Shoppers' Perceived Value in Organized Retailing during Pandemic and Pre-Pandemic

Karnati Saketh Reddy*
Dr.Suresh Ranganathan**

Abstract

Retail sector in India has been transforming from unorganized form to organized form rapidly. This sector contributes around 10% to the Indian Economy and a significant percentage in employment. Shopping malls are a part of organized retail sector which are providing a whole new kind of shopping experience and also extending from metros to tier two cities in the country. The unique shopping environment in these malls are influencing the perceived value of the customers. Understanding the perceived value of the customer is important to any management or business to predict the view of customer towards a product or a service. Perceived value can influence the customer satisfaction level. It also helps in designing strategies to boost the business. In this study, efforts are made to identify the paradigm shift in perceived value among the shoppers in the malls based on selected factors in during COVID – 19 pandemic and pre-pandemic periods. Bangalore city was selected for the study because of the presence of large number of shopping malls and also the adverse effect of pandemic faced by the city. The area for the present study consisting infinite population, for the selection of sample size, William G. Cochran's formula was adopted. According to the formula, the required sample size with 5% probability is 385 but researcher collected the required information from 400 samples. The data was collected through both online and offline modes. For the reliability and the validity of the data, the factor analysis was carried out and found that the collected data is suitable to the study. To identify the significance of the selected factors on customer perceived value, a multiple linear regression was adopted along with the step-wise regression analysis. The significance of the differences in mean mall activities between the two periods, pandemic and pre-pandemic are identified with the z-test statistic. This study also helps the management of shopping malls with suitable inputs to provide better experience to their shoppers.

Key words: perceived value, shopping malls, pandemic, retail.

Introduction

The role of organized retail has evolved over years in India. Unorganized retail sector has been slowing moving towards organized retail. Shopping malls comes under organized retail sector. From the metro cities, the shopping malls were established in tier two cities also in the country. Gradually, the footfalls have raised in the shopping malls. There are many studies done by the researchers in the past about the perceived value of customer, customer satisfaction etc. Various key factors were identified which influence the customer perceived value of a shopping mall.

The research in perceived value has become an interdisciplinary area relating to sociology, psychology, business and economic concepts. Perceived value was considered as "the new marketing mania and the way to sell in the 1990s" (Sinha and DeSarbo, 1998, p. 236) and was proved to "be important in twenty-first century also" (Sweeney and Soutar, 2001, p. 203). The notion of "value creation" shows its influence on the raised recognition of perceived value as one of the key measures in gaining a competitive advantage in the business (Parasuraman, 1997) and an important factor in strategic management (LeBlanc and Nguyen, 2001; Burns and Woodruff, 1992).

The significant benefit of the perceived value to marketing experts is that it assists them with upgrading the perceived value of their items by showing how their products and services are better than their peers. To show that an item is better than different items, an advertiser needs to distinguish the unique traits and additional advantages of their products or services that will impact the perceived value of the customers. The way to getting visitors back into shopping malls will be for shopping centre administrators and retailers to cooperate to put resources into worker and client security, cautiously adjusting their longing for social communication with a protected, advantageous shopping encounter. They need to

* Research Scholar, School of Commerce and Management Studies (SCMS), Dayananda Sagar University, Bangalore, Karnataka, India.

** Faculty, School of Commerce and Management Studies (SCMS), Dayananda Sagar University, Bangalore, Karnataka, India

reconsider and cautiously redesign their resources and the whole customer journey to address customers' interests now and later on. The shopping mall as far as we might be concerned will likely change perpetually as the pandemic has raised up and escalated patterns and changes that were at that point in progress. Shopping mall operators are facing the hard reality in any event, when visitors return. Alongside the sped-up speed of progress, notwithstanding, comes an extraordinary chance for shopping mall managements to open huge key moves and reposition themselves later on.

In the retailing industry, the shopping experience is elusive, dynamic, and abstract and in this manner, it could never be acceptable to expect that the components of values in a particular setting are material to various customers. A shopping centre customer's choice ought not be seen according to a simply level-headed perspective. The experiential view gives new keys to the valuations made by shopping centre customers and accordingly to the main qualities that will later influence their purchasing behaviour.

The COVID-19 pandemic has changed the customer choice in selecting the shopping mall based on perceived value. The present research is mainly focused on the factors influencing the perceived value towards shopping malls. In this study, the differences in some of the key factors which are influencing the perceived value of customers are studied in both pandemic and pre-pandemic periods.

Review of Literature

Permarupan, P. Y., Mohan, M., Al-Mamun, A., & Zainol, N. R. B. (2014) study in Malaysia showed a positive and significant relation between quality and familiarity with the buying behaviour. This study also showed a positive effect on the buying behaviour of store branded products. Price was always considered as a key factor but perceived quality plays a crucial role in consumer buying behaviour. It was suggested to increase more promotional activities, loyalty programs and more advertising to make the buyers more familiar with the products, services and quality.

Manisah Othman, Norazlina Kamarohim and Fadilah Mohd Nizam (2017) study on footwear customers in shopping malls in Malaysia found that perceived value, perceived quality and brand credibility can show positive influence on customer satisfaction.

Tarun Kushwaha, Satnam Ubeja, Anindita S. Chatterjee (2017) made a study on customer perception towards shopping malls with seven different variables namely Internal Environment, Convenience, Utilitarian Factors, Service Experience, Proximity and Demonstration. The study revealed that sales executive's demonstration in shopping malls leads to decide to purchase product. All the remaining factors also exhibit a good amount of influence on perceived value.

Dr. V Ramadevi, Dr. M Meenakshi Saratha and Dr. K Vanaja (2016) study revealed that Factors which show effect on customer to purchase in the shopping malls of Mumbai such as socio-economic profiles, income, frequency of visit, period of relationship between the respondents and shopping malls, purpose of visit, occasion to visit shopping malls are some of the aspects studied in the present study. Thus, management should design an attractive ambience. Making shoppers stay long time in the shopping malls is a further important factor in determining how much a shopper will purchase.

Noor Fidoos Jahan and Dr. Lalitha Ramakrishnan (2009) conducted a study on hypermarket in Bangalore and found that the customers prefer hypermarkets for a wide variety of products with good quality at reasonable price.

Aveek Majumdar (2005) study showed that the store retail mix like merchandise quality, assortments, store personnel service, are significant in the dimension of price-quality value perceptions. It is also showed that the more product assortment will lead to a decrease in overall impression of the shopping malls as the loyal customers do not look for wide range of products. They visit to purchase the product which they are intended to purchase.

Pooja Khanna and Suresh Seth (2018) made a study to understand the factors which are influencing the customer perceived value in tier II city. The outcomes of the study revealed that promotional offers, excitement, hedonic factors, enjoyment and stress relieving are the key factors which influence the customer perceived value towards shopping malls.

Pandya Amit and Kameshvari J (2012) aimed to study the perceptions, consumer behaviour, demographic factors and motivation of the customers in both unorganised and organised retail outlets. The research results showed that customers exhibited interest to go to prefer organised retail outlets for cosmetics, packed foods, household cleaning products and spend more for it in case of cooking oil and food grains.

Rajesh Iyer and Jaequeline K. Eastman (2010) research was aimed to explore the four factors namely variety seekers, attitude towards shopping, price conscious and comparison of shopping by visitors in the shopping malls. The study outcome showed that shoppers who are fashion conscious will have a positive attitude towards shopping and they are price conscious too. The result of the study found the mall shopper are variety seekers and also, they compare shopping in different places with shopping malls.

Verma, S. (2007) made an attempt to understand Consumer important points for retail outlet selection in Mumbai. The research was attempted to comprehend the variables influencing shopper inclinations for choosing retail outlet and creating showcasing systems towards addressing the necessities and needs of purchasers. This study analysed the relation between purchaser inclinations and the significance of some key store attributes.

Swaroop and Prakash (2010) research explored the consumer decision making styles in shopping mall and it also explored various demographic factors which show their effect on the consumer decision making style. The research identified that six variables which are showing effect on consumer purchase behaviour are quality, novelty, variety seeking, recreation, price and choice. The unmarried consumers are more price conscious than married consumers; Indian consumers in the age group of 11-20 years prefer recreational aspect in shopping.

Research Gap

In earlier studies, researchers focused on different dimensions to understand the customers perceived quality, value etc. in shopping malls in different areas. Researchers focused on perceived value during pre-pandemic time but efforts are not made to understand the perceived value of the customers towards shopping malls in pandemic and pre-pandemic times. The business performance of the shopping malls depends on customer perceived value. Hence, it is essential to study the changes in customer's perceived value in two periods. The present study is aimed on this dimension and also to study the selected factors effect on perceived value in malls in Bangalore. Further, the significance of the mean differences in factors between the two periods is also studied.

Problem Statement:

Majority of the previous studies on perceived value in shopping malls were done in pre-pandemic time. But extensive research is not carried out in this dimension during COVID – 19 pandemic time in shopping malls. It is observed that there is a change in perceived value during the pandemic, from some of the recent studies. The change in perceived value may affect the performance of the shopping malls. Hence, it is essential to study the consumer perceived value and the factors affecting it in both the time periods.

Objectives:

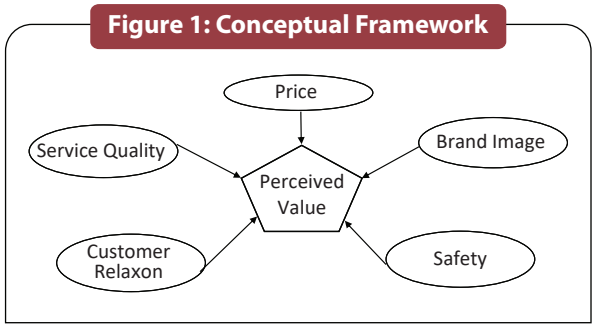
1) To study the significant effect of selected variables on perceived value.
2) To test the significance of the mean differences of the variables between two periods.

Hypotthesis:

H_0: The selected variables are not influencing the perceived value of the customers in shopping malls.

H_0: There is no significant difference in the means of the variables between the two periods, (pandemic and pre-pandemic periods).

Figure 1: Conceptual Framework



Methodology

In case of infinite population, the formula developed by William G. Cochran is widely accepted method for deciding the sample size. The method developed by William G. Cochran for deciding the sample size was tested with different population sizes. All these exercises approximately lead to 385 samples for unknown population. The sample size 385 or above will give the desired results. The researcher collected the information from 400 samples through a pre tested questionnaire in both online and offline modes for the study. The questionnaire was tested for its suitability for the study and Alpha values were calculated. The convenient sampling method was adopted in selecting the samples. This is an n appropriate / suitable method for getting the required information from the visitors on the malls. The data was collected from the mall shoppers in the city of Bangalore during a period of two months.

To fulfill the first objective of the study, we have to establish the relation between selected independent variables with the dependent variable, perceived value of the customer. To establish the relationship between selected independent variables with the dependent variable perceived value, multiple regression analysis was adopted. To test the significance of each independent variable on dependent variable, t – test statistic is adopted and the collective effect of all independent variables is measured with the multiple correlation coefficient, R2. The F – test statistic was applied for testing the significance of multiple correlations. The correlation coefficient in statistics is analyzed in different ways such as positive, negative, simple correlation, partial correlation, multiple correlation, linear correlation, nonlinear correlation etc. A positive correlation refers that the two variables move in the same direction either increasing or decreasing. On the other hand, the two variables are

moving in opposite direction, i.e., one is moving in positive direction and other is moving in negative direction. Such a relation is known as negative correlation. The relation between two variables is known as simple correlation. It is denoted by 'r'. Partial correlation refers, the dependent variable is influenced by more than one independent variable if we consider the effect of one variable on the dependent variable treating the other variables are constant. It is denoted by r1.23, r2.13, r3.12. Similarly, a dependent variable is influenced by more than one independent variable, the aggregate effect of all these independently variables on the dependent variable is known as the multiple correlation coefficient R2, i.e., all independent variables collective effect on dependent variable. Linear correlation refers the change in one variable accompanied by the proportionate change bin other variable. A unit change in one variable may not accompanied the proportionate change in the other variable. Such a relation between two variables is known as non – linear correlation.

In the present study, the researcher adopted multiple correlation analysis since the dependent variable perceived value is influenced by the five factors, service quality, price, customer relation, brand image, safety. Hence, in estimating the multiple regression equation with the selected independent variables on perceived value, the multiple correlation coefficient (R2) is generated and analyzed accordingly.

Results and Discussions

Reliability Analysis

Every statement in the questionnaire was tested for its reliability. All of the constructs have values more the 0.5, and it shows that the considered constructs have an acceptable range of reliability. Specifically, the alpha value for Service Quality (0.758), alpha value for Price (0.811), alpha value for Customer Relation (0.793), alpha value for Brand Image (0.725) and alpha value for Safety (0.826) alpha value for Perceived Value (0.785).

The information with respect to each variable (both dependent and independent variables) is collected through online and offline modes. The researcher used a pre – tested questionnaire for gathering the required information. The available information is transformed into convenient form to apply the multiple regression equation. The data fed to the equation (1) and results were drawn accordingly. The values of the estimated coefficients and the relevant statistics are presented in table - 1 and table – 2 for the two periods pandemic and pre-pandemic.

Table 1: Estimated coefficients of variables: Before COVID 19 pandemic

Eq.No.	Constant	Service Quality	Price	Customer Relation	Brand Image	Safety	R^2	F - Value
I	0.9085	0.3398*	0.2572*	0.2700*	0.0063	0.0126	0.7615	**251.53***
		(0.0553)	(0.0525)	(0.0491)	(0.0188)	(0.0360)		
		[6.145]	[4.899]	[5.499]	[0.335]	[0.350]		
II	1.0420	-	0.4215*	0.4128*	0.0053	0.0296	0.7386	**279.03***
			(0.0473)	(0.0453)	(0.0196)	(0.0375)		
			[8.911]	[9.113]	[0.270]	[0.789]		
III	1.2855	-	-	0.6558*	0.0010	0.1839*	0.6860	**288.49***
				(0.0395)	(0.0215)	(0.364)		
				[16.603]	[0.047]	[5.052]		
IV	2.5200	-	-	-	0.0232	0.6177*	0.4684	**174.75***
					(0.0279)	(0.033)		
					[0.832]	[18.718]		
V	2.6621	-	-	-	-	0.6174*	0.4672	**349.08***
						(0.0330)		
						[18.709]		

- Figures in the parentheses are standard errors.
- Figures in the brackets are 't' observed values.
- * Indicates significant at 5% probability level.

From the above table, the value of multiple correlation coefficient (R2) is 0.7615. It is observed that the aggregate effect of all five selected variables on customers perceived value is significant at 5%

probability level. These variables collectively show 76.15% of variation in perceived value. The estimated coefficients of selected five factors are positive. The positive coefficients reveal the positive relationship with the dependent factor perceived value. The independent factors, service quality, price and customer relation are expressed their positive and significant effect on perceived value. For every unit increase in each of these three variables will increase the perceived value of the customer by 0.3398 units, 0.2572 units and 0.27 units respectively. The remaining two variables brand image and mall safety established a positive relation only but not a significant relation and it is observed to be negligible effect on perceived value (i.e., 0.63% and 0.126% respectively).

From the step-wise regression estimates, excluding service quality, the two variables price and customer relation shows positive and significant effect on perceived value. It is noticed that for every one unit increase in price and customer relation the perceived value will increase by 0.4215 units and 0.4128 units respectively. This increase in perceived value by these two factors is a significant increase. The factors brand image and mall safety established an insignificant positive relationship with the dependent variable perceived value of the customer and it is observed to be a negligible effect on perceived value. The combined effect of these four variables on perceived value is significant. About 73.86% of variation on perceived value was recorded by these four selected variables. Only 2.29% of multiple effect was decreased by elimination the variable service quality from the model.

In case of third equation, excluding two factors, price and service quality, customer relation and safety variables are significantly influencing the perceived value. The customers perceived value may be increased by 0.6558 units and 0.1839 units respectively by a unit increase in these two variables a negligible positive effect by brand image was recorded on customer perceived value. More than 68% of variation was recorded by the three variables on perceived value, it is also significant effect? (Since, the value of multiple correlation coefficients is 0.6860). About 7.55% of variation in the value of R2 is decreased by eliminating the two factors service quality and price from the model.

In case of fourth equation, the regression equation was estimated with two variables, brand image and safety. The perceived value is influenced by safety variable only. The coefficient (0.6177) of safety variable is positive and significant. It reveals that the perceived value is positively and significantly influenced

Table 2: Estimated coefficients of variables: During COVID 19 pandemic

Eq.No.	Constant	Service Quality	Price	Customer Relation	Brand Image	Safety	R^2	F - Value
I	0.8797	-0.0052	0.3208*	0.0681	0.0960*	0.2500*	0.6566	**150.68***
		(0.0536)	(0.0710)	(0.0599)	(0.0451)	(0.0645)		
		[0.097]	[4.518]	[1.137]	[2.129]	[3.876]		
II	0.8752	-	0.3181*	0.0684	0.0944*	0.2498*	0.6566	**188.82***
			(0.0651)	(0.0597)	(0.0416)	(0.0644)		
			[4.886]	[1.146]	[2.269]	[3.879]		
III	1.0243	-	-	0.1846*	0.1133*	0.4212*	0.6358	**230.50**
				(0.0564)	(0.0426)	(0.0556)		
				[3.273]	[2.659]	[7.576]		
IV	1.0914	-	-	-	0.1606*	0.5444*	0.6260	**332.27***
					(0.0406)	(0.0415)		
					[3.956]	[13.118]		
V	1.1118	-	-	-	-	0.6711*	0.6113	**625.93***
						(0.0268)		
						[25.041]		

- Figures in the parentheses are standard errors.
- Figures in the brackets are 't' observed values.
- * Indicates significant at 5% probability level.

by safety variable. The combined effect of these two variables on perceived value is (46.84%) is significant. The collective effect of the factors on perceived value is decreased by 29.3% while eliminating the three factors service quality, price and customer relation. It is observed that the effect of brand image is negligible and insignificant on perceived value before pandemic period.

The regression equation was estimated with only one variable, safety measures. The value of estimated coefficient safety measure is positive and significant at 5% probability level. The recorded estimated value is 0.6174. This variable established 46.72% of relation with the dependent variable perceived value and found that this relation is a significant relation. It is also noticed that safety measures in the malls are significantly influencing the perceived value of the customers. Finally, it is observed that the brand image effect is negligible and it is not shown any significant effect on perceived value before pandemic. Hence, the brand image of the malls is not much influencing the customer perceived value. It is also observed that the customers are not given much importance to safety measures in the malls in pre-pandemic period.

The coefficients of the estimated multiple regression equation (given in methodology, eq 1) are given in Table – 2 and analysed accordingly.

From table-2, The estimated coefficient of service quality is negative and insignificant (-0.0052) It shows a negligible negative impact on perceived value. For every one unit increase in service quality, the perceived value will decrease the very less. It is not a significant decrease. The coefficient of customer relation is 0.0681. It reveals that the perceived value may increase by 0.0681 units for every one unit increase in customer relation. This is an insignificant increase proved by t – test statistic. Here, the perceived

Value is positively influenced by customer relation i.e., an increase in customer relation will increase the perceived value during the COVID – 19 pandemic. But it is an insignificant increase. Therefore, the perceived value is not influenced by the customer relation in the shopping mall during pandemic period. The estimated coefficients of price, brand image and safety measures are 0.3208, 0.096 and 0.25 respectively. These coefficients are positive and proved that these variables effect on perceived value is significant. For every one unit increase in these three variables, the perceived value may increase by 0.3208 units, 0.096 units and 0.25 units respectively. It is observed that the perceived value of the customer is affected positively and significantly by these three factors during COVID – 19 pandemic period. Whereas brand image and safety measures are not influenced the perceived value before pandemic. In the pre – pandemic time, service quality influence on perceived value is positive and significant whereas its effect is negative and insignificant during pandemic. Mall visitors gave more preference to price, safety and brand image whereas service quality, price and customer relation before pandemic period. Over The three variables, price, brand image and safety are positively and significantly influencing the perceived value. The estimated values of these variables are 0.3208, 0.0960 and 0.25 respectively. The coefficient of multiple relation is 0.6566. The total effect of these selected variables on perceived value (65.66%) is significant. This decrease in multiple relation was observed due to the high priority to buy the products and panic buying. It implies that the customers gave more priority to purchase quickly but not to the service quality.

Excluding the service quality from the equation, the aggregate effect of remaining four variables is also the same (65.66%); it is a significant variation on perceived value. The exclusion of the variable service quality has not shown any additional variation (neither positive not negative) in aggregate effect on perceived value. The remaining all the four factors influence on perceived value is positive. This positive effect is significant in case of price, brand image and safety measures whereas the effect of customer relation is positive but not significant. The customer relation effect on perceived value is only 6.84%. Comparing with first equation, the elimination of service quality did not show any effect on perceived value during pandemic. Observing the multiple relation in both the periods, almost 10.5% multiple relations was decreased in pandemic period over the pre pandemic period.

In equation III, the variables brand image, safety and customer relation established a positive and significant relation with the perceived value during pandemic period. The estimated coefficients of customer relation, brand image and safety measures are 0.1846, 0.1133 and 0.4212 respectively. For every increase in these three variables will increase the perceived value positively and significantly by 0.1846 units, 0.1133 units and 0.4212 units. The combined effect of these three variables is significant (63.58%). The aggregate effect of these three variables on perceived value is 63.58%. This aggregate effect is a significant effect, proved by F – test statistic. It is noticed that the mall shoppers significantly preferred brand image, safety measures and customer relations in the malls during pandemic.

The next equation was estimated with the two variables, brand image and safety measures. The collective effect of these two variables, (62.6%) on perceived value is found to be significant during pandemic period. The estimated values of the two variables brand image and safety measures is positive and significant

(i.e., 0.1606 and 0.5444 respectively). It is observed that for every one unit increase in each of these two variables will increase the perceived value by 0.1606 units and 0.5444 units respectively.

In equation V, safety variable alone has shown a positive and significant level of impact on perceived value. The estimated value of the safety variable is 0.6711. About 0.6711 units of perceived value will be increased by an increase of one unit of safety measures during pandemic. In terms of relation between the dependent and independent variable, 61.13% of variation was recorded. It is a significant variation in perceived value during pandemic period. It clearly indicates that safety is the priority for customers in the pandemic period while shopping in the malls. Finally, it is inferred that the customers gave the preference to safety, brand image and the prices of the products while purchasing the goods during pandemic period.

Mean Differences in Mall Activities:

To satisfy the second objective of the study, 'To test the significance of the mean differences of the variables between two periods.' Z – Test statistic was used and the results are presented in the table- 3 given below.

Table 3: Testing of Mean Differences in Mall Activities

Variables	Means Before COVID 19 Pandemic	During COVID 19 pandemic	Mean Difference	$\sqrt{\frac{s_1^2}{n_1}+\frac{s_2^2}{n_2}}$	Z – Observed value	Z – expected value
Service Quality	5.84	5.36	0.48	0.07535	6.37*	1.96
Price	5.79	5.97	0.18	0.07894	2.28*	1.96
Customer Relation	5.69	5.54	0.15	0.08021	1.87	1.96
Brand Image	6.05	4.80	1.25	0.08852	14.12*	1.96
Safety	5.45	5.93	0.48	0.08067	5.95*	1.96
Perceived value	6.03	5.09	0.94	0.07078	13.28*	1.96

** Indicates significant at 5% probability level.*

From the above table, it is evident that the mean difference in customer relations between the two periods is not significant at 5% probability level. It indicates that there is no significant change in customer relations, on average, between the two periods pre-pandemic and pandemic. In case of brand image, an abnormal difference in the means between the two periods is observed and it is also a significant difference. It shows that the customers preferred the brand image. It is noticed that even though the significance for brand image on perceived value exists in both the periods, a slight drop during pandemic is observed because of less product availability. A significant mean difference is also noticed in case of three factors service quality, safety and price.

Conclusion

The three factors service quality, price and customer relation are significantly influencing the perceived value in pre-pandemic time but during pandemic period, the other two factors, brand image and safety are highly influencing the perceived value. It shows that mall shoppers give preference to safety and brand image in pandemic. Customers are more focused on hygiene standards maintained in the mall premises, COVID – 19 safety measures taken at the mall and also showed interest to visit the mall with high brand image and reputation for quality. The price factor has shown a significant impact on perceived value in both the periods. The factor customer relation has not shown significant effect on perceived value during pandemic unlike pre-pandemic time. Customers perceived value towards the service quality and customer relation is decreased during pandemic due to less staff availability at the shopping malls during pandemic. It is also observed that there are significant differences in mean of the selected variables between the two time periods. In the case of the factor customer relation, there exist some difference in the means of two periods but it is not significant. It is clearly evident from the analysis. The shopping mall managements can focus to attract the customers by enhancing the customer relations and service quality in the shopping malls.

Further Research Directions:

- It is possible to analyze the perceived value with some other factors which are not considered in the present study.
- The similar study may be carried out with the key factors which are influencing the customer satisfaction.
- This type of study may be conducted in various geographical areas.

References

1. Othman, M., Kamarohim, N., & Nizam, F. M. (2017). Brand Credibility, Perceived Quality and Perceived Value: A Study of Customer Satisfaction. International Journal of Economics & Management, 11.
2. Kushwaha, T., Ubeja, S., & Chatterjee, A. S. (2017). Factors influencing selection of shopping malls: an exploratory study of consumer perception. Vision, 21(3), 274-283.
3. Ramadevi, V., Saratha, M. M., & Vanaja, K. (2016). Factors influencing perception and satisfaction level among shoppers and their purchasing outcomes in malls. IJAR, 2(12), 217-222.
4. Noor Fidoos Jahan and Dr. Lalitha Ramakrishnan (2009) ,Exploring the trends of retail formats in India: A Study of hyper markets in Bangalore City, Indian Journal of Marketing, 2009(August), Volume XXXIX, Number 4, pp: 11-22
5. Majumdar, A. (2005). A model for customer loyalty for retail stores inside shopping malls–an Indian perspective. Journal of Services Research, 27(1), 5-21.
6. Khanna, P., & Seth, S. (2018). Consumer perception towards shopping malls: Evidence from a Tier II city. Indian Journal of Marketing, 48(4), 47-59.
7. Terblanche, N. (1999). The perceived benefits derived from visits to a super-regional shopping centre: an exploratory study. South African Journal of Business Management, 30(4), 141-146.
8. Sinha, I., & DeSarbo, W. S. (1998). An integrated approach toward the spatial modeling of perceived customer value. Journal of marketing research, 35(2), 236-249.
9. Sweeney, J.C. and Soutar, G.N. (2001), "Consumer perceived value: the development of a multiple item scale", Journal of Retailing, Vol. 77 No. 2, pp. 203-20.
10. Parasuraman, A. (1997). Reflections on gaining competitive advantage through customer value. Journal of the Academy of marketing Science, 25(2), 154-161.
11. LeBlanc, G., & Nguyen, N. (2001). An exploratory study on the cues that signal value to members in retail co-operatives. International Journal of Retail & Distribution Management.
12. Burns, M. J., & Woodruff, R. B. (1992). Delivering value to consumers: implications for strategy development and implementation. Marketing Theory and Application, American Marketing Association, Chicago, IL, 209-16.
13. PandyyaAmit R. and BariyaKameshvari J. (2010), A Study on Consumer Behaviour of Organised and Unorganised Retail Outlets in Vadodara City, International Journal of Engineering and Management Science, Volume No.3, Issue No.4, PP..466-474.
14. Rajesh Iyerand Jaequeline K. Eastman (2010), study on The Fashion-conscious Mall Shoppers – An Exploratory Study, The Marketing Management Journal Volume No. 20 Issue No. 2, PP. 42-53.
15. Verma, S. (2007). An Exploratory Study of Consumer Preferences for Retail Store Selection in Mumbai. Indian Retail Review, 1(2), 15-18.
16. Swaroop Chandra Sahoo and Prakash Chandra Dash (2010), Consumers decision making style in Shopping Malls – A Empirical study in the Indian Context Indian Journal of Marketing, Volume No. 40, PP. 25-30, August.
17. Permarupan, P. Y., Mohan, M., Al-Mamun, A., & Zainol, N. R. B. (2014). Consumer perceived value and buying behavior of store brands. International Business Management, 8(2), 136-141.
18. Cochran, W. G. (1977). Sampling techniques (3rd ed.). New York: John Wiley & Sons.
19. El-Adly, M. I., & Eid, R. (2015). Measuring the perceived value of malls in a non-Western context: the case of the UAE. International Journal of Retail & Distribution Management.