

JOURNAL of RETAILING

Tables of Contents (April 2002-September 2009)

81-1

Kumar, V. and Srinivasan Swaminathan (2005), "The different faces of coupon elasticity," *Journal of Retailing*. 81 (1). 1-13.

Sales promotions; promotional elasticity; coupon

Sloot, Laurens M., Peter C. Verhoef, Philip Hans Franses (2005), "The impact of brand equity and the hedonic level of products on consume stock-out reactions," *Journal of Retailing*. 81 (1). 15-34.

Brand equity; category management; assortment management; out-of-stock hedonic and utilitarian products

Darke, Peter R. and Cindy M.Y. Chung (2005), " Effects of pricing and promotion on consumer perceptions: It depends on how you frame it," *Journal of Retailing*. 81 (1). 35-47.

Pricing; promotion; consumer perception

Niedrich, Ronald W., Elena Kiryanova and William C. Black (2005), "The dimensional stability of the standards used in the disconfirmation paradigm," *Journal of Retailing*. 81 (1). 49-57.

Customer satisfaction; dimensional stability; disconfirmation judgment; comparison standard

Gonzalez-Benito, Oscar, Pablo A. Munoz-Gallego and Praveen K. Kopalle (2005) *Journal of Retailing*. 81 (1).59-73.

Retail store formats; spatial analysis of demand; inter-format competition; intra-format competition

Hsieh, Yi-Ching, Hung-Chang Chiu and Mei-Yi Chiang (2005), "Maintaining a committed online customer: A study across searc-experience-credence products," *Journal of Retailing*. 81 (1). 75-82.

Relationship marketing, relational bonds; information asymmetry; internet

81-2

Editorial:

Levy, Michael, Dhruv Grewal, Robert A. Peterson and Bob Connolly (2005), "The concept of the "Big Middle"," *Journal of Retailing*. 81 (2). 83-88.

Big middle, marketplace; retail institutions

Invited Article:

Arnould, Eric (2005), "Animating the big middle." *Journal of Retailing*. 81 (2).89-86.

Big middle segment, consumer projects; cultural resources; operant resources; operand resources; performances; narrative frames; retail strategy

Invited Article:

Brown, James R., Rajiv P. Dant, Charles A. Ingene and Patrick J. Kaufmann (2005), "Supply chain management and the evolution of the "Big Middle"," *Journal of Retailing*. 81 (2).97-105.

Supply chain, big middle; retailer retail evolution

Invited Article

Sethuraman, Raj and A. Parasuraman (2005), "Succeeding in the Big Middle through technology," *Journal of Retailing*. 81 (2). 107-111.

Big middle retailers; technology; investments

Michael, Steven C. and Sung Min Kim (2005), "The organizational ecology of retailing: A historical perspective," *Journal of Retailing*. 81 (2).113-123.

Organizational ecology; great depression; legitimacy

Yadav, Manjit S. and P. Rajan Varadarajan (2005), "Understanding product migration to the electronic marketplace: A conceptual framework," *Journal of Retailing*. 81 (2). 125-140.

Electronic marketplace; interactivity; product migration theory; e-commerce; internet marketing; e-retailing; digital marketing strategy

Bettencourt, Lance A., Stephen W. Brown, Scott B. MacKenzie (2005), "Customer-oriented boundary-spanning behaviors: test of a social exchange model of antecedents," *Journal of Retailing*. 81 (2).141-157.

Boundary-spanning behavior; social exchange model; customer-oriented; prosocial citizenship

Morales, Andrea, Barbara E. Kahn, Leigh McAlister and Susan M. Broniarczyk (2005), "Perceptions of assortment variety: The effects of congruency between consumers' internal and retailers' external organization," *Journal of Retailing*. 81 (2). 159-169.

81-3

Kumar, Piyush (2005), "The competitive impact of service process improvement: Examining customers' waiting experiences in retail markets," *Journal of Retailing*. 81 (3). 171-180.

Queues; waiting time; service improvement; retail competition; satisfaction

Wood, Charles M., Bruce L. Alford, Ralph W. Jackson and Otis W. Gilley (2005), "Can retailers get higher prices for "end-of-life" inventory through online auctions?" *Journal of Retailing*. 81 (3).181-190.

Retailers; inventory; online auctions

Horvath, Philip A., Chard W. Autry and William E. Wilcox (2005), "Liquidity implications of reverse logistics for retailers: A Markov chain approach," *Journal of Retailing*. 81 (3). 191-203.

Reverse logistics; Markov chain; cash flows

Swaminathan, Srinivasan and Kapil Bawa (2005), "Category-specific coupon proneness: The impact of individual characteristics and category-specific variables," *Journal of Retailing*. 81 (3).205-214.

Coupon proneness; variables; redemption

Brady, Michael K., Gary A. Knight, J. Joseph Cronin Jr., G. Tomas, M. Hult and Bruce D. Keillor (2005), "Removing the contextual lens: A multinational, multi-setting comparison of service evaluation models," *Journal of Retailing*. 81 (3). 215-230.

Contextual lens, service evaluation models; comprehensive model

Lam, Shun Yin and Avinandan Mukherjee (2005), "The effects of merchandise coordination and juxtaposition on consumers' product evaluation and purchase intention on store-based retailing," *Journal of Retailing*. 81 (3). 231-250.

Merchandise coordination; juxtaposition; retailing

81-4

Laroche, Michel, Zhiyong Yang, Gordon H.G. McDougall and Jasmin Bergeron (2005) "Internet versus bricks-and-mortar retailers: An investigation into intangibility and its consequences," *Journal of Retailing*. 81 (4). 251-267.

Intangibility; evaluation difficulty; perceived risk; online purchasing; offline purchasing; prior knowledge

Yang, Sha and Priya Raghuram (2005), "Can bottles speak volumes? The effect of package shape on how much to buy," *Journal of Retailing*. 81 (4). 269-281.

Package shape effects; visual perceptual biases; purchase quantity decisions

Dutta, Sujay and Abhijit Biswas (2005), "Effects of low price guarantees on consumer post-purchase search intention: The moderating roles of value consciousness and penalty level," *Journal of Retailing*. 81 (4). 283-291.

LPG; post-purchase; penalty level

Taylor, Gail Ayala and Scott A. Neslin (2005), "The current and future sales impact of a retail frequency reward program," *Journal of Retailing*. 81 (4). 293-305.

Retail frequency reward program; points=pressure impact; shopper programs; rewarded behavior impact

Suter, Tracy A. and David M. Hardesty (2005), "Maximizing earnings and price fairness perceptions in online consumer-to-consumer auctions," *Journal of Retailing*. 81 (4). 307-317.

Consumer-to-consumer, bidder; reference price; auction; price fairness; seller

Magi, Anne W. and Claes-Robert Julander (2005), "Consumers' store-level price knowledge: Why are some consumers more knowledgeable than others?" *Journal of Retailing*. 81 (4). 319-329.

Consumers; store-price knowledge; structural equation modeling

82-1

Moon, Sangkil, Gary J. Russell and Sri Devi Duvvuri (2006), "Profiling the reference price consumer," *Journal of Retailing*. 82 (1). 1-11.

Reference price; pricing strategy; choice model; structural heterogeneity model

Lewis, Michael (2006), "The effect of shipping fees on customer acquisition, customer retention, and purchase quantities," *Journal of Retailing*. 82 (1). 13-25.

Shipping fees; e-commerce; customer acquisition; customer retention

Cho, Jinsook (2005), "The mechanism of trust and distrust formation and their relational outcomes," *Journal of Retailing*. 82 (1). 25-35.

Trust; distrust; core business operation; relationship investments; self-disclosure; willingness to commit

Baker, Stacey Menzel (2006), "Consumer normalcy: Understanding the value of shopping through narratives of consumers with visual impairments," *Journal of Retailing*. 82 (1). 37-50.

Consumer normalcy; marketplace; shopping; disability; consumer vulnerability

Griffith, David A., Stephanie M. Noble or Qimei Chen (2006), "The performance implications of entrepreneurial proclivity: A dynamic capabilities approach," *Journal of Retailing*. 82 (1).51-62.

Entrepreneurial proclivity; dynamic capabilities approach; retail performance

Ramaseshan, B., Leslie S.C. Yip and Jae H. Pae (2006), "Power, satisfaction, and relationship commitment in Chinese store-tenant relationship and their impact on performance," *Journal of Retailing*. 82 (1). 63-70.

Department stores; tenants; performance; China; Channel power; collectivism/individualism

Schindler, Robert M. (2006), "The 99 price ending as a signal of a low-price appeal," *Journal of Retailing*. 82 (1). 71-77.

99 price ending; retail prices; price advertising; consumer perceptions

82-2

Choi, S. Chan and Anne T. Coughlan (2006), "Private label positioning: Quality versus feature differentiation from the national brand," *Journal of Retailing*. 82 (2). 79-93.

Private Label; national brand- private label competition; private label positioning; product quality; product features; vertical and horizontal differentiation

Krishnan, Balaji C. Abhijit Biswas, Richard G. Netemeyer (2006), "Semantic cues in reference price advertisements: The moderating role of cue concreteness," *Journal of Retailing*. 82 (2). 95-104.

Semantic cues; reference price advertisements; role of cue concreteness; skepticism; cognitive effort

McWilliams, Bruce and Eitan Gerstner (2006), "Offering low price guarantees to improve customer retention," *Journal of Retailing*. 82 (2). 105-113.

Low price guarantees; money back guarantees; customer retention customer satisfaction

Jones, Michael A. and Kristy E. Reynolds (2006), "The role of retailer interest on shopping behavior," *Journal of Retailing*. 82 (2). 115-126.

Retailer interest; repatronage intentions; shopping behavior

Keh, Hean Tat and Yih Hwai Lee (2006), "Do reward programs build loyalty for services? The moderating effect of satisfaction on type and timing of rewards," *Journal of Retailing*. 82 (2). 127-136.

Reward programs; satisfaction; loyalty; incentives; services

Lueg, Jason E., Nicole Ponder, Sharon E. Beatty and Michael L. Capella (2006), "Teenagers' use of alternative shopping channels: A consumer socialization perspective," *Journal of Retailing*. 82 (2). 137-153.

Shopping channels; consumer socialization; internet; mall

Gopal Ram D., Bhavik Pathak, Arvind K. Tripathi and Fang Yin (2006), "From fatwallet to eBay: An investigation of online deal-forums and sales promotions," *Journal of Retailing*. 82 (2). 155-164.

Online deal-forums; Sales promotions; Advertising strategy; Online auctions; Virtual communities

82-3

Patrick, Vanessa M. and C. When Park (2006), "Paying Before Consuming: Examining the Robustness of Consumers' Preference for Prepayment," *Journal of Retailing*. 82 (3). 165-175.

Consumer; Payment; Timing of Payment; Hedonic Consumption; Utilitarian Consumption; Research

Stephanie M. Noble, David A. Griffith and Mavis T. Adjei (2006), "Drivers of Local Merchant Loyalty: Understanding the Influence of Gender and Shopping Motive," *Journal of Retailing*. 82 (3).177-188.

Local merchant loyalty; Local merchants; Shopping motives; Consumers; Gender

Nicole Bailey and Charles S. Areni (2006),"When a Few Minutes Sound Like a Lifetime: Does Atmospheric Music Expand or Contract Perceived Time?" *Journal of Retailing*. 82 (3). 189-202.

Waiting; Music; Duration

Devon DelVecchio, David H. Henard and Traci Freling "The Effect of Sales Promotion on Post-Promotion Brand Preference: A Meta-Analysis," *Journal of Retailing*. 82 (3). 203-213.

Sales Promotion; Post-promotion brand preference; Meta-analysis

Els Breugelsmans, Katia Campo and Els Gijsbrechts (2006), "Opportunities for Active Stock-Out Management in Online Stores: The Impact of the Stock-out Policy on Online Stock-out Reactions," *Journal of Retailing*. 82 (3). 215-228.

Stock-out policy; Online stores; Consumer purchase decisions

Yue Pan and George Zinkhan (2006), "Determinants of Retail Patronage: Meta-Analytical Perspective," *Journal of Retailing*. 82 (3). 229-243.

Retail patronage; Meta-analysis; Store choice; Frequency of visit

Abhijit Biswas, Sujay Dutta and Chris Pullig (2006), "Low Price Guarantees as Signals or Lowest Price: The Moderating Role of Perceived Price," *Journal of Retailing*. 82 (3). 245-257.

Low price guarantee; Perceived price dispersion

Windsperger, Josef and Rajiv. P Dant (2006), "Contractibility and ownership redirection in franchising: A property rights view," *Journal of Retailing*. 82 (3). 259-272.

Property rights; Franchising; Contractibility; Ownership redirection

82-4

Editorial:

Brown, James R. and Rajiv P. Dant (2006), "On Assuming the Helm of the *Journal of Retailing*." *Journal of Retailing*. 82 (4). 273-275.

Kumar, V., Denish Shah and Rajkumar Venkatesan (2006), "Managing Retailer Profitability- One customer at a time!" *Journal of Retailing*. 82 (4). 277-294.

Customer lifetime value; Customer profitability; Store profitability; Store management; Customer management

Bridges, Eileen, Richard A. Briesch and Chi Kin (Bennett) Yim (2006), "Effects of prior brand unsafe and promotion on consumer promotional response," *Journal of Retailing*. 82 (4). 295-307.

Brand usage; Consumer response; Promotion; Price

Kim, Hyeong Min (2006), "Consumers' responses to price presentation formats in rebate advertisements," *Journal of Retailing*. 82 (4). 309-317.

Before-rebate price; After-rebate price; Consumers' responses; Rebate advertisements

Arndt, Aaron, Todd J. Arnold, Timothy D. Landry (2006), "The effects of polychronic-orientation upon retail employee satisfaction and turnover," *Journal of Retailing*. 82 (4). 319-330.

Polychronicity; Fairness; Employee fit; Multi-tasking; Motivation; Turnover; Hiring

Pan Yue and George M. Zinkhan (2006), "Exploring the impact of online privacy disclosures on consumer trust," *Journal of Retailing*. 82 (4). 331-338.

Privacy policy; Privacy risk; Consumer trust; E-tailer; Experiment

Reynolds, Kristy E., Judith-Anne Garretson Folse and Michael A. Jones (2006), "Search regret: Antecedents and consequences," *Journal of Retailing*. 82 (4). 339-348.

Consumer search behavior; Search regret; Potential antecedents

Chung, Jae-Eun, Brenda Sternquist and Zhengyi Chen (2006), "Retailer-buyer supplier relationships: The Japanese difference," *Journal of Retailing*. 82 (4). 349-355.

Japan; Retail buyers; Long-term orientation; Dependence

Debra Desrochers and Paul Nelson (2006), "Adding Consumer Behavior Insights to Category Management: Improving Item Placement Decisions," *Journal of Retailing*. 82 (4). 357-365.

Insights; Category management; Context effects; Categorization theory

Research Note:

van Birgelen, Marcel, Ad de Jong and Ko de Ruyter (2006), "Multi-channel service retailing: The effects of channel performance satisfaction on behavioral intentions," *Journal of Retailing*, 82 (4). 367-377.

Multi-channel; Retailing; Satisfaction; Intentions

83-1- Special Issue

Bolton, Ruth, Dhruv Grewal and Michael Levy (2007), "Creating and Delivering Service Excellence: A Research Agenda," *Journal of Retailing*. 83 (1). 1-4.

Shareholder Wealth, Consumer Perceptions, Service Value Proposition

Lusch Robert F., Stephen L. Vargo and Matthew O'Brien (2007), "Competing through service: Insights from service-dominant logic," *Journal of Retailing*. 83 (1). 5-18.

Service-dominant logic; Goods-dominant logic; Derivative propositions

Kleijnen, Mirella, Ko de Ruyter and Martin Wetzels (2007), "An assessment of value creation in mobile service delivery and the moderating role of time consciousness," *Journal of Retailing*. 83 (1). 33-46.

Perceived value; Mobile services; Time consciousness; Partial least squares

Wiles, Michael A., (2007), "The effect of customer service on retailers' shareholder wealth: The role of availability and reputation cues," *Journal of Retailing*. 83 (1). 19-31.

Retailer; Consumer; Customer service; Event study; Abnormal returns; Availability heuristic; Firm reputation

Tukman, Lenita M. Davis, Katherine N. Lemon (2007), "The WOW factor: Creating value through win-back offers to reacquire lost customers," *Journal of Retailing*. 83 (1). 47-64.

Customer reacquisition; Win-back offer worth; Customer relationship management

Schau, Hope Jensen, Stephanie Dellande and Mary. C. Gilly (2007), "The impact of code switching on service encounters," *Journal of Retailing*. 83 (1). 65-78.

Service; Code switching; Scripts; QSR

Hess, Ronald J., Shankar Ganesan and Noreen M. Klein (2007), "Interactional service failures in a pseudorelationship: The role of organizational attributions," *Journal of Retailing*. 83 (1). 79-95.

Interactional service failures; Pseudorelationship; Globality attribution; Controllability attribution; Dissatisfaction with the frontline employee; Dissatisfaction with the organization

Verhoef, Peter C., Fred Langerak and Bas Donkers (2007), "Understanding brand and dealer retention in the new car market: The moderating role of brand tier," *Journal of Retailing*. 83 (1). 97-113.

Brand loyalty; Dealer loyalty; Brand-dealer fit; Brand tiers

Morin, Sylvie, Laurette Dube and Jean-Charles Chebat (2007), "The Role of Pleasant Music in Servicescapes: A test of the dual model of environmental perception," *Journal of Retailing*. 83 (1). 115-130.

Background music; Music valence; Servicescapes; Transactions

Netemeyer, Richard G. and James G. Maxham III (2007), "Employee versus Supervisor Rating of Performance in the Retail Customer Service Sector" Differences in Predictive Validity for Customer Outcomes," *Journal of Retailing*. 83 (1). 131-145.

Customer satisfaction; Supervisor ratings; Employee ratings

Yim, Chi Kin (Bennett), Kimmy Wa Chan and Kineta Hung (2007), "Multiple Reference Effects in Service Evaluations: Role of Alternative Attractiveness and Self-Image Congruity," *Journal of Retailing*. 83 (1). 147-157.

Multiple reference points; Alternative attractiveness; Self-image congruity;
Disconfirmation; Customer satisfaction and commitment

83-2

Kamakura, Wagner and Woosong Kang (2006), "Chain-wide and store-level analysis for cross-category management," *Journal of Retailing*. 83 (2). 159-170.

Category management; Cross-elasticities; Heterogeneity; Nonstationarity

Kim, Sang-Hoon and S. Chan Choi, "The role of warehouse club membership fee in retail competition," *Journal of Retailing*. 83 (2). 171-181.

Retailing; Retail formats; Warehouse club; Price competition

Draganska Michaela and Daniel Klapper (2007), "Retail environment and manufacturer competitive intensity," *Journal of Retailing*. 83 (2). 183-198.

Retailing; Competitive strategy; Econometric models

Hardesty, David M., William O. Bearden and Jay P. Carlson (2007), "Persuasion knowledge and consumer reactions to pricing tactics," *Journal of Retailing*. 83 (2). 199-210.

Consumer knowledge; Quantity surcharge; Persuasion knowledge model

Kukar-Kinney, Monika, Rockney G. Walters and Scott B. Mackenzie (2007), "Consumer responses to characteristics of price-matching guarantees: The moderating role of price consciousness," *Journal of Retailing*. 83 (2). 211-221.

Purchase behavior; Price-matching policies; Price consciousness; Price search

Meyer-Waarden, Lars (2007), "The effects of loyalty programs on customer lifetime duration and share of wallet," *Journal of Retailing*. 83 (2). 223-236.

CRM; Loyalty programs; Loyalty; Customer lifetime duration; Survival analysis

Research Note:

Bianca Grohmann, Eric Spangenberg and David Sprott (2007), "Effects of Tactile Input on Product Evaluations: Empirical Evidence and Theoretical Explanations" *Journal of Retailing*. 83 (2). 237-245.

Retailers; Customers; Tactile input

83-3

Yan Dong, Martin Dresner and Venkatesh Shankar (2007), "Efficient Replenishment in the Distribution Channel," *Journal of Retailing*. 83 (3). 253-278.

Retailer–manufacturer relationship; Channel management; Efficient consumer response (ECR); Efficient replenishment; Game theory

Rajiv P. Dant and Karen L. Koza (2007), "Effects of Relationship Climate, Control Mechanism, and Communications on Conflict Resolution Behavior and Performance Outcomes" *Journal of Retailing*. 83 (3). 279-296.

Conflict management; Conflict resolution behavior; Control mechanism; Communication strategy; Relationship maintenance; Performance

Pauwels, Koen (2007), "How retailer and competitor decisions drive the long-term effectiveness of manufacturer promotions for fast moving consumer goods," *Journal of Retailing*. 83 (3). 297-308.

Sales promotions; Long-term retailer pass-through and competitor response; Jeopardy; Impulse response restrictions

Venkatesan, Rajkumar, Kumar Mehta and Ravi Bapna (2007), "Do market characteristics impact the relationship between retailer characteristics and online prices," *Journal of Retailing*. 83 (3). 309-324.

Internet markets; Retailer pricing strategy; Retailer service quality; Competition

Monika Kukar-Kinney, Lan Xia and Kent B. Monroe (2007), "Consumers' Perceptions of the Fairness of Price-Matching Refund Policies," *Journal of Retailing*. 83 (3). 325-337.

Price-matching policy; Consumer perceptions; Price fairness; Shopping intentions

Willemijn Van Dolen, Pratibha A. Dabholkar, and Ko de Ruyter (2007), "Satisfaction with Online Commercial Group Chat: The Influence of Perceived Technology Attributes, Chat Group Characteristics, and Advisor Communication Style," *Journal of Retailing*. 83 (3). 339-358.

Online chat; Structuration theory; Customer satisfaction; Multilevel modeling; Advisor communication style; Chat group characteristics; Perceived technology attributes; Behavioral intentions

Research Note:

Seigyoung Auh, Simon J. Bell, Colin S. McLeod and Chuan-Fong Shih (2007), "Co-Production and Customer Loyalty in Financial Services," *Journal of Retailing*. 83 (3). 359-370.

Financial services; Customer loyalty; Co-production; Medical services; Customer value

83-4

Dan Padgett and Michael S. Mulvey (2007), "Differentiation via Technology: Strategic Positioning of Services Following an Influx of Technological Disruptive Innovation," *Journal of Retailing*. 83 (4).

Positioning strategy; Disruptive technology; Services

Danny Weathers, Subhash Sharma, and Stacy Wood (2006), "Effects of Online Communication Practices on Consumer Perceptions of Performance Uncertainty for Search and Experience Goods," *Journal of Retailing*. 83 (4).

E-retailers; Information vividness; Information credibility; Information control; Search and experience goods

Anne Roggeveen, Wayne D. Hoyer, and Neeraj Bharadwaj (2007), "How Call Center Location Impacts Expectations of Service from Reputable v.s. Lesser Known Firms," *Journal of Retailing*. 83 (4).

Call centers; Country-of-origin; Offshoring; Reputation; Services; Training

Kenneth Manning and David Sprott (2007), "A Further Examination of Multiple Unit Price Promotions and their Effects on Quantity Purchase Intentions," *Journal of Retailing*. 83 (4).

Price promotions; Anchoring effects; Grocery pricing

Bissha Burman and Abe Biswas (2007), "Partitioned Pricing: Can we Always Divide and Prosper?," *Journal of Retailing*. 83 (4).

Partitioned pricing; Combined pricing; Need for cognition

Research Note:

Michael Barone, Andrew Norman and Anthony Miyazaki (2007), "Customer Response to Cause-Related Marketing Strategies for Retail Goods: Is More of Less Fit Better?" *Journal of Retailing*. 83 (4).

84-1

Brown, James R. and Rajiv P. Dant (2008), "Scientific Method and Retailing Research: A Retrospective " *Journal of Retailing*, 84 (April), 1-13.

Retailing; Student Survey; Consumer Survey; Secondary Data; Laboratory Study; Industry Survey; Qualitative Methods; Analytical Modeling; Regression; ANOVA/MANOVA; SEM; Review article

Kumar, V., Morris George, Joseph Pancras (2008), "Cross-Buying in Retailing: Drivers and Consequences," 84 (April), 15-27.

Cross-buying; Marketing efforts; Random coefficient seemingly unrelated regression model

Brooks, Charles M., Patrick J. Kaufmann, and Donald R. Lichtenstein (2008), "Trip Chaining Behavior in Multi-Destination Shopping Trips: A Field Experiment and Laboratory Replication," *Journal of Retailing*, 84 (April), 29-38.

Trip chain; Multi-stop trips; Reference-dependent theory

Bürkle, Thomas and Thorsten Posselt (2008), "Franchising as a Plural System: A Risk-Based Explanation," *Journal of Retailing*, 84 (April), 39-47.

Franchising; Plural systems; Optimal mixture of franchised and system leader-owned units; Insurance; Risk premium

Naylor, Gillian, Susan Bardi Kleiser, Julie Baker, and Eric Yorkston (2008), "Using Transformational Appeals to Enhance the Retail Experience," *Journal of Retailing*, 84 (April), 49-57.

Transformational appeal; Retailer; Informational appeal

Fay, Scott (2008), "Selling an Opaque Product Through an Intermediary: The Case of Disguising One's Product," *Journal of Retailing*, 84 (April), 59-75.

Opaque products; Pricing; Channels; Intermediaries; Hotwire; Priceline; E-commerce

Runyan, Rodney C. and Cornelia Droge (2008), "A Categorization of Small Retailer Research Streams: What Does it Portend for Future Research?," *Journal of Retailing*, 84 (April), 77-94.

Small retailers; Literature research streams; Theory and construct development

Yuan, Hong and, Aradhna Krishna (2008), "Pricing of Mall Services in the Presence of Sales Leakage," *Journal of Retailing*, 84 (April), 95-117.

Shopping mall; Pricing; Price discrimination; Percentage rent; Game theory

Warden, Clyde A., Stephen Chi-Tsun Huang, Tsung-Chi Liu, and Wann-Yih Wu (2008),
“Global Media, Local Metaphor: Television Shopping and Marketing-as-Relationship in
America, Japan, and Taiwan,” *Journal of Retailing*, 84 (April), 119-129.

American culture; Chinese culture; Fraternity; Grounded theory; Japanese culture;
Marketing relationship; Metaphor; Renao; Sabisu; Television home shopping

84-2

Brown, James R. and Rajiv P. Dant (2008), "On What Makes a Significant Contribution to the Retailing Literature," *Journal of Retailing*, 84 (June), 131-135.

Retailing industry; Journals; Market research

Thakor, Mrugank V., Rajneesh Suri and Katayoun Saleh (2008), "Effects of Service Setting and Other Consumers' Age on the Service Perceptions of Young Consumers," *Journal of Retailing*, 84 (June), 137-149.

Studies; Perceptions; Consumer attitudes; Market research; Older people; Young adults; Age; Retailing industry

Brady, Michael K., J. Joseph Cronin, Gavin L. Fox and Michelle L. Roehm (2008), "Strategies to Offset Performance Failures: The Role of Brand Equity," *Journal of Retailing*, 84 (June), 151-164.

Studies; Brand equity; Market research; Retailing industry

Koschat, Martin A. (2008), "Store Inventory Can Affect Demand: Empirical Evidence from Magazine Retailing," *Journal of Retailing*, 84 (June), 165-179.

Studies; Inventory management; Demand; Magazines; Brands; Market research; Retailing; Publishing industry

Koukova, Nevena T., P.K. Kannan and Brian T. Ratchford (2008), "Product Form Bundling: Implications for Marketing Digital Products," *Journal of Retailing*, 84 (June), 181-194.

Studies; Retailing industry; Market research; Bundling; Mass media; E-books; Electronic publishing

Mittal, Vikas, John W. Huppertz and Adwait Khare (2008), "Customer Complaining: The Role of Tie Strength and Information Control," *Journal of Retailing*, 84 (June), 195-204.

Studies; Market research; Information control; Health maintenance organizations—HMOs; Customer satisfaction; Customer services; Complaints

Lwin, May O., Andrea J.S. Stanaland and Anthony D. Miyazaki (2008), "Protecting Children's Privacy Online: How Parental Mediation Strategies Affect Website Safeguard Effectiveness," *Journal of Retailing*, 84 (June), 205-217.

Studies; Web sites; Parents & parenting; Child welfare; Privacy; Computer security

Dellaert, Benedict G. C., Theo A. Arentze and Harry J.P. Timmermans (2008), "Shopping Context and Consumers' Mental Representation of Complex Shopping Trip Decision Problems," *Journal of Retailing*, 84 (June), 219-232.

Studies; Consumer behavior; Market research; Shopping; Consumer attitudes; Retailing industry

Duan, Wenjing, Bin Gu and Andrew B. Whinston (2008), "The Dynamics of Online Word-of-Mouth and Product Sales--an Empirical Investigation of the Movie Industry," *Journal of Retailing*, 84 (June), 233-242.

Studies; Word of mouth advertising; Consumer spending; Retail sales; Motion picture industry; Market research

84-3

Brown, Steven P. and Son K. Lam (2008), "A Meta-Analysis of Relationships Linking Employee Satisfaction to Customer Responses," *Journal of Retailing*, 84 (September), 243-255.

Employee attitude; Job satisfaction; Customer satisfaction; Quality of service; Statistical analysis

Gauri, Dinesh Kumar, Minakshi Trivedi and Dhruv Grewal (2008), "Understanding the Determinants of Retail Strategy: An Empirical Analysis," *Journal of Retailing*, 84 (September), 256-267.

Retailing industry; Pricing policies; Market strategy; Grocery stores; Strategic planning; Statistical analysis

Lei, Jing, Ko de Ruyter and Martin Wetzels (2008), "Consumer Responses to Vertical Service Line Extensions," *Journal of Retailing*, 84 (September), 268-280.

Product lines; Extensions; Brand names; Hotels & motels; Consumer attitudes; Statistical data

Sloot, Laurens M. and Peter C. Verhoef (2008), "The Impact of Brand Delisting on Store Switching and Brand Switching Intentions," *Journal of Retailing*, 84 (September), 281-296.

Retailing industry; Retail format; Manufacturers; Brand equity; Brand loyalty; House brands; Statistical analysis; Polls & surveys

Chiou-Wei, Song-Zan and J. Jeffrey Inman (2008), "Do Shoppers Like Electronic Coupons?" *Journal of Retailing*, 84 (September), 297-307.

Discount coupons; Redemption centers; Consumer behavior; Electronic commerce; Brands; Statistical analysis

Gremler, Dwayne D. and Kevin P. Gwinner (2008), "Rapport-Building Behaviors Used by Retail Employees," *Journal of Retailing*, 84 (September), 308-324.

Retailing industry; Employees; Customers; Interpersonal communication; Studies; Public relations; Behavior

Lee, Chang Hwan and Byong-Duk Rhee (2008), "Optimal Guaranteed Profit Margins for Both Vendors and Retailers in the Fashion Apparel Industry," *Journal of Retailing*, 84 (September), 325-333.

Retailing industry; Fashion; Profit margins; Supply chains; Studies

Hollenbeck, Candice R., Cara Peters and George M. Zinkhan (2008), "Retail Spectacles and Brand Meaning: Insights from a Brand Museum Case Study," *Journal of Retailing*, 84 (September), 334-353.

Retail stores; Soft drink industry; Brands; Museums; Market positioning; Studies

Vanhamme, Joëlle and Cees J. P. M. de Bont (2008), "'Surprise Gift' Purchases: Customer Insights from the Small Electrical Appliances Market," *Journal of Retailing*, 84 (September), 354-369.

Gifts; Brand names; Guarantees; Hypotheses; Sales promotions; Studies

84-4

Dant, Rajiv P. and James R. Brown (2008), "Bridging the B2c and B2b Research Divide: The Domain of Retailing Literature," *Journal of Retailing*, 84 (December), 371-397.

Studies; Business to business commerce; Retailing industry; Market research; Journals

Konuş, Umut, Peter C. Verhoef and Scott A. Neslin (2008), "Multichannel Shopper Segments and Their Covariates," *Journal of Retailing*, 84 (December), 398-413.

Studies; Retailing industry; Consumer behavior; Market segments; Innovations; Internet; Electronic commerce; Market research

Ofir, Chezy, Priya Raghuram, Gili Brosh, Kent B. Monroe and Amir Heiman (2008), "Memory-Based Store Price Judgments: The Role of Knowledge and Shopping Experience," *Journal of Retailing*, 84 (December), 414-423.

Studies; Heuristic; Shopping; Retailing industry; Market research

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Studies; Market research; Loyalty; Consumer behavior; Service industries; Compensation

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Studies; Brand equity; Retailing industry; Market research

Sigué, Simon Pierre (2008), "Consumer and Retailer Promotions: Who Is Better Off?" *Journal of Retailing*, 84 (December), 449-460.

Studies; Retailing industry; Market research; Brand image; Pricing policies; Economic models; Economic theory

Harris, Lloyd C. (2008), "Fraudulent Return Proclivity: An Empirical Analysis," *Journal of Retailing*, 84 (December), 461-476.

Studies; Fraud; Retailing industry; Ethics; Complaints; Psychological aspects; Product returns

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Studies; Electronic commerce; Retailing industry; Comparative analysis; Vendors;
Market research

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Studies; Knowledge; Urban areas; Men; Heterosexuality; Retailing industry; Market
research; Consumer behavior

85-1: Special Issue

Grewal, Dhruv, Michael Levy and V. Kumar (2009), "Customer Experience Management in Retailing: An Organizing Framework," *Journal of Retailing*, 85 (March), 1-14.

Retailing; Customer experience; Retailer; Supply Chain; Macro factors; Location; Marketing metrics

Puccinelli, Nancy M., Ronald C. Goodstein, Dhruv Grewal, Robert Price, Priya Raghuram and David Stewart (2009), "Customer Experience Management in Retailing: Understanding the Buying Process," *Journal of Retailing*, 85 (March), 15-30.

Consumer behavior; Postpurchase; Goals; Information search; Retail environment; Attribution theory; Attitudes; Affect and mood; Involvement; Attitudes; Decision process

Verhoef, Peter C., Katherine N. Lemon, A. Parasuraman, Anne Roggeveen, Michael Tsiros and Leonard A. Schlesinger (2009), "Customer Experience Creation: Determinants, Dynamics and Management Strategies," *Journal of Retailing*, 85 (March), 31-41.

Self-service; Management strategies; Retail branding; Social Environment

Ailawadi, Kusum L., J.P. Beauchamp, Naveen Donthu, Dinesh K. Gauri and Venkatesh Shankar (2009), "Communication and Promotion Decisions in Retailing: A Review and Directions for Future Research," *Journal of Retailing*, 85 (March), 42-55.

Communication; Promotion; Advertising; New media: Resource allocation; Trade promotion; Consumer promotion; Accounting; Legal issues

Kopalle, Praveen, Dipayan Biswas, Pradeep K. Chintagunta, Jia Fan, Koen Pauwels, Brian T. Ratchford and James A. Sills (2009), "Retailer Pricing and Competitive Effects," *Journal of Retailing*, 85 (March), 56-70.

In-channel competition; Cross-channel competition; Price and product customization; Product type and complementarity; Manufacturer interaction; Cross-price effects; Retailer pricing; Competitive effects

Mantrala, Murali K., Michael Levy, Barbara E. Kahn, Edward J. Fox, Peter Gaidarev, Bill Dankworth and Denish Shah (2009), "Why Is Assortment Planning So Difficult for Retailers? A Framework and Research Agenda," *Journal of Retailing*, 85 (March), 71-83.

Product assortment planning; Stock-keeping unit; Consumer; Retailers

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Metrics; Customer lifetime value; Customer equity; Shareholder value; Referral behavior

85-2

Brown, James R. and Rajiv P. Dant (2009), "The Theoretical Domains of Retailing Research: A Retrospective," *Journal of Retailing*, 85 (June), 113-128.

Retailing; Review article; Marketing theories; Microeconomic theory; Consumer choice theory; Social exchange theory; Information processing theory; Satisfaction theory; Reference price theory; Competitive theory; Attribution theory; Psychological theories for individuals; Social psychological/sociological theories

Arnold, Todd J., Robert W. Palmatier, Dhruv Grewal and Arun Sharma (2009), "Understanding Retail Managers' Role in the Sales of Products and Services," *Journal of Retailing*, 85 (June), 129-144.

Retail chain-level activities; Store manager behaviors; Service versus product sales

Aggarwal, Praveen, Rajiv Vaidyanathan and Alladi Venkatesh (2009), "Using Lexical Semantic Analysis to Derive Online Brand Positions: An Application to Retail Marketing Research," *Journal of Retailing*, 85 (June), 145-158.

User-generated content; Lexical semantics; Brand personality; Positioning

Gupta, Pranjal, Manjit S. Yadav and Rajan Varadarajan (2009), "How Task-Facilitative Interactive Tools Foster Buyers' Trust in Online Retailers: A Process View of Trust Development in the Electronic Marketplace," *Journal of Retailing*, 85 (June), 159-176.

Online retailing; e-retailing; trust; online trust; initial trust formation; trust formation processes; trust development; trust development processes ; intentions and trust; assistive intent; helpful intentions

Pentina, Iryna, Lou E. Pelton and Ronald W. Hasty (2009), "Performance Implications of Online Entry Timing by Store-Based Retailers: A Longitudinal Investigation," *Journal of Retailing*, 85 (June), 177-193.

Multi-channel retailing; Order of online sales entry; Time Series Cross-Sectional Regression

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Cognitive appraisal theory; Role stress; Competitive climate; Role ambiguity; Job satisfaction

Nair, Suresh K., Surinder Tikoo and Shuguang Liu (2009), "Valuing Exclusivity from Encroachment in Franchising," *Journal of Retailing*, 85 (June), 206-210.

Encroachment; exclusivity; channel conflict; franchising

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Auctions, buy-now price, reference-price effect, value uncertainty

McColl-Kennedy, Janet R, Paul G. Patterson, Amy K. Smith and Michael K. Brady (2009), "Customer Rage Episodes: Emotions, Expressions and Behaviors," *Journal of Retailing*, 85 (June), 222-237.

Customer Rage; Service Failure; Service Recovery; Emotions

85-3: Special Issue

Arnold, Mark J. and Kristy E. Reynolds (2009), "Affect and Retail Shopping Behavior: Understanding the Role of Mood Regulation and Regulatory Focus," *Journal of Retailing*, 85 (September), forthcoming.

Mood regulation; Regulatory focus; Affect; Motivation; Shopping value

Borghini, Stefania, Nina Diamond, Robert V. Kozinets, Mary Ann McGrath, Albert M. Muñoz Jr. and John F. Sherry Jr. (2009), "Why Are Themed Brandstores So Powerful? Retail Brand Ideology at American Girl Place," *Journal of Retailing*, 85 (September), forthcoming.

Consumers; Brand ideology; Brand museum; Flagship store; Ethnography

Brumbaugh, Anne M. and José Antonio Rosa (2009), "Perceived Discrimination, Cashier Metaperceptions, Embarrassment, and Confidence as Influencers of Coupon Use: An Ethnoracial–Socioeconomic Analysis," *Journal of Retailing*, 85 (September), forthcoming.

Coupons; Discrimination; Metaperceptions; Embarrassment; Confidence; Race; Ethnicity; Socioeconomic status; Consumer behavior

Burton, Scot, Elizabeth Howlett and Andrea Heintz Tangari (2009), "Food for Thought: How Will the Nutrition Labeling of Quick Service Restaurant Menu Items Influence Consumers' Product Evaluations, Purchase Intentions, and Choices?," *Journal of Retailing*, 85 (September), forthcoming.

Menu labeling; Calorie expectations; Calorie disclosures; Restaurant nutrition labeling; Consumer choice

Chaudhuri, Arjun and Mark Ligas (2009), "Consequences of Value in Retail Markets," *Journal of Retailing*, 85 (September), forthcoming.

Value; Affect; Loyalty; Price premium

DelVecchio, Devon, Arun Lakshmanan and H. Shanker Krishnan (2009), "The Effects of Discount Location and Frame on Consumers' Price Estimates," *Journal of Retailing*, 85 (September), forthcoming.

Discount location; Discount frame; On-pack discount

Ge, Xin, Paul R. Messinger and Jin Li (2009), "Influence of Soldout Products on Consumer Choice," *Journal of Retailing*, 85 (September), forthcoming.

Soldout product; Choice deferral; Immediacy effect; Informational cascades

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Compulsive buying; Internet buying; Buying motivations; Shopping motivations

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Multichannel; Brand image; Reciprocal effects; Biased assimilation; Impact minimization

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Consumer search; Time versus money; Judgment and decision making

Reynolds, Kate L. and Lloyd C. Harris (2009), "Dysfunctional Customer Behavior Severity: An Empirical Examination," *Journal of Retailing*, 85 (September), forthcoming.

Dysfunctional customer behaviour; Customer misbehaviour; Consumer deviance; Antecedent; Structural equation modeling

85-4

Baldauf, Artur, Karen S. Cravens, Adamantios Diamantopoulos and Katharina Petra Zeugner-Roth (2009), "The Impact of Product-Country Image and Marketing Efforts on Retailer-Perceived Brand Equity: An Empirical Analysis," *Journal of Retailing*, 85 (December), forthcoming.

Country of origin; Product-country image; Retailer-perceived brand equity; Brand performance

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Cross-category competition; Dynamic model; Forecasting model; Market basket model; Bayesian vector autoregression; Category management

Varman, Rohit and Janeen Arnold Costa (2009), "Competitive and Cooperative Behavior in Embedded Markets: Developing an Institutional Perspective on Bazaars," *Journal of Retailing*, 85 (December), forthcoming.

Competition; Retailing; Cooperation; Institutional theory; Embeddedness

Babakus, Emin, Ugur Yavas, and Nicholas J. Ashill (2009), "The Role of Customer Orientation as a Moderator of the Job Demand-Burnout-Performance Relationship: A Surface-Level Trait Perspective," *Journal of Retailing*, 85 (December), forthcoming.

Burnout; Customer orientation; job outcomes; Retail banking

Adjei, Mavis T., David A. Griffith, and Stephanie M. Noble (2009), "When Do Relationships Pay Off for Small Retailers? Exploring Targets and Contexts to Understand the Value of Relationship Marketing," *Journal of Retailing*, 85 (December), forthcoming.

Relationship quality; competitive intensity; market dynamism; retail performance

McAlister, Leigh, Edward I. George, and Yung-Hsin (Alex) Chien (2009), "A Basket-Mix Model to Identify Cherry-Picked Brands," *Journal of Retailing*, 85 (December), forthcoming.

Cherry pickers; promotion; scanner data