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Nota di bibliografia	Includes bibliographical references at the end of each chapters.
Nota di contenuto	Preface; Contents; Making Consumers Switch from Counterfeit to Genuine Luxury-A Retail Perspective; Abstract; Keywords; 1 Introduction; 2 Theoretical Background; 2.1 Towards a typology of non-deceptive counterfeiters; 2.2 Counterfeit Consumer Behaviour Specificities; 2.3 Retailing of genuine and fake luxury products; 3 Material and methods; 4 Results; 4.1 What's in the World of Luxury?; 4.1.1 Product Characteristics; 4.1.2 Product usage; 4.1.3 Define Oneself, i.e. building one's identity; 4.1.4 Another World; 4.1.5 Identification; 4.1.6 Express Oneself, i.e. showing one's identity 4.2 What's in the World of Counterfeiting?4.2.1 Context; 4.2.2 Consumer; 4.2.3 Brand; 4.2.4 Product; 4.2.5 Interaction Between the Actors; 5 Discussion; 5.1 What Incentives to Switch Consumption from Fake to Real?; 5.2 Impact on product policy; 5.3 Impact on price policy; 5.4 Impact on Promotion policy; 5.5 Impact on Place Policy (including store localisation, store atmosphere and sales force); 6 Conclusions; Appendixes; Appendix A: Interview Guide; Appendix B: The Fake Rolex; References Successful GAM Organisation for Companies that Supply International Retailers and the Role of international Marketing StrategyAbstract; Keywords; 1 Introduction; 2 Hypotheses Development; 2.1 Theory and conceptualization; 2.2 Hypotheses on GAM strategy and performance;

2.3 Hypotheses on GAM structure and performance; 2.4 GAM strategy, structure and performance; 2.5 Moderating role of IMS; 3 Empirical Study; 3.1 Sample; 3.2 Measurements and method; 4 Results; 5 Discussion; 6 Limitations and research directions; Appendix A; References

The World's Leading E-Retailers and Environmental

Sustainability Abstract; Keywords; 1 Introduction; 2 Corporate Social Responsibility and Environmental Sustainability; 3 Methodology; 4 Findings; 5 Discussion; 6 Conclusion; References; Willingness to Pay in Food Retailing-An Empirical Study of Consumer Behaviour in the Context of the Proliferation of Organic Products; Abstract; Keywords; 1 Willingness to Pay in the Context of Food Distribution; 1.1 Introduction; 1.2 Research Framework; 2 State of Research and Hypotheses Development; 2.1 Determinants of the Purchase of Organic Food 2.2 Determinants of the Purchase of Conventional Private Labels 2.3 Direct Determinants of WTP in Food Retailing; 2.4 Influence of Socio-Demographics on Psychographics and Purchasing Behaviour; 2.5 The Research Model at a Glance; 3 Data Base, Methodology, Empirical Results and Implications; 3.1 Household Panel Data; 3.2 Measurement of Constructs; 3.2.1 Level of Purchasing Behaviour; 3.2.2 Level of Psychographics; 3.2.3 Level of Socio-demographics; 3.3 Quality Analysis of the Reflective Specified Multiple-Item Constructs; 3.4 Estimating the Structural Equation Model 3.5 Results and Implications

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## Sommario/riassunto

The aim of EUROPEAN RETAIL RESEARCH is to publish interesting manuscripts of high quality and innovativeness with a focus on retail researchers, retail lecturers, retail students and retail executives. As it has always been, retail executives are part of the target group and the knowledge transfer between retail research and retail management remains a part of the publication's concept. EUROPEAN RETAIL RESEARCH welcomes manuscripts on original theoretical or conceptual contributions as well as empirical research – based either on large-scale empirical data or on the case-study method. Following the state of the art in retail research, articles on any major issues that concern the general field of retailing and distribution are welcome. Contents Making Consumers Switch from Counterfeit to Genuine Luxury Successful GAM Organisation The World's leading E-retailers and Environmental Sustainability Willingness to Pay in Food Retailing Retailing in Brazil Retailing in New Zealand Target Groups Retail Researchers, Retail Executives, Retail Lectures, Retail Students The Editors Prof. Dr. Thomas Foscht, University of Graz, Austria Prof. Dr. Dirk Morschett, University of Fribourg, Switzerland Prof. Dr. Thomas Rudolph, University of St. Gallen, Switzerland Prof. Dr. Peter Schnedlitz, Vienna University of Economics and Business, Austria Prof. Dr. Hanna Schramm-Klein, University of Siegen, Germany Prof. Dr. Bernhard Swoboda, University of Trier, Germany.

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