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### **Kids and Retailing, future trends**

The contributions to this double issue are the best papers presented at the second international colloquium on Kids and Retailing held in June 2015 in Budapest at the initiative of ESSCA's Research Lab. in Retailing and NovaChild Innovation Network for Children. Budapest, at the crossroads between Europe and the Orient, was an ideal setting to present and discuss current and relevant research in the topical subject of Kids and Retailing. The theme was '*Future Trends*' based on the view that children are young people engaged in a moving world shaping them as consumers while retailing is reinventing itself. The double issue is presented as two themes. The first theme focuses on children, shopping and their representation, and the second theme on children in their retail context.

### **Guest Editorial, part 1 – Children, shopping and their representation**

This issue has a child focus within shopping from three perspectives. The submissions include the representation of shopping that children are given through books as well as the perception they have of the ideal shopping, the store retail landscape studied from the viewpoints of discretionary consumption and the store atmosphere, and finally two aspects of retail catalogues (the children's reaction to incongruent images and the meaning of the absence of children).

The first paper by Badot, Bree, Damay, Guichard, Lemoine and Poulain presents the results from the exploration of shopping through children's books. The purpose is to identify the representations, figures and process of commerce that may build the commercial vision of children that are exposed to them. A semiotic analysis of 50 books has been undertaken showing a broad diversity in the images of shops given to children and a wealth of information given to children to help them assimilate the process of a shopping transaction.

The second contribution by Deli-Gray, Pinto, McLaughlin and Szilas investigates the perception of ideal shopping by very young children (3-6 years old). The research was conducted in two European countries using a three stages methodology: 176 kids participated in focus groups, then 30 children and their parents were interviewed, and finally drawings of actual and ideal shopping were analysed. It appears that French young kids focus on the products they buy whilst Hungarian children talk about how they take part. When French kids want to replace offline shopping by online shopping, Hungarian children find it's a bad idea. But wherever the children live they want to spend more time with their parents;

The third paper by Marshall represents in-store observations of young Japanese consumers in their discretionary food consumption. The research shows that they visit "konbini" (a kind of convenience store) two to four times per week and they are actively engaged in independent purchasing decisions. The paper contributes to understanding how young consumers interact with a unique retail landscape and what is the role of food environment on food choice.

The fourth paper by Ayadi and Cao examines children's responses to store atmosphere. 41 in-store observations and 20 semi-directive interviewed were undertaken with children aged 7-11 in two stores. A grounded-theory approach has been used and shows that the impact of store atmosphere on children's responses to store environment and behaviour is a complex phenomenon. Positive outcomes have been delineated but store atmosphere could also become a source of conflicts between parents and children.

The fifth paper by Ulrich and Ezan aims at exploring the children's reactions to catalogue revolutionizing gender norms by using gender-incongruent images and their associated toys. The methodology combined in one session participant observation, interview with visual stimuli and a collage exercise. Among the 27 children aged 5-10 of the sample, only girls aged 9-10 tended to notice incongruent images. The children's acceptance of the gender-incongruent images is influenced by the gender-constancy stage, children's own gender-flexibility and the collective nature of the game.

The last paper by la Ville (de) and Krupicka examines furniture manufacturers' catalogues and press advertisements to highlight the multi-layered process involved in conveying meaning to the "parent-child cluster" consumer. Using an interpretive semiology perspective, the research shows that the scenes portrayed foster positive values but also promote discourses about contemporary childhood and parenthood.

### **Guest Editorial, part 2 – Children in their retail context**

This second issue includes contributions that focuses on children and their surroundings in a retail context in four perspectives of family, technological environment, edutainment centre and price variable. For children the context of retailing is first the family which is investigated through mothers shopping for their kids then through the impact of child on family provisioning related to sustainability. The submissions include also the context of technology leading to the experiences of children with retail mobile applications and their participation in MMORPGS (*massively multiplayer online role-playing game*) leading to virtual retail shopping. Then the role of the edutainment centre as a socialisation agent is explored. The last component of the surrounding examined in this issue is the price of the products.

The first contribution by Silhouette-Dercourt and Lassus (de) investigates the motivations of mothers in purchasing luxury apparel for their pre-adolescent children through a semiotic interpretation of 21 mothers' discourses. Young mothers fluctuate between four identity positions, identification, idealization, transmission and creation. These results show a new research avenue like the exploration of the children's response to their mothers' identity motivations in relation to accessible luxury retail.

The second study by Ritch and Brownlie investigates the influence of children on the mothers' decision-making in household provisioning. 28 in-depth interviews exploring a range related topics with a group of working mothers with a professional occupation lead to the findings that children influence sustainability, moving beyond health implications to educate children to be responsible consumers through play and authentic experiences. The desire of mothers to act sustainably can be reinforced and restricted by the children's influence.

The third paper by Muzellec, Feenstra, Faultrier (de) and Boulay explores the nature of branded mobile application experience for children and analysed how those experiences and applications are perceived by the parents. The sample consisted of 20 children aged 6 to 12 who, using an I-Pad tablet were asked to select from retail brands applications (retailer in games, toys and entertainment and retail brand in clothes and accessories). Children primarily valued the emotional experience of the application when the parents appreciated their children's cognitive experience of the mobile app.

Continuing in the technological environment, the fourth research by Hota and Derbaix examines whether children's online play and participation in MMORPGS is leading to the development of virtual retail shopping motivations and behaviours. The analysis of data providing from two focus groups and 10 in-depth interviews with 20 children aged 8 to 12 shows that it is the case through the purchase of virtual tools and accessories by all children using virtual in-game money. But these motivations are gender specific, unlike adults.

Professor Brigitte de Faultrier  
Guest Editor  
18th July 2016

The aim of the fifth paper by Arthur and Sherman is to investigate a marketer-sponsored edutainment centre as a consumer socialisation agent. 16 children were interviewed as well as one of their parents prior, after and one week following a part-day visit to Kidzania. The study demonstrates the value of this participatory form of marketing communication in achieving brand objectives (brands preferences, brands knowledge, etc.) while fostering the consumer socialisation of children.

The last contribution by Muratore studies the relationships between the positive and the negative role of price in teens' impulse buying. The test of the hypotheses has been achieved on a sample of 325 teens aged 14 to 18 using MANOVA. It appears that teen's impulsive buyers possess more prestige sensitivity, price quality schema, price mavenism, sale proneness and less price consciousness and value consciousness than non impulsive buyers.

## Submission Summary

Title	Author 1	Author 2	Authors 3 & 4	First Submitted	Revised Date	Final Acceptance
Issues 10/11 Part 1						
The representation of shopping in children's books (see <b>IJRDM-08-2015-0134.R2</b> )	Olivier Badot	Joël Bree  Coralie Damay  Nathalie Guichard	Jean-François Lemoine  Max Poulain	31 <sup>st</sup> August 2015	6 <sup>th</sup> May 2016	4 <sup>th</sup> July 2016
Perception of young children of the ideal shopping (See <b>IJRDM-09-2015-0139.R2</b> )	Zsuzsa Deli-Gray	Marie-Pierre Pinto	Cécile McLaughlin  Roland Szilas	1 <sup>st</sup> September 2015	7 <sup>th</sup> May 2016	5 <sup>th</sup> July 2016
Convenience stores and discretionary food consumption among young Tokyo consumers (see <b>IJRDM-08-2015-0137.R3</b> )	David Marshall			31 <sup>st</sup> August 2015	10 <sup>th</sup> May 2016	15 <sup>th</sup> July 2016
Exploring children's response to store atmosphere (see <b>IJRDM-08-2015-0125.R3</b> )	Kafia Ayadi	Lanlan Cao		24 <sup>th</sup> August 2015	25 <sup>th</sup> March 2016	11 <sup>th</sup> July 2016
Boys and dolls; girls and cars': children's reactions to incongruent images in a retailer's catalogue (see <b>IJRDM-08-2015-0131.R3</b> )	Isabelle Ulrich	Pascale Ezan		30 <sup>th</sup> August 2015	1 <sup>st</sup> November 2015	14 <sup>th</sup> July 2016
The child "in absentia" in furniture retail catalogues (see <b>IJRDM-05-2016-0088.R2</b> )	Valérie-Inès de la Ville	Anne Krupicka		31 <sup>st</sup> May 2016	1 <sup>st</sup> July 2016	18 <sup>th</sup> July 2016

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Title	Author 1	Author 2	Authors 3 & 4	First Submitted	Revised Date	Final Acceptance
Issues 10/11 Part 2						
Shopping for kids' luxury brands: young mothers' identity quest in retail spaces ( <b>see IJRDM-08-2015-0133.R3</b> )	Virginie Silhouette-Dercourt	Christel de Lassus		31 <sup>st</sup> August 2015	10 <sup>th</sup> May 2016	19 <sup>th</sup> July 2016
Doing it for the kids: an exploratory study of the influence of sustainability on family consumption? ( <b>see IJRDM-08-2015-0136.R3</b> )	Elaine Ritch	Douglas Brownlie		31 <sup>st</sup> August 2015	6 <sup>th</sup> June 2016	17 <sup>th</sup> July 2016
Children's experiences and parent's perceptions of retailers' mobile application ( <b>see IJRDM-11-2015-0169.R1</b> )	Laurent Muzellec	Florence Feenstra	Brigitte de Faultrier  Jacques Boulay	10 <sup>th</sup> November 2016	12 <sup>th</sup> May 2016	13 <sup>th</sup> July 2016
A real child in a virtual world: exploring whether children's participation in MMORPGS transforms them into virtual retail shoppers ( <b>see IJRDM-12-2015-0183.R3</b> )	Monali Hota	Maud Derbaix		10 <sup>th</sup> December 2015	30 <sup>th</sup> June 2016	18 <sup>th</sup> July 2016
Consumer socialization in a marketer-sponsored edutainment centre ( <b>see IJRDM-08-2015-0132.R3</b> )	Damien Arthur	Claire Eloise Sherman		30 <sup>th</sup> August 2015	6 <sup>th</sup> April 2016	13 <sup>th</sup> July 2016
Teen's impulsive buyers: what is the role of price? ( <b>see IJRDM-</b>	Isabelle Muratore			19 <sup>th</sup> August 2015	6 <sup>th</sup> November 2016	10 <sup>th</sup> July 2016

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<b>08-2015- 0120.R2)</b>						
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