

ICE

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INTERNATIONAL RETAIL TRENDS

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BERNÉ MANERO, Carmen

Analysis of the demand for retail services

Abstract: While the nature and predominance of retail activity are two of its chief differentiating characteristics, industry change is demand-driven, making consumer purchase management analysis the key to retailer operations. The present article discusses these issues by observing the consumer environment and exploring the quantity and variety of retail service combinations demanded in different countries. The survey confirmed the existence of a moderate growth in demand that depends not only on consumer unit expendable income, but also on the achievement of timing efficiencies. It also identified generally varied consumer behaviour that needs to be addressed by the retail offering.

Key words: retailing, consumer, cross purchase, demand, services.

JEL Classification: D11, D12, L81.

BUSTOS REYES, César Augusto and GONZÁLEZ BENITO, Óscar

The role of store format in retail consumer loyalty

Abstract: This study purports to conduct an in-depth analysis of the loyal/non-loyal behaviour that characterizes retail grocery store customers vis-à-vis trade names and formats. To this end, a theoretical framework is established around the notion of store loyalty, also embracing typology and measurement, as a preliminary to analyzing the role of store format in loyalty structures observable on the marketplace. An empirical analysis of grocery spending patterns in a sample of 580 Spanish households showed that, while consumers generally diversify their purchases across several formats, specifically supermarkets, discount stores and hypermarkets, they exhibit highly loyal behaviour to a specific retailer within each format. The pattern observed shows that the differences in establishment profiles defined by the various formats are in line with the benefits sought in different shopping situations.

Key words: retailing, consumer loyalty, cross purchase, store format, retail grocery stores.

JEL Classification: D11, D12, L81.

CANTARERO PRIETO, David

Decentralization and regional financing: an empirical approach

Abstract: The model of public service decentralization and regional financing in effect since 1 January 2002 is analyzed in this paper, focusing in particular on its implications for fiscal co-responsibility and inter-territorial solidarity. Present regulatory definitions and their adaptation to empirical reality are likewise reviewed. The objectives of the study are reached by conducting an empirical analysis of the different financing scenarios, from which the extent of medium term divergence in interregional financing may be inferred.

Key words: fiscal federalism, regional financing, fiscal co-responsability, interregional solidarity.

JEL Classification: H72, H77.

CLIQUET, Gérard; PERRIGOT, Rozenn and GIL SAURA, Irene

**The future of hypermarkets in Spain:
lessons to be learnt from the French experience**

Abstract: Since the hypermarket first appeared over forty years ago, it has played a leading role in modern retailing. The purpose of this paper is to describe its development and predict the establishment of future businesses in France, its place of origin, in comparison with Spain, where the format was introduced ten years later. The results confirm the validity of the «life cycle» concept to explain hypermarket evolution in the two geographic contexts, while predicting an uncertain future in France and identifying the difficulties that the format will very likely have to confront in Spain.

Key words: retailing, hypermarkets, life cycle, France, Spain.

JEL Classification: L81, M31.

COMPÉS LÓPEZ, Raúl and LÓPEZ-GARCÍA, Teresa

Phytosanitary-related trade disputes: the U.S. veto on Spanish tangerines

Abstract: In December 2001 the U.S. Government banned the import of Spanish tangerines, contending that live *Ceratitis capitata* larvae had been detected in several shipments. The veto was completely lifted in April 2003. After ruling out the option to bring the case to the WTO, Spain obtained this speedy settlement via direct, top level negotiations between the two governments. In this context, and despite its conviction that the U.S. accusations were unfounded, Spain had to accept the amendments to the bilateral agreement governing Spanish exports proposed by the Americans. This settlement has entailed an increase in Spanish tangerine export prices and the sensation that there is no assurance that similar incidents will not arise in future.

Key words: phytosanitary barriers, trade disputes, bilateral negotiations.

JEL Classification: F13.

CRUZ ROCHE, Ignacio and OUBIÑA BARBOLLA, Javier

Retail competition structure and price dispersion

Abstract: The present study analyzes the effect of competition on retail price dispersion in consumer products. To this end, a model is proposed that integrates the vertical, spatial, environmental and business strategy factors comprising retail competitive structures in Spain. The results of empirical research, involving the building of a database with over eighteen thousand records, reveal that several indicators relating to these four levels of competition have a decisive effect on product price differences in the different points of sale analyzed.

Key words: retailing, retail price, horizontal competition, vertical competition, business strategy, distribution channels.

JEL Classification: D43, L13, L22, L81.

DAWSON, John and FRASQUET DELTORO, Marta

The factors beneath the new role of retailing in Europe

Abstract: The paper explores the restructuring of retailing in Europe as a basis for understanding changes taking place in Spain. The underpinnings of the current period of rapid change are major developments in consumer cultures, retailer strategies, formats and formulae, and retailer-driven relationships. Central to all four is the role of innovation which enhances productivity in the sector. From this productivity platform the retailer has taken increasing control over channel relationships with suppliers and marketing relationships with consumers. The result for the increasingly dominant larger retailers has been a focus on sales growth.

Key words: retailing, retailer strategies, brands, retailer formats, innovation, productivity, Europe.

JEL Classification: L81, M31.

FERNÁNDEZ NOGALES, Ángel; MARTÍNEZ CASTRO, Emilia and REBOLLO ARÉVALO, Alfonso

New distribution channel structures: household appliance retailing

Abstract: Household appliance retail structures are in the midst of a process typical of markets in the early stages of maturity, characterized by intense channel transformation, the appearance and consolidation of new formats and substantial changes in intra- and inter-channel relationships.

Key words: retailing, distribution channels, channels structure, networks.

JEL Classification: L12, L22, L81.

GÓMEZ BORJA, Miguel Ángel and LORENZO ROMERO, Carlota

E-commerce development: the effect of atmosphere on virtual environments

Abstract: The application of information and communications technologies (ICTs) defines new retailer - consumer relationships, establishing virtual interaction environments where the exchange takes place. This article poses a series of reflections on the framework for this virtual interaction environment and its chief components and influences. Such components are analyzed along the lines established by research on atmosphere in physical environments, while their effect on the cognitive, affective and behavioural aspects of consumer decision-making is likewise explored.

Key words: information technology, communications, e-commerce, Internet.

JEL Classification: L81, L86, M31, O30.

GÓMEZ SUÁREZ, Mónica and RUBIO BENITO, Natalia

Retail management of store brands: product and merchandising

Abstract: Retail management of store brands includes product management and merchandising. An analysis of manufacturer perception of both aspects reveals a discrepancy between manufacturers and non-manufacturers of private labels with respect to retailer management value in respect of these brands and a high degree of concurrence with regard to the advantages they are afforded in shelf placement. Moreover, market figures are provided that support (1) the objective similarity in the quality of national manufacturer brands and traditional retailer brands and the lower price of the latter and (2) the greater share of shelf space occupied by traditional store brands compared to manufacturer brands.

Key words: retailing, store brands, quality, price.

JEL Classification: L15, L81, M31, M37.

MANERA BASSA, Jaime and MARTÍN DEL PESO, Mónica

Perception of trade promotion instruments designed to support business internationalization in Spanish Autonomous Communities

Abstract: Most industrialized countries earmark substantial resources to promoting the internationalization of their businesses. In Spain, both the national and regional Governments invest considerable sums in instruments designed to support international trade. And yet they do not always know how companies value such measures and whether their activity outside Spain is favoured by having benefited from such instruments. The present paper proposes a methodology to evaluate the effectiveness of trade incentives from the standpoint of users.

Key words: companies, internationalization, trade promotion.

JEL Classification: F13.

MÚGICA GRIJALBA, José Miguel

Retail productivity in Spain

Abstract: Analysis of retail productivity poses a number of questions relating to the correct measurement of output and the factors determining its evolution. This article focuses on exploring the impact of four factors (company size, business, new actors in and withdrawals from the sector and the new ICTs) on retailer productivity in Spain between 2001 and 2004. It may be concluded from the available data that size defines clear differences, to the detriment of microcompanies, and that specialized retailing such as chemists' and cosmetics shops, along with non-specialized retailing, reach higher productivity levels than other activities. This is the outcome of mark-ups in the former case and of sales volume in the latter. The potential for improvement stemming from the

dynamics of new actors in and withdrawals from the sector is limited due to new entrant characteristics, while the new ICTs have not yet had a perceptible impact on productivity.

Key words: retailing, productivity, output, retail enterprises.

JEL Classification: L25, L81, O47.

MUNUERA ALEMÁN, José Luis and CUESTAS DÍAZ, Pedro Jesús

Shopping centre drawing power in Spain

Abstract: This paper analyzes the features that attract consumers to shopping centres. It begins with an analysis of the present status of shopping centres in Spain and Europe, their evolution in recent years and foreseeable future trends. This is followed by an analysis of the factors that attract consumers to a new shopping centre, based on a sample of 831 shoppers in a single-province autonomous community in Spain. The factors considered relate to both the individual (socio-demographic aspects, attitudes toward shopping, criteria for choosing an establishment) and indicators relating to retail facilities in the individual's place of residence.

Key words: retailing, shopping centres, consumer, purchasing habits, Spain.

JEL Classification: D11, D12, L81, O18.

QUINTÁS CORREDOIRA, María Ángeles; CABALLERO FERNÁNDEZ, Gloria and MARTÍNEZ SENRA, Ana Isabel

Patent systems in new European Union countries

Abstract: This paper conducts a global analysis of the chief indicators of technological activity in the ten countries that recently joined the EU (Cyprus, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Malta, Poland, Slovakia and Slovenia); and in particular, the degree of adaptation of their patent systems to the international environment and the efforts made by their industrial property offices to publicize information on such rights.

Key words: patent systems, European via, PCT via, ADIPC agreements, EU.

JEL Classification: K33, N44, O34.

REBOLLO ARÉVALO, Alfonso; ROMERO DE LA FUENTE, Jaime and YAGÜE GUILLÉN, M.^a Jesús

Analysis of fresh produce mark-ups in Spain

Abstract: This paper discusses an empirical study of mark-ups in fresh produce channels. Specifically, it proposes a dynamic model for identifying and measuring the

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effect on mark-ups of two key variables, source price fluctuations and variations in end consumer demand. This is followed by a study of the impact of the degree of uncertainty about future source and end price behaviour on each channel's mark-up rate. This study was based on the monthly data for the period January 2001 - December 2004 on 25 fresh foodstuffs under three headings: meat and eggs, fish and seafood and fruit and vegetables.

Key words: retailing, mark-ups, price fluctuations and variations, fresh produce.

JEL Classification: E39, L81, Q13.

REYNOLDS, Jonathan

How efficient is European retailing?

Abstract: This paper addresses the apparent differences in retail labour productivity between the USA and Europe as a whole as well as between the most relevant European countries. European productivity improvements are substantially lower than in the USA, with Spain at mid-scale among its neighbours. Europe's apparently unfavourable figures stem in part from inaccurate output measurements. Along with this problem, retail structure and results in any given place are observed to be affected by a complex and changing combination of urban characteristics, consumer preference and competitive rivalry. The author sets out four recommendations for improving productivity analysis: better data collection; new and more useful yardsticks, such as the inclusion of measures of consumer satisfaction; incentives for benchmarking and furtherance of implementation standards; and finally, international research on retail management training.

Key words: retailing, labour productivity, international comparison, Europe, U.S.A.

JEL Classification: J24, L81.

VALLET BELLMUNT, Teresa and MOLLÁ DESCALS, Alejandro

Specialized retailer strategies

Abstract: This paper contains a review and update of the strategies used by specialized retailers to compete with their general counterparts. After defining what is meant by specialist according to the academic literature, the authors proceed to quantify the situation of such retailers in Spain, Europe and the United States. This is followed by an analysis of specialists' position in different subsectors. The paper concludes with a review of new strategies implemented by specialist retailers in Spain.

Key words: retailing, strategic marketing, specialized retailers.

JEL Classification: L81, M31.

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La revista **Economistas** es la publicación del **Colegio de Economistas de Madrid** especializada en economía, de periodicidad trimestral (tres números ordinarios y uno extraordinario), que se edita desde abril de 1983.

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