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**Towers, Neil ORCID: 0000-0002-2582-2241 (2016) Editorial.  
International Journal of Retail and Distribution Management,  
45 (2).**

EPrint URI: <https://eprints.glos.ac.uk/id/eprint/4221>

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## **Editorial**

The second issue of volume 45 has a social retailing emphasis. The topics include designers dealing with constraint generators, the relationships among consumers' perceptions in fast fashion environments, fairness in the context of a franchisor-franchisee relationship, identifying leading authors and institutions in retailing research based on overall impact, patterns of medium preference for loyalty programs, and the types of social responsibility actions that small, local retailers implement in their local community.

The first submission by Münster and Haug aims to identify the most important constraint generators, investigating the types of constraints they generate and providing guidelines for how to deal with constraint elicitation. Retail design concepts are complex designs meeting functional and aesthetic demands from various constraint generators. The three contributions are developed through discussions of the literature and eight case studies of fashion store design projects. The paper shows that the influence of the constraint generators decreases during the design process except for supplier-generated constraints, which increase in the final stages of the design process. The paper argues that constraints should be elicited close to their occurrence, and that doing so requires a solid understanding of relevant constraint generators. The understanding provided by this paper may help designers to deal proactively with constraints, reducing the use of resources to alter design proposals.

The second paper by Cook and Yurchisin investigates the relationships that may exist among consumers' perceptions of perishability, scarcity, low price, attitudes, impulse buying, post-purchase emotions, and product returns within the context of fast fashion environments. A nearly 250 usable questionnaires completed by female undergraduate students, who made purchases and product returns at fast fashion retailers, were analysed in SPSS and AMOS 23.0. Structural equation modelling was employed to test the hypotheses. Consumers who are attracted to the perceived perishability of the products that are presented in an environment of scarcity have a positive attitude toward fast fashion retailers. Likewise, consumers have a positive attitude toward fast fashion retailers due to the low priced merchandise they offer. Consequently, consumers who have a positive attitude toward fast fashion retailers are likely to purchase products from them impulsively. Moreover, impulse buying behaviour positively influenced some negative post-purchase emotional responses, which in turn positively influenced product returns in fast fashion environments. Fast fashion retailers could use this information to carefully design shopping environments that induce impulse buying behaviour with caution because it may result in product returns. Fast fashion retailers need to understand the causes of the return behaviour, whether consumer-related or product-related, to better meet the needs of their target market. Return policies must be considered.

The third contribution by Shaikh, Biswas, Yadav and Mishra aims to develop, test and validate a measure of fairness in the context of a franchisor-franchisee relationship and test for the dimensionality of fairness. 300 franchisees of a large-scale franchisor were surveyed in India and the data was analysed using confirmatory factor analysis. Four models of the fairness construct were tested through confirmatory factor analysis using structural equation modelling. The three-factor corrected model of the fairness construct exhibits comparatively better goodness of fit indices as compared to the other correlated models of the fairness construct. The findings of the study suggest that the factor structure of fairness is three-factor correlated model with aspects of procedural fairness and informational

fairness getting subsumed into one construct. This measure can be utilized by franchisee managers to track perceptions of fairness among franchisees to manage the franchise relationship in a better way. Franchisees expect information sharing from the franchisor and not the representative of the franchisor.

The fourth paper reviews all retailing articles published in four prominent retailing journals – *Journal of Retailing*, *Journal of Retailing & Consumer Services*, *International Journal of Retail & Distribution Management*, and *International Review of Retail, Distribution and Consumer Research* – in the 2009-2015 period, extending previous work. The purpose of the fourth contribution by Ketron, Runyan and Theodore Farris II is to identify leading authors and institutions in retailing research based on overall impact. Nearly 1,400 articles were published during this time period, and through a procedure of weights and adjustments for author count, journal impact, journal quality, and journal publishing opportunity, the findings reveal that research collaboration is highly prevalent, as evidenced by the high number of multi-authored papers and cross-university/international partnerships. Additionally, some authors and institutions remain influential, while others have emerged as highly influential in the last seven years. This shows the dynamic nature of the field and the need to remain active in quality publishing. Scholars must understand that several factors influence impact judgments, which cannot be assessed using raw counts alone. Journal quality, impact, and publishing opportunity as well as author counts are important elements to consider. These reviews are vital to the field in that they provide status updates on scholarship, so these reviews should be done periodically. Additionally, the findings in this paper provide a more holistic understanding of research impact and permit better assessment for scholars and administrators.

The fifth contribution by Ieva and Ziliani aims to identify patterns of medium preference for loyalty programs (LP) among members to support the case for segmenting customers based on their medium preference. A survey of nearly two thousand customers who are enrolled in at least one supermarket LP was employed. LP members are segmented based on a latent class clustering model and then profiled in terms of socio-demographic variables by means of a multinomial logit regression model. The findings suggest that medium preference is heterogeneous and differs at the customer segment and at the LP touchpoint level. Five segments emerge which display different medium preference patterns. LP medium preference is associated with age, gender, affluency and number of different LPs the customer is enrolled in. Retailers, e-tailers and brands can benefit from this customer segmentation when faced with the challenges of adding online features or migrating their LPs online. Marketers should differentiate their investment in online and offline LP touchpoints according to the medium preference for each LP touchpoint of the customer segments of interest. Retailers, e-tailers and brands are today introducing online marketing strategies and tactics, such as LPs, that have been traditionally used offline. So far, however, they have failed to answer the question whether online and offline LPs and related touchpoints have the same preference among consumers. Literature on LPs has not explored customer preference for the LP medium or the consumer characteristics related to medium preference.

The purpose of the final contribution by Razalan and Bickle is to identify the types of social responsibility actions that small, local retailers implement in their local community and to explore their underlying motivations and perceived benefits. A qualitative research method is used to explore small, local retailers' social responsibility practices and underlying motivations. Owners/managers of small apparel retailers in the U.S. were interviewed and their responses transcribed and analysed. The findings highlight that local retailers are active in giving back to their

community using various means from monetary donations to promotion of community events. Such contributions to their local community are largely driven by their affection for the community and the motivation is to maintain a good reputation. It was also found that episodes of giving were also triggered externally by customers, local organizations, and local events. A retailer's contributions to their community, however, are not done to realize a benefit their bottom line. Rather, local retailers find their experiences enjoyable and their contributions build a sense of connection to the community. These retailers enjoy an extra sense of enrichment and perceive social benefits accrued from actively engaging in social responsibility within the community.

**Submission Summary**

Title	Author 1	Author 2	Authors 3 & 4	First Submitted	Revised Date	Final Acceptance
Managing constraints in fashion store design projects <b>(See IJRDM-01-2016-0013.R4)</b>	Mia Münster	Anders Haug		20 <sup>th</sup> January 2016	3 <sup>rd</sup> October 2016	8 <sup>th</sup> October 2016
Fast fashion environments: consumer's heaven or retailer's nightmare? <b>(See IJRDM-03-2016-0027.R3)</b>	Sasikarn C. Cook	Jennifer Yurchisin		1 <sup>st</sup> March 2016	18 <sup>th</sup> October 2016	18 <sup>th</sup> October 2016
Measuring fairness in franchisor-franchisee relationship: A confirmatory approach <b>(See IJRDM-11-2015-0174.R5)</b>	Ateeque Shaikh	Saswata Biswas	Vanita Yadav Debiprasad Mishra	23 <sup>rd</sup> November 2015	19 <sup>th</sup> October 2016	19 <sup>th</sup> October 2016
Prominent retailing authors and institutions: 2009-2015 <b>(See IJRDM-05-2016-0069.R3)</b>	Seth Ketron	Rodney Runyan	M. Theodore Farris II	5 <sup>th</sup> May 2016	23 <sup>rd</sup> October 2016	24 <sup>th</sup> October 2016
Offline, online or both? Segmenting customers based on medium preference <b>(See IJRDM-01-2016-0012.R3)</b>	Marco Ieva	Cristina Ziliani		19 <sup>th</sup> January 2016	26 <sup>th</sup> October 2016	27 <sup>th</sup> October 2016
Local retailers' perspectives on social responsibility <b>(See IJRDM-01-2016-0006.R5)</b>	Danielle Marie Razalan	Marianne Bickle	Joohyung Park Deborah Brosdahl	14 <sup>th</sup> January 2016	28 <sup>th</sup> September 2016	13 <sup>th</sup> November 2016