The objective of this special issue is to generate a state of the art understanding of Shopper Marketing activities across platforms on the path to purchase. In today’s rapidly evolving marketplace, due to influences such as mobile devices, the internet, and social media, there is increasingly a need to understand how consumers respond to marketing activities across a range of platforms.

These multiple platforms create many touchpoint opportunities for the firm to reach the shopper on her path-to-purchase. Some of these touchpoints are controlled by the firm (e.g., targeted emails), while others are controlled by consumers (e.g., social media postings). As a result, firms must focus on all of these touchpoints. Firms must also remain cutting edge in their use of new technologies in their quest to capture the consumers’ interest. These new technologies include digital displays in the store, and increasingly personalized offers and localized offers taking advantage of the GPS element of mobile phones and apps. Even traditional media, such as newspapers and direct mail, is being transformed via the use of QR codes and deal websites. Understanding how these multiple touchpoints impact shoppers is critical for retailers to understand.

This special issue is dedicated to research which addresses these issues. Research that primarily reflect conceptual and theoretical contributions as well as empirical research studies are equally welcome. The research should aim to integrate insights both from research and practice. Any topic that fits the broad rubric of Shopper Marketing is appropriate. Suggested areas include:

- Role of in-store digital/non-digital signage
- Engagement activities
- In-store atmosphere and promotions.
- Information processing of price and retailing
- Fairness in pricing
- Value-based strategies
- In-store trial/consumption experiences
- Point-of-purchase information,
- Use of apps (e.g., social, mobile, local)
- Cross-cultural price/retail perceptions
- Pricing/Retail strategy
- Use (and integration) of technologies

Email (Word documents) completed competitive manuscripts following the JBR style guide by October 1, 2014 to ShopperMarketing@babson.edu.