



Call for Papers:

UNDERSTANDING MICRO-MOMENTS ACROSS THE FASHION SHOPPER JOURNEY

Journal of Global Fashion Marketing Special Issue
Submission Deadline: March 31, 2017

Journal of Global Fashion Marketing will publish a special issue on “**UNDERSTANDING MICRO-MOMENTS ACROSS THE FASHION SHOPPER JOURNEY.**” The Special Issue will consider rigorous empirical as well as conceptual papers that propose sound theoretical perspectives, integrative frameworks/models, important reviews, or debatable ideas within the scope of the journal.

The term “shopper journey” mainly implies the sequence of experiences customers go through to learn about, purchase, and interact with company offerings. One idea illustrating the shopper journey used to be that consumers would spend hours in front of their desktop researching their next major purchase. However, the explosion of digital technologies over the past decade has created the phenomenon that consumers make non-linear decisions in micro-moments. Instead of long sessions focused on a given “decision-making” task, the shopper journey has disintegrated into numerous micro-moments where consumers fulfill their particular wants and needs instantly. At the moment of interest, consumers can reach for their smartphone reflexively. The information is delivered in seconds. In an instant, decision-making is done. Initial decisions may be swayed or completely changed during this brief moment of intent. Some of those “micro-moments” experienced through mobile devices could include comparing prices, finding stores/coupons/discounts, checking consumer reviews, researching product details and availability, etc.

Although the concept of “micro-moments” may be fairly a recent development proposed by *Think with Google*, it is now emerging as a critical area of fashion marketing research. Fashion firms need to be competent at understanding the journeys their customers take and shaping their experience with individual touchpoints along the way. Manuscript submissions are encouraged but not restricted to the following topics:

- Drivers and consequences of “micro-moments”: conceptualizing micro-moments across the fashion shopper journey; understanding key drivers and their relationships to both immediate purchase consequences and long-term loyalty; identifying and classifying critical touchpoints in micro-moments
- Mechanisms behind key micro-moments including showrooming (i.e., searching in store, buying online) and webrooming (searching online, buying in store)
- Fashion consumer behavior in micro-moments: how mobile devices impact fashion consumption, search for information and prices, the usage of firm-provided or user-generated contents, in-store smartphone/mobile app use behavior; the impact of e-WOM on consumer shopping paths; how and why such behaviors differ across different customer segments, touchpoints, cultures, and contexts.
- Effective “micro-moment” strategies in fashion marketing: Real-time personalized pricing and advertising, technology-based service excellence, or omni-channel strategies facilitated and delivered through smart technologies; related ethical considerations and corporate social responsibility issues
- Role of “micro-moment” strategies in many aspects of marketing, including customer satisfaction, customer experience management, service quality, and relationship marketing

- Case studies of business and marketing practices on “shopper journey mapping” in the fashion industry

Submission Information

- Authors should submit their full papers to the Guest Editor of this JGFM Special Issue on “UNDERSTANDING MICRO-MOMENTS ACROSS THE FASHION SHOPPER JOURNEY.” through the ‘Scholar One Manuscript portal’ (<http://mc.manuscriptcentral.com/rgfm>) for the JGFM’ to be reviewed for publication in the focused issue.
- Submissions will undergo a double blind, peer review process.
- Manuscripts must follow submission guidelines of the JGFM. (http://www.tandfonline.com/toc/rgfm20/current#.U50zbfl_vl8)

If you have questions, please contact the guest co-editors.

Guest Co-Editors

Submissions from North America: Hye-Young Kim (University of Minnesota) hykim@umn.edu

Submissions from Europe, Asia, or Other Regions: Kiseol Yang (University of North Texas), Kiseol.Yang@unt.edu