

Co-author statement

This thesis was jointly developed and written by Zhanbo and Ziyu. Zhanbo was primarily responsible for shaping the overall research framing and producing the core theoretical and empirical contributions connected to the practice-theoretical analysis of store-based touchpoints. Specifically, Zhanbo drafted the opening of Chapter 1 and Section 1.1, wrote Chapter 2 (Theoretical Framework), led the writing of the offline observation component of Chapter 4, including the overall opening and closing of Chapter 4, and drafted Chapter 5 (Discussion and Conclusions). Zhanbo also led the collection and interpretation of the in-store observational material and coordinated the synthesis of the physical touchpoint findings.

Ziyu was primarily responsible for developing the methodological and empirical components related to digital and online material. Specifically, Ziyu drafted Sections 1.2 and 1.3 of Chapter 1, wrote Chapter 3 (Methodology), led the writing of the netnography and document/text analysis components of Chapter 4, and drafted Chapter 6. Ziyu also led the collection and organisation of the netnographic dataset and documentary sources, and contributed to the integration of digital touchpoint evidence into the case-based analysis.

Both authors contributed to refining the research questions, revising the manuscript across iterations, and ensuring consistency of argumentation and academic style across chapters. Final responsibility for the content and presentation of the thesis is shared by both authors.