

# Impact of Multiplexes on Consumer Behaviour in Malls

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## Article Info

Volume 83

Page Number: 5933-5941

Publication Issue:

May -June 2020

## Article History

Article Received: 19 November 2019

Revised: 27 January 2020

Accepted: 24 February 2020

Publication: 17 May 2020

## Abstract

The main focus of research is to bring forth the major impact which multiplexes have on Consumer Behaviour in malls. The survey was done by asking the people who visited malls in Pune to fill a questionnaire form online and also it was floated online in order to know the overall perspective of target people. Primary data was collected from around 170 people through a structured questionnaire. Customers preference was collected using a 5- and 6-point Likert scale, where 1 being the highest and 5/6 being the lowest preferred respectively. Sampling data was collected by convenience sampling technique. This study will help mall's management to understand the cross-impact of multiplexes over malls and vice versa.

**Keywords:** Behavior, Presence of Multiplex, Shopping mall, Movie.

## I. INTRODUCTION

Rapid urbanisation and digitisation, growing disposable incomes and way of life modifications of the middle-class are leading to a prime revolution in the Indian retail zone. Malls are literally expanding throughout the Indian subcontinent be it Metropolitans or Tier II towns. Today's exceptionally performing malls are basically combined-use agencies that comprise social leisure alternatives, offer a unique delight in conjunction with a full-size depth of shopping experience, and are in high locations which are reachable. Moreover, the potential to anticipate and align with converting customer desires is crucial to the success of department shops. A customer is drawn to a mall due to the availability of better atmosphere and services, exposure to a mass of brands, tempting promotional offers and discounts. More than something else, Indian malls have end up standalone brands. To live relevant, they've followed new-age technology from the design and construction level to the final end-consumer experience, which is what drives footfalls.

**Government's contribution in retail sector:** The government has introduced various new regulations for single-brand retailers to get easy

FDI's, late closing times for malls and an enhanced formula for establishing Real Estate Investment Trusts. These policies have been a driving force in attracting interest from various Venture funds, and this trend is predicted to continue. These government measures are an additional incentive to the retail industry to focus its resources and energy towards making infrastructural upgrades within the mall's sector.

**Indian Film Industry:** For the last few years, India has been the largest movie producer around the world, releasing over a thousand films annually. The value of the industry is ascertained to be around INR 183 billion with the box office revenue being INR 111 billion. In the year 2018, it became the leading film market worldwide by the number of tickets sold. It has a CAGR of over 10 % since the past few years. Despite of this growing trend in terms of the number of movies produced, India is still far behind when it comes to releasing films (on screens available) in the country. In the economic year 2018, PVR Cinemas had around 727 screens across India. This opportunity is line to be seized by the multiplex chains.

**Changing consumer perception towards single screens:** The perception of the consumers towards

cinemas is also changing over the years. It is not merely just about watching movies anymore. The advent of multiplexes has added much more to it, making it a wholesome experience wherein one goes to get a taste of another's world and make it their own for a duration of a couple of hours. Multiplex is the modern way of viewing cinema with provide a better overall experience when compared to traditional single screen cinemas. The number of single screens movies hall0020across the country was about 7,300 in the year 2016 down from about 9,675 screens in 2009.

**Interdependence of Malls and Multiplexes:** The multiplex is structured in a way that customers who comes to mall for watching the movie are made to explore all the floors in mall. The intention is to increase the possibility of them making impulsive purchases. Research suggests that multiplexes will grow in numbers which in turn will be boosted by growing number of malls. The symbiotic relation which exists between multiplexes and shopping malls is mutual in nature, as both enjoys each other consumers. The desperation which malls show to associate themselves with multiplexes as they can have a positive impact on the revenues generated by them.

**Impact of Digital Streaming Platforms:** There are factors contributing towards the decline in the no. of people going out for the purpose of watching a movie globally. The decline in sale of tickets at movie halls can be attributed to the smart television, CD's and most recently, due to online streaming platforms like Netflix and Amazon Prime. In today's busy times, the appeal of these platforms has increased exponentially due to saving of time and costs. Hence in today's times, there is all the more dependence and connection between malls and multiplexes.

## II. LITERATURE REVIEW

This portion of the paper is intended to present a study of past literature related to the given research in a way to provide the base to move forward. Existing literature related to the study that were reviewed are as listed below along with the way the researchers moved forward in their researches combined with the need for the research.

### A. “Customer Preference of Theatre Ambience in Malls by Gowri.K & Sreeya.B [8]”

This research paper aimed at studying the different angles which prompt the inclination of consumers towards multiplexes and to understand the notion of general society overall regarding their preference about theatre in malls. For conducting this, research method used was descriptive. A sample size of 1450 was taken and convenience sampling method was used to collect samples. Independent variables taken were:

- Age
- Marital status and the dependent variables are:
- Mean score of ambiances of watching movies
- Place of preference to watch movie

The statistical tools used are ANOVA and paired t-test. Eventually, the paper concluded that majority of the people in the society opt to watch movie in malls, thanks to the atmosphere and hangout spots in the mall. Also, Convenience plays an important role for consumers in terms of ticket availability, ticket price, variability in snack services, parking space etc. make them way more comfortable with movie theatres in malls.

### B. “Study of factors influencing cinegoers preference for Multiplex compared to Single Screen Cinemas in Pune by Amit Mohan Sharma & Komal Chopra [9]”

The research aimed at highlighting the numerous aspects which leads to the selecting multiplexes over single screen theatres and to know why are multiplexes growing as an entity. A questionnaire was made and used to collect primary data using convenience intercept technique at malls in Pune along with extensive review of previous literature available. Hypothesis was constructed keeping in mind all the variables that creates impact. This research is intended to help managers to understand what consumers want and look out for and eventually increase footfall. The findings were that a significant difference exists in relation to the number of individuals visiting multiplexes w.r.t offered facilities in terms of food counters, comfort, atmosphere, security, hygiene and parking space.

### C. “Factors Influencing Selection of Shopping Malls: An Exploratory Study of Consumer Perception by Tarun Kushwaha, Satnam Ubeja & Anindita S. Chatterjee [10]”

All The ultimate purpose was to identify the underlying elements that influence the decision of Indians with reference to malls when it comes to shopping. The survey was conducted in malls in various cities, to find out the elements which affects the choice of visiting a particular mall. The size of sample was 181, who visited malls regularly. In conclusion, the study identified 7 factors which were most essential in consumers perspective, which were - convenience, service experience, utilitarian factors, internal environment, acoustics, proximity and demonstration. Study aimed to assist not only the mall owners but also the retail marketers to relate to factors which forms consumers basis for selecting the malls and hence plan their strategies for management of malls.

### III. MANAGEMENT DECISION PROBLEM

To study the cross-impact of multiplexes over malls and vice versa from the perspective of the mall's management.

#### A. Marketing Research Problems

- To find out the factors that influence a consumer's choice of a mall over the others.
- To assess how the socio-demographic profile of a consumer affects his spending behaviour while visiting a mall.
- To study the time spending pattern of customers visiting a mall on the various facilities provided by the mall.

#### B. Sample Size Determination

- Population Size: 1100000
- Margin of Error: 10%
- Confidence Level: 95%
- Sample Size: 171

N	Sample Size	170.7378 (171 approx.)
Z	N score	1.96
E	Tolerable Error	10%

S	Standard deviation of Variable of Interest	0.666667
R	Range	4

### C. Sampling Plans

- Population Universe: People visiting malls
- Sampling Frame: People visiting multiplex within malls
- Sampling Unit: Malls in Pune
- Sampling Elements: Students, working professionals, non-working or retired.

### D. Sampling Technique

- To We have used non-probability convenience and judgmental sampling method.

### E. Research Instruments

- We used questionnaires (close ended) to gather information from the consumers visiting malls.
- To begin with our marketing research, we made use of secondary sources of data available to us in the form of research papers, articles, and previously published surveys to gather the already existing statistical data related to our study which will further guide us in solving our marketing research problems.

### IV. RESEARCH METHODOLOGY

Type of Research	Conclusive Research
Research Instrument	Questionnaire (close-ended)
Method of Data Collection	Secondary data from research papers, web articles, previously published surveys.  Primary data was collected via survey (Close ended Questionnaire).

### V. SCALING AND MEASUREMENT

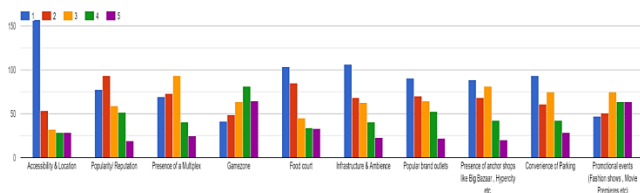
We have used continuous rating scale in getting responses from the respondents. This scale helped in identifying the various factors that influence a consumer's choice of a mall and also affect his time and money spending pattern in a mall.

## VI. GRAPHICAL ANALYSIS

### F. Observations based on rankings

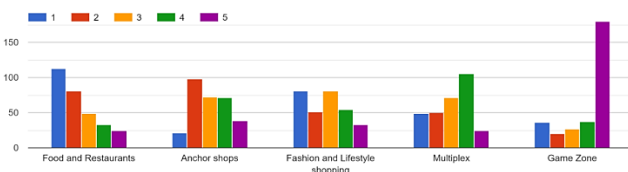
- We can clearly see that Accessibility & Location has the strongest effect on the choice of a mall.
- Food Court and infrastructure & ambience too have been ranked as a strong factor affecting the choice of mall.
- Game zone and promotional events have very less effect on the choice of the mall.

Rate the following factors that affect your choice of a mall (1 being the highest and 5 the lowest)



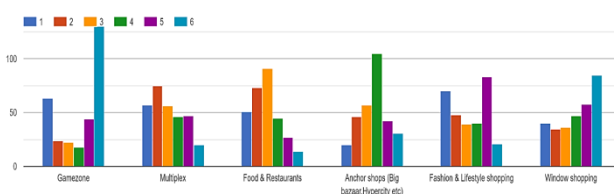
- The facility of Food and Restaurants have been ranked No. 1 while Fashion & lifestyle shopping follows as a close second.
- The second most important facilities are Anchor shops and Fashion & lifestyle Shopping.
- The Multiplex & the Game zone have been ranked low in terms of spending.

Rank the following facilities based on your spending preference in a mall? (1 being the highest and 5 the lowest. You cannot provide same ranks to two facilities)



- People want to spend more time at the Fashion & lifestyle shopping section of the mall.
- Though people come to the mall due to Anchor shops but don't want to spend much time there.
- Game zone and window shopping also don't appear to be in the top preference for spending time by the customer.

Rank the following facilities based on how much time do you spend on the various facilities offered by a mall. (1 being the highest and 6 the lowest)



## VII. DATA ANALYSIS

Analysis and interpretation are central steps in the research process. First step in the process of analyzing the data would normally be to recode all variables measured, however, due to the compatibility of SPSS programs the values were already coded accordingly when importing the raw data.

## VIII. FACTOR ANALYSIS

When similar variables are grouped into dimensions, the method is called factor analysis. This method is employed to identify hidden or hypothetical variables. The main aim of this analysis is to scale back quantity of variables into a smaller number of dimensions. This analysis is helpful when it is needed to rationalize data.

We have done factor analysis in order to identify the factors which Affects The choice of the mall.

### A. Test of KMO AND BARTLETT'S

Test value for Kaiser-Meyer-Olkin Measure		0.846
Test of Sphericity (BARTLETT'S)	Chi-Square test value (approx..)	1311.338
	Degree of freedom(df)	45

- “Kaiser-Meyer-Olkin Measure of Sampling Adequacy” for our research came out to be .846 which means it is acceptable as minimum value should be 0.6.
- Cumulative variance for our 10 variables came out to be 60.33% according to which we could identify 2 factors.

ACCESSIBILITY & AMENITIES	VALUE ADDED SERVICES
Accessibility & Location	Game zone
Popularity & Reputation	Promotional events (Fashion shows, Movie Premieres etc.)
Food court	
Infrastructure & Ambience	
Popular Brand outlets	



Component	Total Variance Explained								
	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.502	45.018	45.018	4.502	45.018	45.018	4.501	45.008	45.008
2	1.532	15.318	60.337	1.532	15.318	60.337	1.533	15.329	60.337
3	.863	8.633	68.970						
4	.698	6.979	75.949						
5	.617	6.169	82.118						
6	.479	4.789	86.907						
7	.455	4.554	91.462						
8	.364	3.640	95.102						
9	.285	2.849	97.950						
10	.205	2.050	100.000						

Extraction Method: Principal Component Analysis.

### Rotated Component Matrix<sup>a</sup>

	Component	
	1	2
V1	.815	-.223
V2	.765	.118
V3	.578	.297
V4	-.067	.819
V5	.789	-.068
V6	.847	-.082
V7	.795	-.005
V8	.687	.029
V9	.681	.118
V10	.069	.827

Extraction Method: Principal Component Analysis.  
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

## G. CHI SQUARE Analysis

In order to find a relationship between gender and Spending in malls, we conducted chi square. This test will help us understand whether the spending in male or female is different or not. So, we proposed hypothesis-

**H0:** There is no significance association between spending and the gender of the people visiting malls.

**H1:** There is significance association between spending and the gender of the people visiting malls.

### V1 \* V2 Crosstabulation

Statistics Count

		V2		Total
		Female	Male	
V1	How much do you spend in a Shopping Mall on average?	0	1	1
	Rs 1000-2500	53	63	116
	Rs 2500 and above	52	36	88
	Rs 500-1000	26	55	81
	Up to Rs 500	4	12	16
	Total	135	166	302

activate

### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	317.172 <sup>a</sup>	8	.000
Likelihood Ratio	28.810	8	.000
N of Valid Cases	302		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is .00.

### Symmetric Measures<sup>c</sup>

		Value	Approximate Significance
Nominal by Nominal	Phi	1.025	.000
	Cramer's V	.725	.000
N of Valid Cases		302	

c. Correlation statistics are available for numeric data only.

## Fig. 1. Result of chi square performed at SPSS

Upon examining the significant value. P significant is 0.001 which is  $< 0.05$ . Therefore, our null hypothesis can be rejected and it can be stated that, there stands a significant relationship in gender and spending of customers in malls.

In order to find a relationship between age and spending in malls, we conducted chi square. This test will help us understand whether the spending in different age groups is different or not.

So, we proposed hypothesis -

**H0:** There is no significance association between spending and the gender of the people visiting malls.

**H1:** There is significance association between spending and the gender of the people visiting malls.

V1 * V2 Crosstabulation							
Count		V2					Total
		11-15 lakhs	15-20 lakhs	5-10 lakhs	Above 20 lakhs	Below 5 lakhs	
V1	How much do you spend in a Shopping Mall on average?	0	0	0	0	0	1
	Rs 1000-2500	28	15	41	11	21	116
	Rs 2500 and above	18	18	20	21	11	88
	Rs 500-1000	13	10	42	4	12	81
	Up to Rs 500	1	0	7	0	8	16
	Total	60	43	110	36	52	302

### Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	348.048 <sup>a</sup>	20	.000
Likelihood Ratio	59.285	20	.000
N of Valid Cases	302		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is .00.

**Symmetric Measures<sup>c</sup>**

		Value	Approximate Significance
Nominal by Nominal	Phi	1.074	.000
	Cramer's V	.537	.000
N of Valid Cases		302	

c. Correlation statistics are available for numeric data only.

**Fig. 2. Result of chi square performed at SPSS**

Upon examining the significant value. P significant is 0.001 which is  $< 0.05$ . Therefore, our null hypothesis can be rejected and it can be concluded that, there stands a significant amount of relationship in age and spending of customers in malls.

In order to find a relationship between income and spending in malls, we conducted chi square. This test will help us understand whether the spending in different income groups is different or not.

So, we proposed hypothesis -

**H0:** There is no significance association between spending and the incomes of the people visiting malls.

**H1:** There is significance association between spending and the incomes of the people visiting malls.

**V1 \* V2 Crosstabulation**

Count		V2					Total
		11-15 lakhs	15-20 lakhs	5-10 lakhs	Above 20 lakhs	Below 5 lakhs	
V1	How much do you spend in a Shopping Mall on average?	0	0	0	0	0	1
	Rs 1000-2500	28	15	41	11	21	116
	Rs 2500 and above	18	18	20	21	11	88
	Rs 500-1000	13	10	42	4	12	81
	Up to Rs 500	1	0	7	0	8	16
Total		60	43	110	36	52	302

**Fig. 3. Result of chi square performed at SPSS**

**Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	348.048 <sup>a</sup>	20	.000
Likelihood Ratio	59.285	20	.000
N of Valid Cases	302		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is .00.

**Symmetric Measures<sup>c</sup>**

		Value	Approximate Significance
Nominal by Nominal	Phi	1.074	.000
	Cramer's V	.537	.000
N of Valid Cases		302	

c. Correlation statistics are available for numeric data only.

**Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	313.239 <sup>a</sup>	8	.000
Likelihood Ratio	25.851	8	.001
N of Valid Cases	302		

a. 3 cells (20.0%) have expected count less than 5. The minimum expected count is .00.

**Symmetric Measures<sup>c</sup>**

		Value	Approximate Significance
Nominal by Nominal	Phi	1.018	.000
	Cramer's V	.720	.000
N of Valid Cases		302	

c. Correlation statistics are available for numeric data only.

**Fig. 4. Result of chi square performed at SPSS**

Upon examining the significant value. P significant is 0.001 which is  $< 0.05$ . This concludes that our null hypothesis can be rejected. Therefore, a significant relationship exists between marital status of people and spending of customers in malls.

Upon examining the significant value. P significant is 0.001 which is  $< 0.05$ . Therefore, our null hypothesis can be rejected and it can be concluded that, there stands a significant amount of relationship between income and spending of customers in malls.

In order to find a relationship between income and spending in malls, we conducted chi square. This test will help us understand whether the spending in marital status is different or not.

So, we proposed hypothesis -

**H0:** There is no significance association between spending and the married/non-married people visiting malls.

**H1:** There is significance association between spending and the marital status of people visiting malls.

**V1 \* V2 Crosstabulation**

Count		V2			Total
		Are you married?	No	Yes	
V1	How much do you spend in a Shopping Mall on average?	1	0	0	1
	Rs 1000-2500	0	77	39	116
	Rs 2500 and above	0	63	25	88
	Rs 500-1000	0	68	13	81
	Up to Rs 500	0	15	1	16
Total		1	223	78	302

## IX. FINDINGS AND RECOMMENDATIONS

- We did survey among a diverse group of people and used chai square to find some relationship between the different factors. We found out that most of the customers prefer malls with multiplex but usually that does not make them change their choice for shopping or movie.
- Other factors such as accessibility and location have a huge role in determining the customer's choice for movie or shopping hence, we can say that the mall owner should invest in their local advertisements as they can easily target their near vicinity areas and that could result in increase in footfall for the venues.
- Next, we found out that majority of the customer's spend their time on fashion and socializing (52%) hence the malls should try to be more inclined towards providing specific events and ambience for social events. Also, as multiplex is also important as per time spent, they could try clubbing multiplex entertainment with some social events like some quiz, contest, etc inside the multiplex of the mall.
- The spending preference reveals that most of the customers spend equally on all the entertainment options provided by the mall but many don't do that for Game Zones, hence extra emphasis on Game zones should not be laid if the mall wants to increase the revenue for its other outlets. But as per mall management's perspective they can even try to reduce the Game zone space and use it for other small hangout spot like outlets.
- As most people visit malls on weekends and malls are already targeting that, hence, to target the weekday audience and providing some discounts or offers, events on weekdays would increase their overall footfall.
- The evening time is the busiest time period hence the malls should include multiplex offers for this time so that most of the crowd can be segregated accordingly and optimum revenue is generated by multiplex as well as other outlets of the mall.
- People spend mostly like 1000 rupees in the malls hence mall management should try to be

more inculcating towards this bracket and include more and more food stalls in the food court which have this much cost for two.

- Overall, the malls having multiplex have an advantage but if it has other good outlets it need not invest for a new multiplex if it doesn't have it necessarily. But the presence of a multiplex increases the footfall in the mall and other outlets can target this crowd also as their customers.
- Through Factor Analysis it is evident that there are two factors that derive the customer's malls selection decision of malls Accessibility & amenities, Value added Services. These factors should be given preference as they together explain a total variance of 60.337%. A conclusion section is not required. Although a conclusion may review the main points of the paper, do not replicate the abstract as the conclusion. A conclusion might elaborate on the importance of the work or suggest applications and extensions.

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