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Editorial

The final issue of volume 44 contains three papers from quite different international retail regions. The topics include how store image is perceived across different emerging markets and how it relates to customer knowledge cues and personal characteristics in Brazil and Vietnam, mall shoppers participating in a mall's experiential offerings including entertainment and activities in South America, and finally a descriptive analysis of consumers' ability to comprehend and use common price promotion information in Australia.

International retailers operating in different emerging countries should figure out how their store image is perceived across these countries and whether they should adapt or standardise the retail offer. The first paper by Diallo and Cliquet investigates how store image is perceived across different emerging markets and how it relates to customer knowledge cues and personal characteristics. A store-intercept survey undertaken in Brazil and Vietnam generated over 500 usable responses from customers of two metropolitan cities. Overall, this paper reveals that emerging market customers assess positively modern retail stores and are concerned about services, merchandise, and store layout when shopping. More specifically, the results indicate differences and similarities between Brazilian and Vietnamese customers in terms of store image attributes, store image dimensions, and overall store image. Moreover, customer knowledge of retailers affects store image perceptions at different levels in both countries. Also, significant differences arise across age, gender, and education in both countries, but not across household income categories. Because store layout is more positively rated in Brazil than in Vietnam, retailers should be careful to that attribute. In both countries, to improve assortment perceptions, managers might focus on first price (budget) store brands, which can help diversify the assortment and attract less wealthy customers. The service dimension also demands careful management, but personnel training should mirror the local culture.

The second paper by Rosenbaum, Otalora and Ramírez illustrates that mall shoppers who participate in a mall's experiential offerings, including entertainment and activities, do not necessarily exhibit more favourable attitudes or behaviours toward the mall than mall shoppers who do not participate in these offerings. This study employs survey methodology from a sample collected in an expansive regional mall in South America that offers customers experiential activities. The findings show that mall shoppers who partake in mall-based activities are less satisfied, are less likely to spread positive word of mouth, and have lesser desire to return to the mall than shoppers who do not partake in these activities. The findings also reveal that mall expenditures are the same between shoppers who partake in mall activities and those who do not. A practical implication is that mall developers that implement experiential offerings as a means to combat competition from digital retailers may not attain managerially relevant results from doing so.

The overarching purpose the third paper by Tan and Bogomolova is to provide a descriptive analysis of consumers' ability to comprehend and use common price promotion information when they choose to do so (e.g., to find the least expensive price or to understand the savings amount). The second objective is to identify which consumer groups (in terms of demographic characteristics) find price promotion comprehension particularly challenging. An online questionnaire with 14 measures (four literacy, ten numeracy) was administered from over 600 Australian consumers. Data were analysed using descriptive, cross-tabulation and multiple regression analysis via IBM SPSS analytics software. On average, 20% of

the consumers surveyed were unable to comprehend the price promotion signage. On average, 13% of the consumers were unable to carry out arithmetic tasks using the information on price promotion signage. Multiple regression models showed that income level was the main driving factor for the consumers' price promotion literacy and numeracy levels. The present study is the first exploratory examination of consumers' levels of comprehension (literacy) and effective use (numeracy) regarding common types of price promotion communication.

Submission Summary

Title	Author 1	Author 2	Authors 3 & 4	First Submitted	Revised Date	Final Acceptance
Store image perceptions and consumer knowledge cues in emerging markets: A cross-country investigation (See IJRDM-10-2014-0144.R6)	Mbaye Fall Diallo	Gérard Cliquet		8 th October 2014	1 st August 2016	4 th August 2016
The dark side of experience-seeking mall shoppers (See IJRDM-11-2015-0170.R4)	Mark S. Rosenbaum	Mauricio Losada Otalora	Germán Contreras Ramírez	19 th November 2015	12 th June 2016	17 th July 2016
Descriptive analysis of consumer's price promotion literacy skills (See IJRDM-08-2015-0104.R5)	Pei Jie Tan	Svetlana Bogomolova		3 rd August 2015	8 th August 2016	8 th August 2016