

## Retailing research: Past, present, and future

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### Abstract

The field of retailing has experienced significant changes in recent years. In this article, we review articles published in *Journal of Retailing* over the 2002–2007 time span, classified into ten broad topic categories: price, promotion, brand/product, service, loyalty, consumer behavior, channel, organizational, Internet, and other. Some areas have received a reasonable amount of attention; others would be worthy of additional work. We summarize a key insight from each article in the Appendix. Finally, we highlight some key insights for each area and some avenues for further research, in the hope that this review spurs additional research into these and other areas of importance to both academicians and retail practitioners.

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**Keywords:** Retailing; Price; Promotion; Brand; Product; Service; Loyalty; Consumer Behavior; Channels; Organizational; Internet; Supply Chain; Review article

The objective of this article is to highlight key areas of retailing that have been studied and published in *Journal of Retailing* between 2002 and 2007. We have limited our focus to insights generated by these articles as opposed to broadening the scope of our inquiry to a larger set of journals. During this timeframe, *JR* has published 130 regular articles, twenty special issue articles, five invited articles, and nine editorials, for a grand total of 164 manuscripts (see Table 1).

*Journal of Retailing* has had a long tradition of publishing articles that make substantive and conceptual contributions. In the Appendix A, we include references to all the articles published in the *Journal of Retailing* during the period 2002–2007, highlighting one key contribution or finding for each article. Although these articles may contain multiple contributions, we have limited this discussion due to space constraints. Because of their multiple contributions, many articles could be classified into multiple categories, but we have chosen those categories that we believe most appropriate.

Thus, the articles are grouped into the following categories: pricing, promotion, product/branding, services, loyalty, consumer behavior, channels, organizations, Inter-

net, and other. The “other” category covers a host of articles including ethics, global retailing, and retail format.

### Pricing and promotion research

Retail pricing is one of the most difficult issues facing retailers. For example, supercenters and department stores are likely to offer more than 100,000 stockkeeping units (SKUs) and operate hundreds or even thousands of stores, as is the case with, say, Wal-Mart. Each SKU must be assigned a price, and those prices can and often do vary in different locations due to variances in demand, competition, seasonality, costs of operations, and so forth.

The pricing task differs for fashion and staple goods. Ideally, fashion merchandise hold zero inventory at the end of a fashion season. To accomplish this objective, retailers use markdowns and promotions to stimulate demand. But the size and timing of markdowns is critical—too small a markdown too late in the season, and the retailer has leftover merchandise; too high a markdown too early in the season, and the retailer sacrifices gross margins. For retailers pricing staple goods, the challenge changes, because they do not have to worry about a zero end-of-season inventory position. Instead, they must determine how to employ the frequent extra discounts and deals provided by vendors.

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Table 1  
Types of articles published 2002–2007

	2002	2003	2004	2005	2006	2007
Regular articles	15	21	21	22	31	20
Special issue articles	7		3			10
Invited articles			2	3		
Editorials	1		2	1	1	4
Total	23	21	28	26	32	34

A pricing-related strategic complication emerges when we consider how the competition will react to prices. Because competitors can meet price offers so easily, any price advantage can quickly evaporate, and margins can deteriorate into a price war. However, retailers like Wal-Mart, Costco, and others successfully have developed low price strategies. Retailers also take a tactical perspective to pricing by using practices such as temporary price reductions and pricing guarantees. Faced with such a complicated set of pricing decisions, retailers can benefit from insights gained from both price optimization (Levy et al. 2004) and behavioral research.

During the past six years, papers published in *JR* have provided many insights into a host of pricing issues, including the role of external and internal reference prices, the effectiveness of price promotions and price presentation cues, the role of temporary price reductions and the size of the discount, the role of price matching guarantees, and the drivers of price dispersion. However, several research avenues identified by Levy et al. (2004) warrant additional research:

- “In particular, researchers should conduct real-life field experiments with respect to alternative pricing strategies and show the superiority of price and promotion optimization methods. These experiments would necessarily consider such factors as category management, retail competition, unit sales, retail prices, wholesale prices and deals, complementary and substitute products, promotion activity, and seasonality with the objective of maximizing category profitability.”
- “Now that pricing optimization makes it possible to use a differential price policy in different regions, it is important to examine how consumers react to such a policy. They already often run into the issue when buying on the Internet versus stores.”
- “Profit optimization software enables retailers to determine the optimal price, and then round up to squeeze and extra profit on items that are less price sensitive. Do consumers recognize these small additional markups? Do they care?”
- “Although one important goal for retailers is to maximize profits through optimal pricing, there are other, sometimes conflicting goals to consider. For instance, retailers may wish to peg their prices to competition, or set prices to maintain a certain image. How do these conflicting goals impact their customers or profits?”

In addition, we believe many other issues deserve researchers’ attention:

- Consumers’ perceptual and behavioral (i.e., purchase or brand switching) responses to price changes according to panel data.
- The role of price competition on retail profitability.
- Insights into consumers’ cherry-picking behaviors across stores.
- The role of bundled versus unbundled prices and their impacts on retail profitability.
- Understanding how consumers process price information contained in circulars, flyers, and displays.
- The relationship between pricing strategy and specific pricing tactics.
- Optimal dynamic pricing policies, particularly in a competitive setting.
- How consumers process pricing tactics that appear to be atypical of a retailer’s overall strategy.
- Consumer processing of retail price information.

Retail price promotions, such as coupons, deal intensity rewards, bonus packs, and multipacks, involve a complex combination of pricing, promotion, and packaging issues. Research that examines the factors that may moderate the effectiveness of temporary price reductions likely can provide insights to both retailers and consumer packaged good manufacturers. Although a few articles in *Journal of Retailing* have tackled issues pertaining to ad frequency and the informative value of advertising, additional research is warranted, especially if it considers the joint effects of advertising, in terms of type and amount, and price.

### Product/branding research

In the past six years, seventeen *JR* articles have focused on product/branding topics—a relatively small number, considering that the topic spans products; branding; and merchandise, assortment, and category management. Some research published includes investigations of national versus store brands, in-store sampling of merchandise, and potential drivers of merchandise quality perceptions.

A 2004 special issue on product/branding issues in retailing identified several research issues in this area (Grewal et al. 2004), including the growth of private-label and exclusive merchandise (e.g., Macy’s INC, Wal-Mart’s Old Roy Dog Food) and the ongoing focus on developing strong retail brands (e.g., The Gap, Abercrombie & Fitch). We reiterate the need for additional work on topics like:

- Understanding the process by which merchandise buyers make their decisions and the degree to which those decisions are optimal.
- Private labels and in particular their
- Impacts on retail sales and profitability,

- Impacts on the bargaining position of the retailer vis-à-vis national brand manufacturers, and
- Role in retail merchandising decisions.
- Category management in terms of
- Combining store and national brands,
- Category captains, and
- Space allocation.
- Merchandise management with regard to
- Building strategic relationships with vendors,
- Inventory management,
- Global sourcing issues, and
- Managing and allocating assortments.
- Stock-outs, especially
- Their impact on customers, profitability, and complementary items and
- The conditions (moderators) in which stock-outs are more or less pronounced
- Managing the global migration of the brand.
- Retail brand positioning.
- Retail brand personality and its impact on both other merchandise and overall store image across market segments.

### Services research

To differentiate their retail offerings, build customer loyalty, and develop sustainable competitive advantage, retailers can provide excellent customer service. Sometimes the service is one-to-one, as is the case with higher-end specialty stores like Nordstrom. Other retailers define excellent service by providing innovative technologies in the store, such as the interactive kiosks in Staples stores. In multichannel environments, retailers distinguish themselves with online chats with service representatives or virtual models that help customers determine how a garment will look on their bodies.

With so many opportunities to study services within a retailing context, it is no surprise that many outstanding services articles have found a home in *Journal of Retailing*. Recently, *JR* devoted a special issue to examining the challenges of “Competing through Service.” An editorial by Bolton et al. (2007) summarizes the varied key service strategies into six broad strategies: leveraging fundamental sources of value that influence shareholder wealth, managing customers’ perceptions of the service value proposition, customizing pricing for profitability, ensuring service excellence in implementation, planning for service recovery, and managing the holistic service experience (including the servicescape). Between 2002 and 2007, *JR* covered these critical strategies and other issues, such as the role of service technology and service on the Internet, as well as scale development for service quality.

The continued growth of a stronger service orientation in most markets means the need for research into these vital issues likely will gain even more prominence. Some of the many issues that need to be addressed include:

- The role of self-service technology and Web sites in shaping every aspect of the consumer decision process, from need recognition to post-purchase.
- Managing the service experience across the multiple channels, including the store, Internet, and catalog.
- Understanding the components of service recovery and their main and interactive effects on patronage.
- The role of service tactics, such as service guarantees, on customer satisfaction and loyalty.

### Loyalty research

Customer relationship management (CRM) programs designed to identify and retain loyal customers have become more sophisticated and prevalent among retailers and service providers. These programs can be elaborate, such as Neiman Marcus’s InCircle Program, in which consumers can redeem points for prizes ranging from a limited-edition Emilio Pucci silk scarf to an eight-night excursion through India or a complete Sony home movie theater; or they can be simple, such as a buy-ten-get-one-free card at a local pizzeria.

In support of these programs, retailers have become much more sophisticated in their ability to use sophisticated data mining and market basket analysis techniques to target merchandise assortments and promotions directly to their ideal customers. At the same time, even if customers prefer a particular retailer, it remains relatively easy to get them to switch by offering a variety of competitive products, services, and loyalty programs. In this sense, it is difficult to assess exactly how successful CRM and loyalty programs are.

Research on customer loyalty has found a nice home in *Journal of Retailing*, which published 30 articles on the topic during 2002–2007. In addition, part of a 2004 special issue was devoted to loyalty issues in retailing (Grewal et al. 2004). Some of the topics covered in *JR* during the past six years include the impact of loyalty/reward programs on switching, satisfaction, revenues, and profits; online loyalty program enhancements; customer acquisition/retention programs; the antecedents of customer loyalty (e.g., brand image, multichannel strategies, technology); and customer lifetime value (CLV) measurement, as well as the impact of CLV on marketing mix decisions.

Research on customer loyalty initially focused on antecedents, such as brand image, multiple channels, technology, coproduction, and switching costs, or its consequences, such as switching, satisfaction, revenues, and profits. Some research also considers the role of potential moderators of these linkages. Recent research, however, concentrates more on measuring CLV and understanding the impact of marketing mix decisions on CLV.

Compared with many of the other topics addressed in *JR*, CRM in general and loyalty programs in particular represent relatively new areas of academic pursuits. Current analytical techniques, such as dynamic structural models, data mining, and market basket analysis, offer great compatibility with this

line of inquiry. Thus, much can, and should, be done, such as determining.

- Once a customer is acquired, how can a retailer make and keep him or her loyal?
- What reward options work and which don't? For example, are loyalty cards worth the investments and annual expenses?
- Under what circumstances and in which types of retail firms should loyalty programs be used? When shouldn't they?
- Does a multichannel strategy enhance customer loyalty?

### Consumer behavior research

The strong, natural link between consumer research and retailing acknowledges that consumers interact with retailers at every step of the consumer decision-making process, from need recognition to postpurchase satisfaction. Naturally, *JR* has always published consumer-related articles spanning a broad array of topics. Several of these issues also may be recorded in other categories, such as pricing, services, e-commerce, and loyalty.

Some issues that have received particular attention during the past six years include the role of guarantees, such as price, service, and money-back; the role of in-store environmental cues, such as music; the role of employee–customer interactions on customer patronage, as well as how patronage may be affected by a comparison of the store image to self-image or factors that affect the patronage of children, teens, and disabled consumers; and the links among quality, value, satisfaction, and patronage.

Consumer behavior studies employ a broad range of methodologies—qualitative/ethnographic, survey, experimental, and meta-analysis, among others. More work is needed that focuses on measuring actual behavior, such as studies performed in a technology-based environment, which track and observe actual movement or perhaps determine actual usage and consumption, as consumer panels do. Public policy issues in the retailing arena that tackle the efficacy of health-related claims, such as what it means to be “organic” or “natural,” and how these claims affect consumer patronage would be welcome additions to the literature.

More work also should integrate insights gained from consumer behavior with the development and implementation of retail strategy. Inasmuch as consumer behavior represents a continuously evolving field, retailing can gain much from applying and translating new insights into strategies and tactics that retailers could adopt.

### Channels and organizations research

Although traditional channel research topics, such as conflict, trust, and risk, have received some attention in recent

issues of *JR*, research on supply chain management and multichannel retailing are growing dramatically in popularity. Franchising is the world's fastest growing form of retailing and represents a significant chunk of total retail sales, yet a paucity of research on the topic has appeared in *JR*, though we also note that some of the most important articles on franchising have been published in *JR*. For example, Oxenfeldt and Kelly's (1968) seminal article on opportunistic ownership redirection has inspired and continues to preoccupy franchising researchers with its provocative implications.

During the past six years, *JR* has published articles that address several interorganizational issues, including those relating to justice, learning, leadership, and satisfaction. Some organizational issues that retail and service managers face, and that are therefore major topics for research, include:

- Understanding the leadership role that a store manager plays: What types of leaders are most effective, transformational or transactional?
- The role of managerial orientation (e.g., learning, performance, entrepreneurial) on retail performance metrics.
- Understanding the role of training and compensation on performance.

On the channels/supply chain side, research topics for potential consideration are as follows:

- What role should third-party logistics intermediaries play in multichannel retailing?
- What strategies can optimize reverse logistics from both a customers' and a corporate profitability point of view?
- How can our understanding of behavioral nomological frameworks in channels of distribution be improved by examining channel phenomena with longitudinal and dyadic data?
- How can common method bias issues be addressed within distribution channel research?
- How do the extant and established nomological frameworks relate to the all-important outcome measures of channel performance?
- Should merchandise, pricing, and promotion be standardized across channels within a firm?
- How should retailers deal with current concerns about the environment and recycling? Should they invest in reverse logistics systems, whereby the retailer becomes the most important conduit in the consumers' recycling efforts?

### Internet research

Research on Internet retailing and e-commerce has steadily matured throughout this decade, and the 23 articles published in *JR* during 2002–2007 aided this process. The articles in *JR* tackle a host of conventional issues, such as understanding online information search patterns for search versus experience goods, retail and market characteristics that may explain price dispersion on the Web,

and service quality. But in addition, research has confronted novel issues pertaining to the specific problems posed by Internet retailing, such as privacy, as well as the unique opportunities provided by the Internet, such as interacting with others using online chat, forums, and reviews or buying merchandise through online auctions. Consequently, a rich stream of research appears to be emerging on issues associated with Internet retailing (in both *Journal of Retailing* and other marketing journals) and is likely to continue to develop in the years to come. Some of these issues include the following:

- What factors influence a consumer's choice of the Internet versus a conventional channel?
- How do integrated marketing communications moderate these linkages?
- What is the impact of Web site design in terms of enhancing consumer stickiness to the site?

#### **Other important issues**

Finally, in the past few years, *JR* has published a few articles on topics such as ethics, global retailing, and retail formats (e.g., design of stores, supermarket versus traditional grocers). The world of retailing is rapidly evolving from local to global. For example, Wal-Mart has become one of the largest retailers in numerous categories (e.g., grocery, jewelry), with its approximately 3,000 stores internationally and more than \$77 billion in international sales. As certain U.S. chains have been expanding their footprint globally, European firms have bought several U.S. chains (e.g., Stop & Shop is owned by Ahold) or increased their own footprints in the United States (e.g., IKEA, Zara). Global expansion generally has not been an easy task for retailers, prompting the tremendous need to better understand the drivers of success in expanding retail operations globally.

In addition, though some retailers have been quite successful in the U.S. market, others have been forced to file for bankruptcy (e.g., KMart, Montgomery Ward). Thus, it remains important to understand the drivers of success (in both the U.S. market and the global arena). Is it a function of mindset, location, merchandise, service, multiple channels, supply chain management, pricing, or promotion, or some combination thereof?

#### **Conclusion**

*Journal of Retailing* has published a significant body of research in various domains using a diversity of methods. The primary objective of this article is to provide a brief synopsis of the research published in *JR* during the last six years (2002–2007). We have attempted to articulate research questions that remain unanswered or could benefit from additional examination. We hope readers will undertake research to answer most of these questions in the ensuing years and look forward to seeing this research published in *JR* and other outlets.

Answers to these questions would help retailers, service providers, and manufacturers improve their practices and processes in a number of areas, such as setting and optimizing prices, promotion management, launching new products, assortment planning, category management, inventory planning and control, brand management, services marketing, loyalty management, channels and supply chain management, coordinating franchises, and integrating bricks and clicks environments.

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## Appendix A

Summary of the Journal of  
Retailing publications in  
2002–2007 cite

Summary of the Journal of Retailing publications in 2002–2007 cite Findings		Price	Promo	Brand/prod	Service	Loyalty	CB	Channel	Organization	Internet	Other
		39	19	17	26	30	46	14	15	23	19
Vol. 83 (4)											
Grewal and Levy (2007a)	Editorial acknowledging best reviewers and best papers.										X
Padgett and Mulvey (2007)	Introducing significant technology opens new positioning avenues by providing new service interactions and opportunities to outperform competitors.										X
Weathers et al. (2006)	Online communication practices affect product performance uncertainty (search vs. experience goods).			X			X			X	
Roggeveen et al. (2007)	Call center location has an impact if the firm is less known (no effect if reputable).				X		X				
Manning and Sprott (2007)	The effect of multiple unit price promotion on purchase intentions is moderated by consumption volume (positive effect for high and no effect for low).	X	X								
Burman and Biswas (2007)	For high need-for-cognition consumers, partitioned pricing has a more favorable effect than combined pricing when the surcharges are reasonable (effects reverse for unreasonable surcharges). No differences for low need-for-cognition consumers.	X					X				
Barone et al. (2007)	The effect of cause fit with retail strategy is moderated by retailer motives and affinity with the cause.						X				
Grewal and Levy (2007b) current article	Summary of insights from various domains for articles published in 2002–2007 in <i>Journal of Retailing</i> . Avenues for further research identified.	X	X	X	X	X	X	X	X	X	X
Vol. 83 (3)											
Levy and Grewal (2007)	Editorial providing publishing tips.										X
Dong et al. (2007)	An efficient replacement model is presented.							X			
Koza and Dant (2007)	Antecedents and consequences of conflict resolution behavior.							X			
Pauwels (2007)	Examines the role of competitive wholesale price reductions and long-term promotion effectiveness for 75 brands in 25 categories.	X	X								
Venkatesan et al. (2007)	Market characteristics interact with retail characteristics in explaining price dispersion.	X								X	
Kukar-Kinney, Xia and Monroe (2007)	Price matching guarantee (PMG) increases price fairness when assortment uniqueness is low (compared with high).	X					X				
Van Dolen et al. (2007)	The effects of technology attributes and chat group characteristics on online chat session satisfaction are moderated by online advisor communication style.					X	X			X	
Auh et al. (2007)	Co-production enhances loyalty.					X					
Vol. 83 (2)											
Kamakura and Kang (2006)	Methodology to address chain-wide and store-level cross-category analysis.					X					X



Summary of the Journal of Retailing publications in 2002–2007 cite	Findings	Price	Promo	Brand/prod	Service	Loyalty	CB	Channel	Organization	Internet	Other
Kim and Choi (2007)	Membership fee helps lock cherry pickers to warehouse club.					X					
Draganska and Klapper (2007)	Framework incorporates both direct and indirect effects of retail environment on manufacturer pricing and profitability.	X									
Hardesty et al. (2007)	A pricing tactic and persuasion knowledge scale is developed and validated.	X					X				
Kukar-Kinney, Walters and Mackenzie (2007)	Price consciousness moderates the effects of price matching guarantee (PMG) facets (refund depth, length and scope).	X					X				
Meyer-Waarden (2007)	Loyalty programs increase customer lifetime and share of expenditure. However, multiple memberships reduce lifetime duration.					X					
Grohmann et al. (2007)	Tactile input enhances evaluations of higher-quality products.			X							
Vol. 83 (1)											
Bolton et al. (2007)	Overview of services special issue.				X						
Lusch et al. (2007)	Propositions developed to inform marketers on how to compete on service.				X						
Wiles (2007)	Demonstration of the role of customer service in creating shareholder wealth.				X						
Kleijnen et al. (2007)	Costs versus benefits affect value of mobile channel. Time consciousness moderates the effects.				X						
Tokman et al. (2007)	Determinants of win-back or reacquisition of customers.				X						
Schau et al. (2007)	Identifies types of code switching and the positive and negative consequences of code switching in a service encounter.				X						
Hess et al. (2007)	Tests a conceptual model pertaining to the rule of interactional service failures on attributions and dissatisfaction with the service provider and the organization.				X				X		
Verhoef et al. (2007)	Examines the moderating effects of brand tier on the relationship between dealer and brand retention.			X	X						
Morin et al. (2007)	The role of music on attitude toward the service environment and the provider.				X		X				
Netemeyer and Maxham (2007)	The results demonstrate greater effects of supervisor ratings than employee ratings on customer satisfaction and word of mouth.				X				X		
Yim et al. (2007)	The effects of alternative attractiveness on customer satisfaction and commitment to the focal service are reduced when the self-image congruity is high.				X		X				
Vol. 82 (4)											
Brown and Dant (2006)	Editorial										X
Kumar et al. (2006)	Maximum customer lifetime value (CLV) occurs when customers cross-purchase, shop in multiple channels, stay longer, and shop more frequently.					X					
Bridges et al. (2006)	Prior price promotion purchases influence choice to a greater extent than prior brand usage.		X								





Summary of the Journal of Retailing publications in 2002–2007 cite	Findings	Price	Promo	Brand/prod	Service	Loyalty	CB	Channel	Organization	Internet	Other
Jones and Reynolds (2006)	Provides a model that demonstrates the impact of retailer interest and satisfaction on loyalty and patronage.					X					
Keh and Lee (2006)	Experimental results demonstrate that the effects of timing and type of reward programs are moderated by whether the consumer is satisfied or dissatisfied. For example, dissatisfied consumers prefer immediate direct rewards.					X					
Lueg et al. (2006)	A consumer socialization perspective is examined to understand use of mall versus Internet shopping channels.						X			X	
Gopal et al. (2006)	Investigates the role of online forums in the resale process.		X							X	
Vol. 82 (1)											
Moon et al. (2006)	Memory-based reference-priced consumers are more price sensitive than stimulus-based reference-priced consumers.	X									
Lewis (2006)	Order size incentives have a more pronounced effect on customer acquisition, while the shopping fee level has a greater effect on retention.					X	X			X	
Cho (2005)	Trust and distrust are shaped by different dimensions of trustworthiness and affect behavioral intentions differently.							X		X	
Baker (2006)	Provides insights into consumer identity construction. The analysis focuses on transcripts from 21 individuals with visual impairment.						X				
Griffith et al. (2006)	A conceptual model outlining the effects of entrepreneurial property and knowledge resource effects on market responsiveness and firm performance.								X		
Ramaseshan et al. (2006)	Provides a test of power-satisfaction-commitment-performance relationship.										
Schindler (2006)	Demonstrates a strong correlation between 99 price ending and the presence of a low price in newspaper ads.	X					X				
Vol. 81 (4)											
Laroche et al. (2005)	Demonstrates the role of intangibility and its components on the effects of evaluation of difficulty and perceived risk.				X					X	
Yang and Raghurir (2005)	Elongated package size reduces consumption.			X			X				
Dutta and Biswas (2005)	Low price guarantees result in greater post-purchase search for lower prices for high value conscious consumers compared with low value conscious consumers.	X					X				
Taylor and Neslin (2005)	Empirically assesses the impacts of point pressure and rewarded behavior within retailer frequency reward programs.					X					
Suter and Hardesty (2005)	Higher online starting bids impact fairness perceptions for winning bidders but have an adverse effect on losing bidders.	X								X	
Mägi and Julander (2005)	Investigates determinants of both subjective and objective store price knowledge.	X									
Vol. 81 (3)											
Kumar (2005)	Customers' waiting time perceptions are independent across firms. A lower waiting time of one retailer enhances their satisfaction but lowers satisfaction with competing retailers.				X		X				



Summary of the Journal of Retailing publications in 2002–2007 cite	Findings	Price	Promo	Brand/prod	Service	Loyalty	CB	Channel	Organization	Internet	Other
Hsieh et al. (2005)	The effects of relational bonds on customer loyalty are moderated by the type of good (search, experience, credence).					X	X			X	
Vol. 80 (4)											
Grewal et al. (2004)	Retail brand loyalty framework is presented.			X		X	X				
Wallace et al. (2004)	Multiple channel strategy enhances customer loyalty.					X		X			
Gomez et al. (2004)	Provides an empirical model illustrating how customer satisfaction management can influence store revenues.					X					
Sayman and Raju (2004)	Empirical analysis demonstrates that a retailer is likely to carry two store brands when the national brands are similar in strength and the price sensitivity between national brands is low.			X							
Noble and Phillips (2004)	Insights are provided into why satisfied customers do not engage in loyalty programs.					X					
Sprott and Shimp (2004)	In-store sampling enhances quality perceptions for store brands compared with national brands.			X							
Kumar and Shah (2004)	A conceptual framework for building and sustaining profitable customer loyalty is presented.					X					
Ailawadi and Keller (2004)	Highlights the future research priorities in retail branding.			X							
Vol. 80 (3)											
Levy et al. (2004)	Highlights the future research priorities in retail pricing.	X									
Bettencourt (2004)	A conceptual model testing antecedents of organizational behavior is presented. The model focuses on leadership, commitment, and learning versus performance orientation.								X		
Bradford et al. (2004)	Conflict framework pertaining to conflict management is developed and tested.							X			
Mattila and Patterson (2004)	Causal explanations of service failure have a more pronounced effect on American consumer attributions than on east Asian consumers.				X		X				
Zhao and Cao (2004)	Develops a model of the role of e-tailer inventory policy on pricing and profitability.	X						X			
Bhatnagar and Ghose (2004)	Focuses on online search patterns. Consumer learning occurs when searching across search goods but not when searching across experience goods.									X	
Menon and Dube (2004)	Demonstrates the differential role of support-providing responses by service providers to anxious versus angry customers.				X		X				
Evanschitzky et al. (2004)	Replicates findings pertaining to antecedents of customer satisfaction in an online environment using two contexts (Internet retail shopping and Internet financial).				X	X				X	
Vol. 80 (2)											
Popkowski Leszczyc et al. (2004)	Provides and tests a model on multipurpose shopping.	X									X
Mangleburg et al. (2004)	Demonstrates the role that teenagers' friends play in terms of their shopping behaviors.							X			

Summary of the Journal of Retailing publications in 2002-2007 cite	Findings	Price	Promo	Brand/prod	Service	Loyalty	CB	Channel	Organization	Internet	Other
Vol. 80 (1)											
Srivastava and Lurie (2004)	The effectiveness of price matching guarantee signals is contingent on the willingness of the marketplace to enforce the guarantees and costs associated with sending a false signal.	X					X				
Estelami and De Maeyer (2004)	Focuses on the role of product category determinants (purchase frequency, advertising frequency, and price quality) on consumer knowledge of prices.	X	X				X				
Harris and Goode (2004)	An empirical test of a sequential loyalty chain is presented. Specifically, results demonstrate the role of service quality on loyalty via three intermediate constructs (perceived value, trust, and satisfaction).				X	X					
Senecal and Nantel (2004)	Provides insights into the role of online recommendations on consumers' online choices.						X			X	
Raghubir (2004)	Examines the moderating role of the price of nonpromoted products (other products on the line or competitor prices) on the effect of coupon value on the price estimates.	X	X				X				
Vrechopoulos et al. (2004)	The role of three common layouts-free form, grid, and race track-examined in a computer-mediated environment. The results in the online environment are different from those found by previous studies in conventional environments.									X	X
Gourville and Moon (2004)	When higher-end retailers carry overlapping products, it signals the fairness of their prices and creates a favorable price image. The results are more pronounced for novices than experts.	X					X				
Finn and Kayande (2004)	Demonstrates the consequences of scale modifications using the SERVQUAL scale.				X						
Chandrashekar (2004)	The effects of redundant comparative price information are largely present for low-involvement consumers.	X					X				
Haytko and Baker (2004)	Provides qualitative insights into mall shopping experiences.										
Vol. 79 (4)											
Wakefield and Inman (2003)	Price sensitivity is accentuated by hedonic (vs. functional) and social consumption situations. Income moderates these effects.	X					X				
Bolton and Shankar (2003)	Identifies four pricing dimensions (relative price, price variation, deal intensity, and deal support) that underlie retail pricing/promotion decisions.	X	X								
Kopalle and Lindsey-Mullikin (2003)	Support the inverted U relationship between external reference price and price expectations.	X					X				
Ping (2003)	Demonstrates that satisfaction reduces attractiveness of alternative supplier and vice versa.					X					
Lusch et al. (2003)	Highlights the role of retailer's trust in a supplier pre- and post-organizational change.							X			
Grewal et al. (2003)	Empirically assesses the effects of store environment (visible employees, visible customers, and music) on wait expectation, atmosphere, and store patronage. The moderating effects of gender are also examined.				X		X				

Summary of the Journal of Retailing publications in 2002–2007 cite	Findings	Price	Promo	Brand/prod	Service	Loyalty	CB	Channel	Organization	Internet	Other
Vol. 79 (3)											
Allaway et al. (2003)	A spatial model is used to understand the diffusion of a new loyalty program.					X					
Kukar-Kinney and Walters (2003)	PMG scope and refund depth enhance perceptions of value and purchase intentions. Depth of a refund has a negative effect on PMG believability.	X						X			
Arnett et al. (2003)	Develops a retail equity index.					x					
Ratchford (2003)	Demonstrates that decline in retail productivity is a function of services offered not incorporated in index. If incorporated, the productivity has increased.								X		
Wolfenbarger and Gilly (2003)	An eTailQ scale is developed and validated. Key dimensions are Web site design, fulfillment/reliability, privacy/security, and customer service.				X					X	
Vol. 79 (2)											
Dant and Kaufmann (2003)	Results demonstrate that there is a tendency to convert franchised outlets to company-owned as fast food systems mature and gain greater access to resources.							X	X		
Arnold and Reynolds (2003)	A six-factor hedonic shopping motivation scale is developed.							X			
Mägi (2003)	Customer satisfaction has a positive effect on share of purchase. Consumer characteristics moderate this relationship.					X					
Patterson and Smith (2003)	Switching costs are an important predictor of propensity to stay. These results hold across two diverse cultures.				X	X					
Krishnamurthi and Papatla (2003)	The loyalty-price sensitivity relationship varies across consumers as well as time.	X	X			X					
Vol. 79 (1)											
Gijbrecchts et al. (2003)	Size of discount, flyer space devoted to food and private label, and incorporation of an element of a treat or surprise increase traffic and sales. More profound effects in areas with intense competition.		X								
Hardesty and Bearden (2003)	Price discounts (compared with bonus pack) enhance value for high discounts (compared with low and moderate). Percent format preferred for high discounts.	X	X					X			
Binkley and Bejnarowicz (2003)	Information cost is an important predictor of quantity surcharge.	X									
Voss and Seiders (2003)	Assortment heterogeneity and perishability effect retailer's price promotion strategy.	X						X			
Chandrashekar and Grewal (2003)	Higher involved (compared with lesser) consumers more skeptical of ARP and resistant to changing IRP.	X	X								
Vol. 78 (4)											
Rhee and Bell (2002)	Consumers are "format" loyal.										X
Maxham and Netemeyer (2002)	The effects of procedural and interactional justice (compared with distributive justice) are stronger on satisfaction with recovery and overall firm satisfaction.							X			
Sethuraman and Tellis (2002)	Supports the informative role of advertising in increasing consumer response to retailer promotions.		X								

Summary of the Journal of Retailing publications in 2002–2007 cite	Findings	Price	Promo	Brand/prod	Service	Loyalty	CB	Channel	Organization	Internet	Other
Van Dolen et al. (2002)	Provides insights into the effects of customer-salesperson interaction on both the employee and customer satisfaction. Factors that affect probability of shopping at a supermarket (compared with traditional outlet).								X		
Goldman et al. (2002)											X
Vol. 78 (3)											
Thomas et al. (2002)	Unethical clues reduce satisfaction. Ethical clues may be viewed as the norm.										X
Blair et al. (2002)	Access to shopping information moderates the effects of comparative price claims on estimates of lowest price and a store's regular price.	X									
Tikoo (2002)	Franchisors use a host of methods (requests, threats, legal pleas, and less recommendations) to coordinate less dependent franchisees.								X		
Heiman et al. (2002)	Model of money back guarantee.										X
Aalto-Setälä (2002)	Size is main driver of market power.										X
Vol. 78 (2)											
Garretson et al. (2002)	Antecedents and consequences of attitudes toward national and private labels.		X	X							
Krishna et al. (2002)	A meta-analysis of the effect of price presentation frames is presented.	X							X		
Vakratsas and Bass (2002)	Examines the relationship between purchase regularity and propensity to accelerate in four product categories.			X							
Bell and Menguc (2002)	OCB mediates the organizational identification-service quality relationship.								X		
Tsay (2002)	Risk sharing is examined in distributive partnerships.									X	
Vol. 78 (1)											
Peterson and Balasubramanian (2002)	Editorial									X	X
Kozinets et al. (2002)	Field study of sports-themed retail brand store (ESPN Zone).								X		
Menon and Kahn (2002)	Simulated Internet shopping studies show a positive impact of pleasure on approach and arousal. Higher stimulation or information load reduces arousal activities.								X	X	
Srinivasan et al. (2002)	Antecedents and consequences of loyalty. Scale developed for eight B2C factors.						X			X	
Mathwick et al. (2002)	Role of the interaction between shopping task and retail information display is examined.									X	
De Mooij and Hofstede (2002)	Importance of adapting retail strategies across countries is highlighted.										X
Rhoads et al. (2002)	Highlights retail as a career compared with marketing.										X
Wood (2002)	A futuristic look at retailing.										X
Total		39	19	17	26	30	46	14	15	23	19



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