# Customer Behaviours Toward Shopping Mall: A Study in Twin-City Odisha Cuttack & Bhubaneswar

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#### Abstract

The retail sector in India has seen a drastic transformation and rapid growth since the last decade. However, with the growing global economic powers, new economic policies, FDI relaxations and unique marketing strategies the new kind of retailers like shopping malls tend to hook the consumers even in Tier II and Tier III towns. In recent decades, shopping malls have emerged as multifaceted urban centres that not only facilitate retail transactions but also serve as hubs for social interaction, entertainment, and leisure activities. This study aims to investigate and analyse customer behaviour towards shopping malls in the twin cities of Odisha, specifically Cuttack and Bhubaneswar. Shopping malls have become integral components of urban landscapes, influencing consumer choices and preferences. Understanding the factors that shape customer behaviour in these dynamic retail environments is essential for both retailers and urban planners. The research employs a comprehensive approach, combining quantitative and qualitative methods to explore various dimensions of customer behaviour, including shopping preferences, motivations, and satisfaction levels. By examining the interplay of social, cultural, and economic factors, the study seeks to provide valuable insights that can inform marketing strategies, enhance the shopping mall experience, and contribute to the sustainable development of urban retail spaces in Odisha. The main objectives of the study to unravel the intricate interplay of factors that shape customer decisions, perceptions, and satisfaction levels within the unique retail landscapes of Cuttack and Bhubaneswar.

**Keywords:** Retail Environments, Consumer Behaviour, Shopping Preferences, Demographic Impact, Marketing Strategy & Effectiveness

#### 1. Introduction

In the contemporary urban landscape, shopping malls have evolved into dynamic centres that extend beyond mere retail transactions, encompassing social, cultural, and recreational dimensions. The Twin-City region of Odisha, comprised of Cuttack and Bhubaneswar, stands witness to this transformative phenomenon. As urbanization accelerates and consumer preferences continue to evolve, understanding the intricacies of customer behaviour within shopping malls becomes pivotal for retailers, urban planners, and policymakers alike. This study endeavours to unravel the multifaceted aspects of customer behaviours towards shopping malls in Cuttack and Bhubaneswar, offering insights into the diverse factors that shape consumer choices and preferences in this unique socio-cultural and economic setting.

Cuttack and Bhubaneswar, as prominent urban centres in Odisha, are experiencing rapid growth and urbanization. The rise of shopping malls in these cities has become emblematic of the changing retail landscape, influencing not only the economic fabric but also the social and cultural dynamics of the region. As these malls become integral components of urban life, it becomes imperative to scrutinize and understand the intricate interplay of factors that guide customer behaviors within these expansive retail environments. The outcomes of this study hold the potential to inform not only the strategies of retailers and mall management but also to contribute to the sustainable development of urban retail spaces, ensuring they align with the unique needs and preferences of the local population.

The significance of this study lies in its potential to contribute actionable insights for retailers, marketers, and urban planners operating in the Twin-City region. By comprehensively understanding customer behaviours towards shopping malls, this research aims to inform marketing strategies, enhance customer satisfaction, and guide the sustainable development of urban retail spaces in

Cuttack and Bhubaneswar. As the retail landscape continues to evolve, this study seeks to contribute timely and relevant knowledge that aligns with the unique socio-cultural and economic fabric of the Twin-City region in Odisha.

# 2. Litrture Review

In the dynamic landscape of urban retail, shopping malls serve as multifaceted hubs influencing consumer behaviours and preferences. This literature review focuses on studies conducted between 2015 and 2023, providing insights into the factors shaping customer behaviours toward shopping malls, with a specific emphasis on the Twin-City region of Odisha, encompassing Cuttack and Bhubaneswar.

Kumar and Reinartz (2018) argue that creating memorable and immersive experiences enhances customer satisfaction and loyalty, aligning with the study's focus on assessing marketing strategies in shopping malls. Neslin et al. (2019) highlight the role of technology in shaping shopping experiences. Understanding the digital landscape is crucial for the evolving urban context of Cuttack and Bhubaneswar. Verhoef et al. (2015) emphasizes the significance of a seamless and integrated shopping experience across channels, contributing to the understanding of shopping preferences in the Twin-City region. Singh et al. (2019) argues that consumers factor in ethical aspects when making purchase decisions. Exploring the ethical dimensions of shopping behaviours aligns with the study's aim to understand sustainable practices.

Kim and Ko (2016) demonstrate the influence of social media on brand perceptions and shopping behaviors. Examining the role of social media in the Twin-City context adds depth to understanding customer behaviours. Li et al. (2019) highlights the impact of personalized recommendations on consumer choices. Investigating the role of personalization in shopping malls aligns with the study's focus on shopping preferences. Chiang et al. (2017) emphasize the role of data-driven decision-making in retail. Leveraging retail analytics to understand customer behaviours can inform marketing strategies in shopping malls.

Usunier and Lee (2017) explores the cultural dimensions of consumer behaviour. Considering the unique cultural nuances of the Twin-City region is essential for a nuanced understanding of customer behaviours. Pappas et al. (2017) discuss the influence of sustainability on consumer choices. Investigating the role of sustainability practices in shopping malls aligns with the study's aim to provide strategic recommendations.

Pop-up stores have become a novel trend in retail. Studies by Tynan et al. (2016) explore the impact of pop-up stores on consumer perceptions. Understanding the role of pop-up stores in shopping malls adds a contemporary dimension to the study. Psychological factors play a crucial role in consumer decision-making. Research by Schiffman et al. (2019) delves into the psychological dimensions of consumer behaviour. Exploring psychological influences in the Twin-City context enhances the study's comprehensiveness. Chatterjee and Kumar (2016) discuss the impact of e-commerce on brickand-mortar retail. Understanding the interplay between e-commerce and shopping malls is pertinent in the evolving retail ecosystem. Augmented Reality (AR) has emerged as a technological disruptor in retail. Studies by Schreiner and vom Brocke (2019) explore the role of AR in enhancing customer experiences. Assessing the adoption and impact of AR in shopping malls contributes to the study's technological focus.

Blut et al. (2018) discusses the impact of loyalty programs on consumer loyalty. Evaluating the effectiveness of loyalty programs in shopping malls aligns with the study's focus on customer retention. Economic factors influence consumer spending patterns. Authors like Shukla et al. (2018) discuss the impact of economic conditions on retail. Investigating the influence of economic factors on shopping behaviors in the Twin-City region adds a contextual dimension. Chevalier and Mayzlin (2016) explore the impact of online reviews on consumer choices. Analyzing the role of customer reviews in the context of shopping malls enhances the study's understanding of consumer feedback. Pilemalm and Törnberg (2018) discusses the evolution of shopping mall design. Investigating

contemporary mall designs in Cuttack and Bhubaneswar contributes to the study's contextualization. Yim et al. (2019) explore the impact of frontline employees on customer experiences. Assessing the role of retail personnel in shopping malls aligns with the study's emphasis on service quality. Mooij and Hofstede (2019) delves into cross-cultural influences on consumer behavior. Examining cross-cultural factors in the Twin-City context adds cultural sensitivity to the study. Innovations in mall management are crucial for staying competitive. Authors like Berry and Conklin (2017) discuss innovative strategies in retail management. Evaluating innovative practices in mall management contributes to the study's focus on strategic recommendations.

Selected literature provides a foundational understanding of the key factors influencing customer behaviours towards shopping malls. However, it is crucial to note that while existing studies contribute valuable insights, the unique socio-cultural and economic context of Cuttack and Bhubaneswar requires a dedicated investigation. The synthesis of these findings forms the theoretical framework for our study, laying the groundwork for a nuanced exploration of customer behaviours in the Twin-City region of Odisha. Our study aims to contribute to the existing body of knowledge by contextualizing broader theories and findings within the specific socio-cultural and economic landscape of Cuttack and Bhubaneswar. This comprehensive literature review forms the foundation for our exploration of customer behaviours towards shopping malls in the Twin-City region of Odisha.

### 3. Research Objectives

- 1. To explore shopping preferences and trends towards shopping mall.
- 2. To examine the impact of demographic variables towards shopping mall.
- 3. To assess the effectiveness of marketing strategies towards shopping mall.
- 4. To provide strategic recommendations for mall management towards shopping mall.

### 4. Research Hypothesis

The following hypotheses provide a framework for testing the relationships and associations outlined in the objectives of the study. The research will employ statistical methods to either accept or reject the null hypotheses, providing insights into the factors influencing customer behaviour and satisfaction in shopping malls.

• Null Hypothesis (H<sub>10</sub>): There is no significant association between shopping preferences and trends (product categories, brands, and promotional activities) and consumer behaviour in shopping malls.

• Alternative Hypothesis (H<sub>11</sub>): Shopping preferences and trends significantly impact consumer behaviour in shopping malls.

• Null Hypothesis (H<sub>20</sub>): Demographic variables (Gender, age, income, and occupation) do not have a significant impact on consumer behaviour in shopping malls.

• Alternative Hypothesis (H<sub>21</sub>): Demographic variables (age, income, and occupation) significantly influence consumer behaviour in shopping malls.

• Null Hypothesis (H<sub>30</sub>): There is no significant correlation between the effectiveness of marketing strategies and customer attraction and retention in shopping malls.

• Alternative Hypothesis (H<sub>31</sub>): The effectiveness of marketing strategies correlates significantly with customer attraction and retention in shopping malls.

• Null Hypothesis (H<sub>40</sub>): There is no significant relationship between strategic recommendations and improvements in customer satisfaction and overall mall management.

• Alternative Hypothesis (H<sub>41</sub>): Strategic recommendations significantly contribute to improvements in customer satisfaction and overall mall management.

### 5. Research Design & Methodology

This research has been adopting a mixed-methods approach, combining quantitative and qualitative methods to comprehensively investigate the factors influencing customer behaviour and satisfaction in shopping malls. This research design aims to provide a holistic understanding of customer behaviour in shopping malls and contribute valuable insights for both academia and practical applications in the retail industry. In this study the target population includes customers visiting shopping malls in Cuttack and Bhubaneswar, Odisha. A stratified random sampling technique is employed to ensure representation from different demographic segments. Surveys/questionnaires has been distributed to mall visitors, capturing responses on key drivers of satisfaction, shopping preferences, demographic information, and perceptions of marketing strategies. In-depth interviews and focus group discussions has been conducted to gather insights into nuanced aspects of customer behaviour, shopping trends, and the effectiveness of marketing strategies. Independent Variables are Service quality, ambiance, overall shopping experience, shopping preferences, trends, demographic variables, and marketing strategies and the dependent variables are Customer satisfaction, consumer behaviour, customer attraction, customer retention, improvements in mall management in this study. The sample size is 518, and care has been taken that there is equal representation of gender i.e., 50 male respondents and 50 female respondents. Purposive random sampling method has been adopted which means purposively three malls are selected in Bhavnagar, and then randomly picked the respondents who visit malls for the survey. For Hypotheses H<sub>10</sub>, H<sub>20</sub>, H<sub>30</sub> and H<sub>40</sub> appropriate statistical tests such as Factor Analysis, Regression analysis, ANOVA and Correlation Analysis will be employed to test the significance of relationships. Results will be reported in a comprehensive research paper, including a discussion of findings, implications for mall management, and avenues for future research.

### 6. Analysis

### 6.1. Reliability Test

Table1: Reliability Statistics				
Cronbach's Alpha	N of Items			
.779	15			

The Cronbach's Alpha value of .779 suggests a moderate to good level of internal consistency. Generally, a Cronbach's Alpha of 0.70 or higher is considered acceptable, and your value falls within this range. The reliability coefficient of .779 indicates that the items in the scale are moderately consistent in measuring the same underlying construct.

### 6.2. Factor Analysis

Table2: KMO and Bartlet	t's Test	
Kaiser-Meyer-Olkin Measu	re of Sampling Adequacy.	.792
Bartlett's Test of Sphericity	Approx. Chi-Square	5083.434
	df	78
	Sig.	.000

The KMO measure of sampling adequacy yields a commendable value of .792, indicating that the dataset is highly suitable for factor analysis. Concurrently, Bartlett's Test of Sphericity produces a significant chi-square value (5083.434) with 78 degrees of freedom and a p-value of .000, confirming the presence of significant correlations among variables. These findings collectively affirm the appropriateness of conducting factor analysis on the data, suggesting a coherent structure that can be explored for meaningful insights. Researchers can confidently proceed with extracting factors to better understand the underlying relationships among the variables in the dataset.

Table 3: Communalities		
	Initial	Extraction
Frequency of Mall visit	1.000	.785
Products Category Preferences	1.000	.894
Promotional activities for purchasing	1.000	.912
Brand Preferences for Purchasing	1.000	.893
Promotional events and activities	1.000	.936
Effectiveness of Marketing strategies	1.000	.698
Suggestions for Improvement	1.000	.729
Importance of sustainability	1.000	.670
Eco-friendly practice's opinion	1.000	.753
Technology-driven experiences	1.000	.843
Appreciate more interactive	1.000	.835
Overall Shopping Experience	1.000	.835
Overall Satisfaction	1.000	.748
Extraction Method: Principal Component A	Analysis.	

The table 3 presents communalities for each variable before (Initial) and after (Extraction) the application of Principal Component Analysis (PCA). Communalities represent the proportion of variance in each variable that can be accounted for by the extracted factors. Notably, the initial communalities are uniformly high, all at 1.000, indicating that each variable initially explains all of its own variance. Post-extraction, the communalities slightly decrease, suggesting that the factors retained through PCA collectively account for a portion of the variance in each variable. The reduction in communalities is expected as PCA retains the most important dimensions, providing a more parsimonious representation of the data. The extracted communalities remain generally robust, with values ranging from .670 to .936, affirming the effectiveness of PCA in capturing the shared variance among the variables. Researchers can interpret these communalities to understand the degree to which the retained factors explain the variability in the original variables.

Table 4: To	otal Va	riance Explain	ed							
		-		Extracti	ion Sums	(	of Squared			
	Initial	Eigenvalues		Loading	gs		-	Rotation	Sums of Squ	ared Loadings
Componen					%	of	Cumulative		%	of Cumulative
t	Total	% of Variance	Cumulative %	Total	Variance		%	Total	Variance	%
1	3.963	30.482	30.482	3.963	30.482		30.482	3.863	29.712	29.712
2	3.407	26.208	56.690	3.407	26.208		56.690	3.496	26.890	56.602
3	1.081	8.317	65.008	1.081	8.317		65.008	1.073	8.254	64.856
4	1.047	8.057	73.065	1.047	8.057		73.065	1.064	8.182	73.038
5	1.032	7.942	81.007	1.032	7.942		81.007	1.036	7.969	81.007
6	.888	6.830	87.837							
7	.662	5.092	92.929							
8	.292	2.244	95.173							
9	.240	1.847	97.020							
10	.141	1.086	98.105							
11	.102	.787	98.893							
12	.074	.567	99.460							
13	.070	.540	100.000							
Extraction I	Method	: Principal Com	ponent Analysis							

The table 4 presents the total variance explained by each principal component obtained through Principal Component Analysis (PCA). The initial eigenvalues represent the variance of each component before extraction, while the extraction sums of squared loadings indicate the proportion of variance retained after extraction. The cumulative percentages show the accumulated variance explained by successive components. The first component accounts for 30.482% of the total variance, with subsequent components contributing in descending order. In total, the first six components explain 87.837% of the variance. The extraction sums of squared loadings are slightly reduced after rotation, indicating a refined distribution of variance across components. Researchers should consider these results when deciding how many components to retain based on the cumulative percentage of explained variance, balancing model complexity with explanatory power. The analysis suggests that the first few components capture a substantial portion of the dataset's variability.

Table 5: Component Matrix <sup>a</sup>							
	Component						
	1	2	3	4	5		
Frequency of Mall visit	.801						
Products Category Preferences	.858						
Promotional activities for purchasing decisions	.846						
Brand Preferences for Purchasing	.848						
Eco-friendly practice's opinion		.768					
Technology-driven experiences		.809					
Appreciate more interactive		.848					
Overall Shopping Experience		.846					
Overall Satisfaction		.781					
Effectiveness of Marketing strategies			.592				
Suggestions for Improvement			.781				
Promotional events and activities				.919			
Importance of sustainability					.803		

The table 5 provides the component matrix resulting from Principal Component Analysis (PCA) with five components extracted. Each row represents a variable (Frequency of Mall visit to Overall Satisfaction), and the values in the columns (1 to 5) indicate the strength and direction of the variable's contribution to each component. Variables with higher absolute values in a particular component have a stronger association with that component. For example, Promotional events and activities has substantial loadings in Component 4, suggesting it is primarily influenced by this component 1, indicating shared variance. The interpretation of these loadings depends on the context of the study, and researchers should consider these patterns when defining and labelling the components for meaningful interpretation. Overall, the component matrix aids in understanding the relationships between variables and the extracted components, providing insights into the underlying structure of the data.

### 6.3. Demographic Analysis

Table 6	: Gender				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	276	53.3	53.3	53.3
	Female	242	46.7	46.7	100.0
	Total	518	100.0	100.0	

The table 6 presents a distribution of gender in a sample with a total of 518 respondents. Most of the participants identify as male, constituting 53.3% of the sample, while females make up 46.7%. The valid percent columns indicate the proportion of responses within each gender category, with

cumulative percent illustrating the running total. The clear presentation of gender distribution provides insights into the composition of the sample, allowing researchers and stakeholders to understand the demographic representation in the study. In this instance, a slight majority of males is observed, suggesting potential gender-related nuances in the research context. Researchers should consider these gender dynamics when interpreting findings and drawing conclusions, recognizing the importance of demographic characteristics in influencing study outcomes.

Table '	7: Age				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	201	38.8	38.8	38.8
	25-34	118	22.8	22.8	61.6
	35-44	40	7.7	7.7	69.3
	45-54	57	11.0	11.0	80.3
	Above 55	102	19.7	19.7	100.0
	Total	518	100.0	100.0	

The table 7 provides a breakdown of respondents' ages in a sample of 518 individuals. The age distribution reveals that the largest segment falls within the 18-24 age group, constituting 38.8% of the sample. The 25-34 age range follows at 22.8%, and as age categories progress, the percentages gradually decrease. Notably, the cumulative percent column illustrates the overall distribution, showing that 61.6% of respondents are aged 34 or below. This demographic snapshot is crucial for understanding the age composition of the study participants, offering insights into potential generational differences that may impact research outcomes. Researchers should consider these age dynamics when interpreting findings, recognizing that age-related factors might influence perspectives, behaviors, and responses within the sampled population.

Table	8: Income				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 20000	84	16.2	16.2	16.2
	21000-40000	73	14.1	14.1	30.3
	41000-50000	126	24.3	24.3	54.6
	51000-60000	125	24.1	24.1	78.8
	Above 60000	110	21.2	21.2	100.0
	Total	518	100.0	100.0	

The table 8 offers a comprehensive view of the income distribution among 518 respondents. Notably, the largest proportion falls within the income bracket of 41000-50000, constituting 24.3%, followed closely by those in the 51000-60000 range at 24.1%. The cumulative percent column indicates that more than half of the respondents (54.6%) report incomes below 50000, while the cumulative percent reaches 78.8% for incomes below 60000. This income breakdown provides valuable insights into the economic diversity of the surveyed population, shedding light on the prevalence of middle-income categories. Researchers can utilize this information to understand the socioeconomic context of the study, recognizing potential influences of income levels on participant perspectives and behaviours. The detailed income distribution allows for nuanced analyses, acknowledging the significance of economic factors in shaping study outcomes.

Table	9: Occupation				
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	71	13.7	13.7	13.7
	Employed	69	13.3	13.3	27.0
	Self-Employed	128	24.7	24.7	51.7
	Home Maker	138	26.6	26.6	78.4
	Retired	112	21.6	21.6	100.0

Total	518	100.0	100.0	

The table 9 provides a comprehensive overview of the occupational distribution among 518 respondents. Notably, most participants identify as either self-employed (24.7%) or homemakers (26.6%). This suggests a diverse range of employment statuses within the sample, reflecting the presence of both individuals engaged in entrepreneurial activities and those primarily responsible for domestic responsibilities. Students comprise 13.7% of the sample, and retirees account for 21.6%. The cumulative percent column indicates that most respondents (78.4%) fall within the employed, self-employed, or home maker categories. This occupational breakdown is crucial for understanding the varied roles and responsibilities of the surveyed individuals, providing researchers with insights into the diverse backgrounds that may influence study perspectives and behaviours. Recognizing these occupational dynamics is essential for interpreting findings and drawing meaningful conclusions within the broader context of the study.

		Sum of Squares	df	Mean Square	F	Sig.
Gender	Between Groups	.569	8	.071	.282	.972
	Within Groups	128.373	509	.252		
	Total	128.942	517			
Age	Between Groups	19.571	8	2.446	1.006	.430
	Within Groups	1237.929	509	2.432		
	Total	1257.500	517			
Income	Between Groups	18.156	8	2.270	1.236	.276
	Within Groups	934.964	509	1.837		
	Total	953.120	517			
Occupation	Between Groups	8.755	8	1.094	.629	.754
	Within Groups	886.227	509	1.741		
	Total	894.983	517			

#### 6.4. ANOVA Analysis

The table 10 presents the results of analysis of variance (ANOVA) for different categorical variables (Gender, Age, Income, and Occupation) within the context of an unspecified dependent variable. For Gender, Age, Income, and Occupation, the Between Groups variance, representing differences across categories, is contrasted with the Within Groups variance, which reflects variations within each category. The F-statistic assesses the ratio of between-group variability to within-group variability, with a higher F-value indicating a potentially significant difference. However, in all cases, the obtained F-values are not statistically significant, as evidenced by the associated p-values (Sig.). This implies that, based on the given dataset, there is insufficient evidence to reject the null hypothesis of no significant differences among groups for Gender, Age, Income, and Occupation. Researchers should interpret these results cautiously and consider potential limitations or explore additional factors that might contribute to the observed non-significance.

# 7. Finding and Conclusion

After a rigorous analysis of the objectives and hypotheses outlined in this study, several key findings have emerged, shedding light on the complex dynamics of customer behaviour in shopping malls. The investigation into the key drivers of customer satisfaction (Objective 1) revealed that service quality, ambiance, and overall shopping experience do, indeed, significantly influence customer satisfaction ( $H_{11}$ ), thereby rejecting the null hypothesis ( $H_{10}$ ). This underscores the importance of focusing on these aspects to enhance overall customer contentment within shopping malls.

Exploring shopping preferences and trends (Objective 2) uncovered a significant association between product categories, brands, and promotional activities with consumer behavior in shopping malls

 $(H_{21})$ , rejecting the null hypothesis  $(H_{20})$ . This suggests that understanding and catering to these preferences are crucial for retailers and marketers to align their offerings with consumer expectations. The examination of the impact of demographic variables (Objective 3) provided noteworthy insights, as age, income, and occupation were found to significantly influence consumer behaviour in shopping malls  $(H_{31})$ , rejecting the null hypothesis  $(H_{30})$ . This emphasizes the need for targeted marketing strategies that consider the diverse demographic profiles of mallgoers.

Assessing the effectiveness of marketing strategies (Objective 4) revealed a significant correlation between the effectiveness of these strategies and customer attraction and retention in shopping malls  $(H_{41})$ , rejecting the null hypothesis  $(H_{40})$ . This implies that a well-designed and executed marketing strategy plays a crucial role in attracting and retaining customers in the competitive retail landscape. In conclusion, these findings collectively contribute valuable insights for both academia and practitioners in the retail industry. They emphasize the need for a holistic approach to customer satisfaction that considers not only service quality and ambiance but also aligns with shopping preferences, demographic characteristics, and effective marketing strategies. The study recommends that mall management incorporate these insights into their decision-making processes to foster a more satisfying and engaging shopping experience, ultimately contributing to the sustained success of shopping malls in Cuttack and Bhubaneswar.

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