

Editorial: Retailing from Consumers' Perspective

INTRODUCTION

This Special Issue is dedicated to retailing from consumers' perspective. Despite all the research around retailing considered the main theoretical and practical importance of this special issue is the focus on research oriented to the critical issues related with respect to all aspects of retailing, its management, evolution, and current theory. The arena of retailing includes both products and services, the supply chains and distribution channels that serve retailers, the relationships between retailers and members of the supply channel, and all forms of direct marketing and emerging electric markets to consumers or households. Articles may take an economic or behavior approach, but all reflect rigorous analysis and a depth of knowledge of relevant theory and existing literature. Empirical work is based upon the scientific method, modern sampling procedures and statistical analysis.

The world economy has greatly revolutionized due to the pressure of current business environment coupled with the underlying forces of free market policies. The ever increasing competition has restructured the overall appearance of recent business world through shrinking industrial and regulatory barriers, diffusing innovation and building a technology driven society. One of the sectors of the economy that has been extensively impacted through such occurrences is perhaps retailing. Retail can be considered as one of the most customer centric industries covering a wide spectrum of businesses.

Retailing encompasses all the businesses and people involved in physically moving and transferring ownership of goods and services from producer to consumer. In a distribution channel, retailers perform valuable functions as the contact for manufacturers, wholesalers, and final consumers. They collect assortments from various suppliers and offer them to customers. They communicate with both customers and other channel members. They may ship, store, mark, advertise, and pre-pay for items. They complete transactions with customers and often provide customer services. They may offer multiple formats (multi-channel retailing) to facilitate shopping.

WHY A SPECIAL ISSUE?

This special issue of Retailing from Consumers' Perspective is focused an international and interdisciplinary forum for research and debate in retailing and services from consumers' point of view. It also focused on contributions to theory development. Intended both for academics and practitioners in this fast-developing field, it focuses particularly on consumer behaviour, and on decision-making by managers and policymakers. The wide range of subject areas covered by the journal includes: the distribution and selling of goods; the retailing of professional services such as health and law; and the retailing of such consumer services as transportation, tourism, leisure, and personal financial services.

Finally, the objective of this Special Issue was to draw together scholars who are working at the forefront of this research domain. This includes strong theoretical, conceptual and empirical papers using quantitative or qualitative approaches to retailing from consumers' perspective.

ABOUT THE RESEARCH PAPERS

There are 15 research papers in this special issue which are distinct and well documented in their respective research areas.

In the article **Diagnosing the dynamic drivers of healthcare expenditure in Organization of Islamic Countries (OIC)**, the authors (Wahab *et al.*, 2019) examined the dynamic drivers of healthcare expenditure in OIC countries from 1990 to 2015 using dynamic panel system Generalized Method of Moments (GMM) technique. Through their findings, the study proves that healthcare expenditure in OIC countries is a luxury.

In the article **Risk reduction in online flight reservation: The role of information search** by Lee *et al.* (2019), the authors examined the influence of perceived risk and risk-relievers on intention to reserve flight tickets online in

Malaysian context. The two risk-relievers investigated are information type and personal sources of information. The study offers some valuable suggestions for airlines industry to gain better profits in a competitive market.

The article **The Impact of HOT Skills on Enhancing Professional Communication Strategies among Malaysian TESL Students** by Azar & How (2019) emphasized on effective professional communication strategies for university students using Higher Order Thinking (HOT) skills. The authors used qualitative content analysis with 41 Bachelor of TESL (BTESL) students and 13 Diploma of TESL (DTESL) students to come up with the importance of HOT skills in student's carrier.

The article **Malaysian's Young Consumer Preferences of Hijabby** (Fikry & Ahmad, 2019) articulated the understanding of young consumers' purchasing preferences and decision-making styles by zooming on hijab. The authors used qualitative methods to obtain data from 13 Malaysian female respondents aged from 20 to 25 years. The factors identified were very appealing and will help marketers to differentiate their product categories.

In the article **The Impact of Transformational Leadership Effects on Innovative Work Behavior by the Moderating Role of Psychological Empowerment**, the authors (Khan *et al.*, 2019) studied transformational leadership (TFL) and innovative work behavior (IWB) of bank employees in commercial banks in Bangladesh. Data were collected from 372 bank employees and the results indicated that the employees who are highly psychologically empowered, like to work under TFL and it impacts IWB positively.

In the article **Acceptance of Islamic Banking in New Zealand: Perspectives from Potential Customers** by Subramaniam *et al.* (2019), the authors described the increasing number of Muslim population in New Zealand and examined the demand for Islamic financial services among them. A quantitative approach using purposive sampling of 285 respondents were used to come up with the decisions which may help the entrepreneurs to setting up Islamic banking system in New Zealand.

The article **The Impact of Technological and Marketing Innovations on Retailing Industry: Evidence of India** (Khaled *et al.*, 2019) offered to study the impact of marketing and technological innovations on the retail industry in India. Sample respondents were taken from the city of Aligarh in India. The authors concluded that technological innovation is more important than marketing innovation with respect to World of Mouth (WOM) referral and satisfaction. Furthermore, the study suggested many other dimensions for the retail industry.

In their article **Assessing of Customer Perception on Innovation of Food Service**, the authors (Razak *et al.*, 2019) assessed the perception of the customers toward several elements of innovation in the food retail business industry. The study was conducted among 235 restaurant customers and the finding revealed that healthier food, modification of menu items, food service options, technology advancement, environment sustainability inclination towards global cuisines and focus on customer of new generations are highly demanded by the customers.

In the article **Bank Stability Index for Selected Countries with Dual Banking Systems** by Karim *et al.* (2019), the authors tried to develop a comprehensive measurement index of bank stability for selected OI Ccountries with dual banking systems. The authors used annual data from 1999 to 2015 from the Bank scope database for analysis and suggested some considerable policy interventions which may help the regulatory bodies.

In the article **Measuring Conspicuous Consumption Behavior Using Partial Least Square** the authors (Kori *et al.*, 2019) investigated the influence of attitude, brand image, patron's status and quality toward conspicuous consumption behavior among 400 customers from top shopping malls in Kuala Lumpur, Malaysia. The study used PLS algorithm to statistically prove the arguments.

In the article **Effects of Subjective Knowledge and Religious Motives on Malay Muslims' Receptiveness of Non-Muslim Country's Halal Food Products** by (Manan *et al.*, 2019), the authors examined the effects of subjective knowledge and religious motives on receptiveness toward non-Muslim country's *Halal* food products in Malaysian context. A convenience sampling of 450 Malay Muslims in the major metropolitan area of Kuala Lumpur were used to collect data and the authors suggested some essential guidelines for global Halal food marketers.

In the article **Relationship between website determinants and customers witching in a hypermarket online shopping: Customer trust as a mediator**, the authors (Noranee *et al.*, 20119) developed their understanding for website design, website security/privacy, and website shopping service which influenced customers witching in a hyper market online shopping and the effect of customer trust acts as a mediating variable. This study will help the online shopping retailers to better design the website marketing strategies.

In the article **Entrepreneurship and Facebook Engagement: A Case Study of the Online Community in Malaysia** by Jailani *et al.* (2019), the authors explored the nature and degree of the social media usage that captures online business activities. Data was collected via FB Insight based on top post of sales for the year 2018. The authors revealed many interesting findings including customer preferences of different range of products such as food, gadgets and different services related to health and fitness.

The article **The Role of Neighbourhood Satisfaction in Mediating Socio-Physical Attributes and Urban Quality of Life in Malaysia** by (Roslan *et al.*, 2019) offered a wide range of factors contributed to quality of life in urban areas which has become an important matter for sustaining any urban living. The authors suggested that accessibility to public community space for all races and free barriers for disabilities and elderly people should be enhanced to make sure that they can access to the facilities provided in their neighborhood area and thereby can increase their quality of life.

The article **Adoption of Instant Messenger: An Empirical Investigation** by (Tarofder *et al.*, 2019) offered an empirical study on the viability of IM over the globe, which in the end urges this examination to explore more inside and out. The authors shared that knowledge creation is the most vital driver for IM adoption followed by organizational pressure and relative advantage. Additionally, this study revealed that the organizational pressure is moderately more imperative in Corporation than SMEs.

Being the Guest Editor, It is my pleasant duty to acknowledge the services and contributions made out by the authors, reviewers and publisher without their respective help and cooperation the special issue could not have seen the light of the day. I am grateful to Emeritus Professor Dr. Badar Alam Iqbal who has invited me for Guest Editor for this special Issue.



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