‘Dirty streaming: The internet’s big secret’, *British Broadcasting*
11 *Corporation*, 5 March, accessed 15 July 2020 at:
12
13 <https://www.bbc.co.uk/iplayer/episode/p083tb16/dirty-streaming-the-internets-big-secret>.
14
15
16

17 Woodward, K. (2015). *Psychosocial Studies – An Introduction*. Routledge, Oxon, UK
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60
61
62
63
64
65

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60
61
62
63
64
65

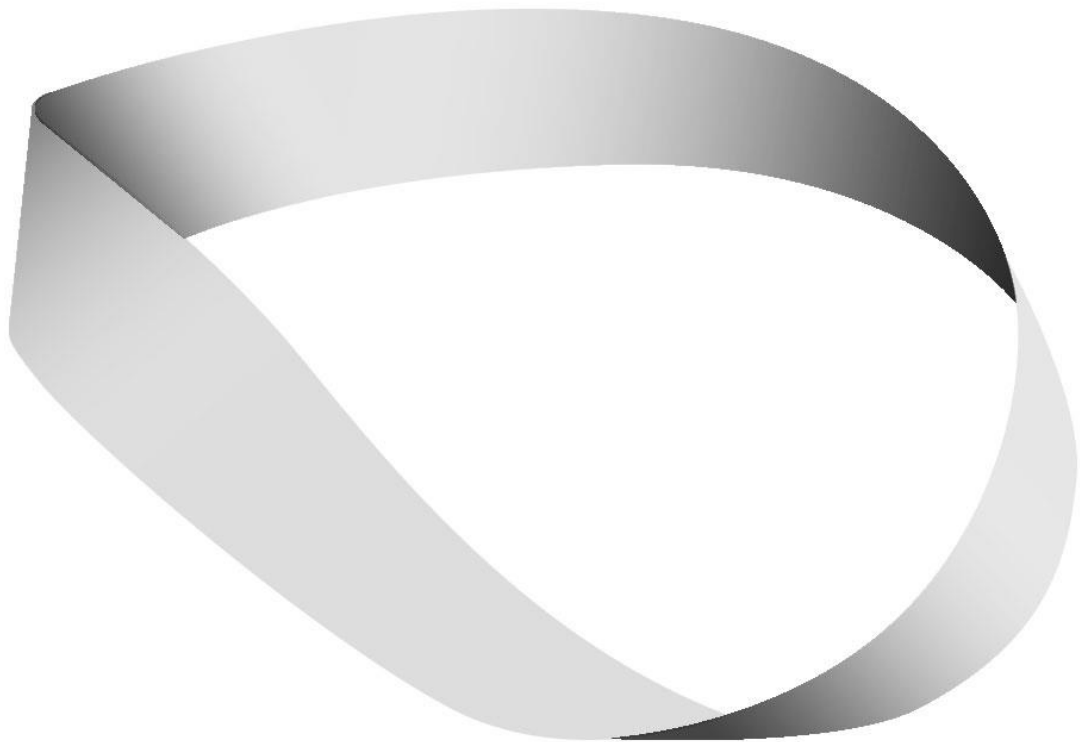


Figure 1: A Möbius Strip

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60
61
62
63
64
65

Table 1: Illustrating How the Möbius Strip of Market Spatiality Might be Implemented to Facilitate Transdisciplinary Dialogue

Substantive Theme / Topic	CCT Idea / Insight	Opportunities for Dialogue with Mainstream Marketing
Place Marketing	Places are ‘made’ through the meanings, dwellings and territorializations of multiple actors.	<ul style="list-style-type: none"> • Encouraging researchers, practitioners, and policy-makers to considering the power dynamics in place marketing processes (i.e. implacements) to create a more inclusive approach to place marketing (building on Warnaby and Medway, 2013). • Consider how places are made by designers and other powerful actors but also how places are (re)made by consumers (i.e. emplacements). • Consider the extent to which some placial features can be subjected to managerial interventions whereas others are beyond managers’ control. • Differentiate between implacements and emplacements that benefit consumers and those that create a feeling of being ‘out-of-place’. Of the latter, distinguish between those that are internalized and those that are acted upon (i.e. displacements). • Consider the boundaries between indoor/outdoor and inside/outside places as constantly made and remade by multiple actors.
Consumer Experience as Multisensory/More-than-Representational	In situ experiences are always multisensory but often marketing practice focuses on visual and aural stimuli, especially when these can be easily represented as images or other cultural content.	<ul style="list-style-type: none"> • Continue to expand analysis and theorization to consider nonrepresentational or affective phenomena as well as representational and cognitive processes, particularly by blurring the boundaries between these terminologies (Hill et al. 2014; Spence et al. 2014). • Consider how senses such as smells operate as multifaceted phenomena: encompassing psychic, social, political, cultural, ideological, material, and many other factors (Canniford et al. 2018;

16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60
61
62
63
64
65

		<p>De Luca and Botelho, 2019).</p> <ul style="list-style-type: none">• Sensory studies of market spatiality require a transdisciplinary and multi-method response (Medway and Warnaby, 2017). Ultimately, all consumption activity is both multi-sensorial and embedded in place and space.
<p>Subliminal Spatial Influences</p>	<p>Areas of space can become meaningful places that shape people’s lives at a conscious level. However, spatial arrangements are also influential at a subliminal or unconscious level.</p>	<ul style="list-style-type: none">• Consider how spatial arrangements? act upon consumers and other market actors through conscious and non-conscious processes. Spatial arrangements can operate subconsciously/subliminally (Turley and Milliman, 2000; Turley and Chebat, 2002; Coffin, 2019) and even unconsciously (in the psychoanalytic sense; Pile, 1996).• Studies of subliminal influence are also found in neuroscience (Albanese, 2015) and have been popularized by mass market books like Why We Buy (Underhill, 2009), Buyology (Lindstrom, 2009), and Thinking Fast and Slow (Kahneman, 2011). As such, studies of spatiality represent a fecund area for transdisciplinary research, but also for conversations that traverse the often-troublesome divide between theory and practice (MacInnis et al. 2019).• Where abstraction is fully achieved places become meaningless space once again, returning to the open-ended and anonymous status described by Visconti et al. (2010). Yet, studies of spatiality serve as a reminder that although abstract space may be perceived as insignificant, it still has the power to influence consumers and other market actors. Research should be conscious of the active influence of spatiality as spatial arrangements can support established interests in ways that are ‘hidden’ by “the apparently innocent spatiality of social life” (Soja, 1989, p.6).

16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60
61
62
63
64
65

<p>Consumer Journeys</p>	<p>Consumers move through and between a range of different sites, with each environment able to influence the pre-purchasing, purchasing and post-purchasing decision process.</p>	<ul style="list-style-type: none">• Reconceptualize journeys in the broadest sense to encompass the full range of movements <i>within</i> stores (e.g. Thomas et al. 2020; Roggeveen et al. 2020) but also <i>beyond</i> stores (Coffin, 2019).• Concepts and methods for managing journeys, such as atmospherics (Kotler, 1973), could continue to be applied to out-of-store settings (Arnould and Price, 1993; Bloch and Kamran-Disfani, 2018).• Transdisciplinary research should consider how each customer journey has different beginnings and end destinations that are constantly made and re-made by a range of different actors (consumers, managers, planners etc).• Likewise, the spatial arrangements <i>between</i> stores must also be considered insofar as they might influence subsequent in-store activities (Coffin, 2019). Market spatialities that are seemingly mundane and non-commercial, such as transportation, may need to be reevaluated and reconceptualized as influential (Canniford et al. 2018; Glasgow et al. 2019).
<p>Country-of-Origin Effects</p>	<p>Associating products and services with geographies is not simply a marketing technique, but a practice with multiple consequences.</p>	<ul style="list-style-type: none">• Individual country-of-origin labels can be thought of as attempts to abstract or de-territorialize geographical phenomena (e.g. atmospheres) from a particular place. This conceptualization allows researchers to connect research that is psychologically-informed (e.g. Andéhn et al. 2016) and managerially-oriented (e.g. Rashid et al. 2016) with perspectives that are sociologically-informed and critically-inclined (e.g. Andéhn et al. 2019).• Although current research has primarily considered country-of-origin effects at the representational level, a more transdisciplinary stream could focus on more multi-faceted, affective and non-representational understandings of country-of-origin effects.• Research could explore how country-of-origin effects may be empowering or disempowering for consumers.

16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60
61
62
63
64
65

		<ul style="list-style-type: none">• In terms of empowerment, products and services with these effects allow consumers to emplace themselves even when suitable places are not available. For instance, previous research suggests this is may be especially important for immigrant consumers who want to continue to connect to their own country of origin (e.g. Campbell, 2005; Muñoz and Wood, 2007). In terms of disempowerment, Regany and Emontspool (2015), demonstrate, for instance, how ethnic minority consumers may be made to feel ‘out-of-place’ by ‘cultural’ products, services, and store arrangements that are poorly implemented. Conversely, even well-placed relationships between people and products can be experienced as restrictive when these become institutionalized implacements (Andéhn et al. 2019).
--	--	---