


Please cite the Published Version

Warnaby, Gary  and Shi, Charlotte (2019) Changing Customer Behaviour; Changing Retailer Response? The Potential for Pop-up Retailing. *Journal of Customer Behaviour*, 18 (1). ISSN 1475-3928

DOI: <https://doi.org/10.1362/147539219X15633616548489>

Publisher: Westburn Publishers

Downloaded from: <https://e-space.mmu.ac.uk/623018/>

Additional Information: This is an Author Accepted Manuscript of a paper accepted for publication by Westburn Publishers in *Journal of Customer Behaviour*.

Enquiries:

If you have questions about this document, contact openresearch@mmu.ac.uk. Please include the URL of the record in e-space. If you believe that your, or a third party's rights have been compromised through this document please see our Take Down policy (available from <https://www.mmu.ac.uk/library/using-the-library/policies-and-guidelines>)