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Editorial

There is a particular consumer focus throughout the five submissions to this issue. The topics of the submissions include interaction between gender and emotions affects consumers' shopping behaviour outcomes, importance consumers assign to intra-centre spatial convenience, the motives and nature of first party fraud in e-tailing, the effectiveness of coalition loyalty programme implementation in town centre management, and the relationship between service quality, the service encounter and the retail experience.

Research suggests that women demonstrate higher levels of shopping satisfaction, recommendation, return intentions, and hedonic shopping than men. However, is it possible to reduce the effects of gender on shopping behaviour? The first contribution by Herter, Pizzutti dos Santos and Costa Pinto explores how the interaction between gender and emotions affects consumers' shopping behaviour outcomes. The results demonstrate that positive (vs. neutral) emotions increase shopping behaviour outcomes for men, to reach the same level as for women. The findings also indicate that retail environment perception mediates the effects. Moreover, the results show that positive emotions increase levels of hedonic shopping for men and that negative emotions reduce levels of hedonic shopping for women. This paper helps retailers enhance shopping behaviour outcomes in retail environments. From a managerial perspective, the findings also provide insights on how to improve shopping behaviour outcomes for male consumers.

Due to rising obesity levels, declining fitness levels, an aging population, and shopper lethargy, retail planners must give serious consideration to the physical demands retail centres place on their patrons. The second paper by Reimers and Clulow investigates the importance consumers assign to intra-centre spatial convenience, measure how consumers perceive shopping malls and shopping strips (also referred to as the downtown area, central business district, Main Street or the High Street) in relation to it, and compare them in their provision of it. The study utilises a household survey of consumers and a retail audit to identify the importance consumers assign to intra-centre spatial convenience and to establish how malls and strips compare in their provision of it. The results indicate that consumers regard intra-centre spatial convenience as important and believe that malls are superior in providing it. The retail audit confirmed the accuracy of these perceptions, with the mall providing greater store compatibility, and a more compact shopping environment.

First party fraud is fraud committed by an account holder or customer that does not involve the use of a stolen identity. The third contribution by Amasiatu and Shah provides insights into the motives and nature of first party fraud in e-tailing. A systematic literature review was used to synthesise existing research on first party fraud. We used scholarly literature as well as grey literature to help understand the motives and nature of this growing business problem. Findings reveal a myriad of schemes and motives for engaging in first party fraud. This study will be useful to researchers as well as practitioners in the retail industry in helping understand the nature and motives of first party frauds which could in turn help devise preventive strategies. The study also makes a case for increased managerial interest and involvement in reducing first party fraud.

To counter the proliferation of out-of-town shopping centres, a spontaneous or planned coalition loyalty programme (CLP) involving most retailers in an urban network can positively affect a town centre's capacity to entice customers and

may enhance its competitiveness. The aim of the fourth contribution by de Noni and Orsi is to assess the effectiveness of CLP implementation in town centre management as a tool for enhancing urban commercial-system attractiveness. The theoretical framework used in this study is supported by the evaluation methodologies of an empirical case study: the *Savigliano Card* project. CLP performance analysis uses a dynamic network-competitiveness index (NCI), an approach based on Laspeyres-type decomposition. The effects on each retailer's profitability are then tested by matching network and regression analyses. The results suggest that CLPs implementation in a town centre management scheme can produce benefits and positive externalities for customers, retailers and urban areas. CLPs can influence a town centre's revitalisation process, improve the attractiveness of the urban commercial network and increase the profitability of private retailers by enhancing cross-selling dynamics.

The final contribution by Resnick, Foster and Woodall explores the relationship between service quality, the service encounter and the retail experience within a changing UK retail environment. Data was gathered from forty customers and twenty staff of an established UK health and beauty retailer with a long standing reputation for personal customer service. A qualitative analysis was applied using both a service quality and a customer value template. The findings suggest that customers focus more on the utilitarian features of the service experience and less on 'extraordinary' aspects, but service staff still perceived that the customer encounter remained a key requisite for successful service delivery. The implication is that recent environmental developments involving customers, markets and retail platform structures are challenging traditional service expectations in retailing.

Submission Summary

Title	Author 1	Author 2	Authors 3 & 4	First Submitted	Revised Date	Final Acceptance
Man, I shop like a woman!" The effects of gender and emotions on consumer shopping outcomes and perceptions of retail environments (see IJRDM-03-2013-0066.R4)	Márcia Maurer Herter	Cristiane Pizzutti dos Santos	Diego Costa Pinto	20 th March 2013	16 th December 2013	5 th April 2014
Spatial convenience: bridging the gap between shopping malls and shopping strips (see IJRDM-08-2013-0153.R3)	Vaughan Reimers	Val Clulow		12 th August 2013	14 th January 2014	5 th April 2014
First party fraud: A review of the forms and motives of fraudulent consumer behaviours in e-tailing (see IJRDM-05-2013-0112.R2)	Chioma Vivian Amasiatu	Mahmood Hussain Shah		21 st May 2013	14 th January 2014	5 th April 2014
Coalition loyalty programme adoption and urban commercial network effectiveness evaluation (see IJRDM-May-2012-0043.R4)	Ivan de Noni	Luigi Orsi	Luca Zanderighi	3 rd May 2012	26 th January 2014	5 th April 2014
Exploring the UK high street retail experience: is the service encounter still valued? (see IJRDM-05-2013-0090.R4)	Sheilagh Resnick	Carley Foster	Tony Woodall	2 nd May 2013	6 th March 2014	5 th April 2014