

The Effect of Store Atmosphere and Merchandise on Customer Experiences: Survey of Department Store Customers in Bandung City, Indonesia

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Abstract

Purpose: The purpose of this research is to find out: 1. The atmosphere of a store ,merchandise, and a customer experience department store in the city of Bandung .2.The effect of store atmosphere and merchandise on experience simultaneous customers at department stores in the city of Bandung.

Design / methodology / approach: the nature of this research is descriptive and verification, with survey methods. This type of research is causality, cross sectional time dimension, department store analysis unit. The observation unit is a department store customer in Bandung. Data collection with primary and secondary data, primary data collection by observation, interview and questionnaire, while secondary data with literature and literature study. Analytical tool with multivariate structural equation modeling (SEM) with Lisrel 88 software.

Findings: the results of the study show that the store atmosphere, merchandise and customer experience are good even though there are still some indicators that are not good. The results of the hypothesis show that the store atmosphere gives a greater influence on customer experience than merchandise.

Research limitations: This study was only conducted at department stores in the city of Bandung.

Practical Implications: The results of this study are expected to be a consideration for managers of department stores in developing marketing policies, especially in store atmosphere, merchandise and work experience.

Originality / value: The research model and analytical unit used in this study did not exist before.

Keyword: Department Store, Store Atmosphere, Merchandise, Customer Experience, Bandung

Introduction

The retail business that was originally viewed only as a provider of goods and services has developed into a place of recreation and entertainment (Zhang, et. Al, 2011: 214). In a high level of competition, a company is expected to have a competitive advantage, Terblanche (2009: 5) states that to achieve competitive advantage, the contemporary tendency among retailers is to offer customers an attractive and memorable experience. This can be considered as an effort to create an emotional relationship with customers through careful planning of tangible and intangible elements. The interaction between the customer and the environment in which they are shopping is the starting point for establishing relationships between retailers and customers. This interaction has a rational and emotional dimension and helps value creation. A well designed customer experiences, makes it very difficult for other retailers to emulate. There are a number of elements needed for a positive customer experience including

store layout, price, quality, and variety of items, ease of movement and clarity of the alley to find goods are some elements that need to be owned as part of a boutique service scape or clothing store (Terblanche, 2009 : 5-17)

Coley and Burgess (2004: 282) suggested that store atmosphere is one of the elements of retail marketing mix that is related to the creation of a shopping atmosphere. The atmosphere is the key to attracting and impressing consumers with the shopping experience inside stores. A store must create and manage an impressive store atmosphere. This can help to distinguish themselves and create competitive advantage from competitors. Consumers will prefer to shop if they feel comfortable when interacting with the shopping environment and most likely will return to a store (Soars: 2009: 286). Then to build a retail stakeholder, a strategy is needed, one of which is by providing a memorable experience in a store and the goods sold will make the customer return to the store. (Margaret, 2012: 21). These researches were also supported by the results of research conducted by Chen and Kuang (2007: 248) at three department stores in Taipei. From the three department stores it was concluded that service quality in merchandise (merchandise price suitability and merchandise guarantee) and personal factors (sales person friendliness) could not reach customer satisfaction standards.

Indonesia is the fourth most populous country in the world. According to the statistics center (BPS), Indonesia's population in 2017 reached 261 million. West Java is a province with the second most populous population in Indonesia. The population growth rate in West Java is close to 2%. The city of Bandung is the capital of the city with a population of 3,534,100 to 2015 and is the second most populous city in West Java. With a very large population, very large needs and increased purchasing power make retail business attractive.

Traveling while shopping is fun. The city of Bandung which is known as the flower city and dubbed Paris van Java is the champion, a variety of shopping tourist destinations easily find through the mall, department stores, FO to distribution outlet, not only local products but also foreign products with an affordable price. Department Store, according to RI Minister of Trade Regulation No. 70 / M-DAG / PER / 12/2013 concerning modern markets, namely stores that sell retailly various types of consumer goods, especially clothing products and equipment, with an area of more than 400 m² and have arrangement of goods based on gender or age level of consumers, for example Sogo, Matahari, Ramayana, Yogya and so on.

To provide satisfying services to customers is one of the department's focuses so that every customer gets the best shopping experience at every store. Allegedly, department stores in Bandung have not been able to provide memorable experiences to their customers, this can be seen from the web that is owned by department stores and newspapers in Bandung which contains customer complaints at department stores, including difficulties for customers to interact and access products, information submitted department stores to customers have not been consistent, slow in serving consumers so consumers wait long and lack attention to customers (regardless of customer presence).

The key to providing memorable experiences to customers can be through the store atmosphere and the merchandise offered, but from a preliminary survey conducted by the author, department stores in Bandung have not fully provided memorable experiences to their customers, this can be seen from customer complaints about store atmosphere and merchandise. The department store has not been able to satisfy customer desires.

From the results of the initial interview and the suggestion box provided by several department stores in Bandung, there are complaints from customers that can be seen in the table below.

Table 1: Customer Complaints on the Atmosphere of Stores and Merchandise

No	Shop Atmosphere	F	%	No	Barang dagangan	F	%
1	Unfriendly and inpolite salesman	11	36,6	1	Incomplete merchandise	11	36,6
2	The alley is too narrow	8	26,6	2	Prices that do not match the quality	9	30
3	3 Absence of music and aroma	7	23,4	3	Less fashionable	6	20
4	Less attractive display	4	13,4	4	No Merchandise guarantee	4	13,4
	Total	30	100		Total	30	100

Source: Interview with Respondents

The author is interested in researching about customer experience, especially at department stores in Bandung, because this research on customer experience at department stores, as well as their relationship to store atmosphere and merchandise is still rare, and allegedly not good. From the phenomena that have been described above, this study has the title: The Effect of Store Atmosphere and Merchandise on Customer Experience (Survey of Department Store Customers in Bandung).

From the explanation, the formulation of the problem that will be revealed:

1. How are the store atmosphere, merchandise, and customer experience according to customer's perceptions.
2. Does the store atmosphere and merchandise affect the customer experience simultaneously.

Literature Review

Store Atmosphere

According to Levy and Weitz (2012: 690), the atmosphere of the store environment is the ability to design the purchasing environment through the arrangement and selection of physical facilities, lighting, color, music, and aroma and merchandise which all of them can affect consumer emotions and perceptions and most importantly their purchasing decisions. The atmospheric store theory in this study comes from Turley (2000: 193), Ballantine (2010: 643) and Patrick Bohl (2012: 15) and has included the store atmosphere dimensions mentioned by Elizabeth Visser (2006: 58) and Jayant & Kulkarni (2012: 96) for clothing stores.

Table 2: Store Atmosphere Dimensions

Turley, Ballantine dan Patrick Bohl	Elizabeth	Kulkarni
<ul style="list-style-type: none"> - external - general interior - layout and design. - point of purchase (POP / interior display) and decoration - human 	<ul style="list-style-type: none"> - Friendliness of salesman - Good feeling about the shop - Color combinations - neutral aroma - music - general atmosphere 	<ul style="list-style-type: none"> - The interior and exterior of the shop are impressive. - Shop personnel and buyers. - Fun, beautiful. - Display and creative product settings on the shelf. - Displays attractive and personal store behavior

Source: Various opinions (2014)

Merchandise

According to Dunne, Lusch, and Geble (2008: 277) merchandise is a product group that is closely related to each other which is shown for end use which is sold to the same consumer

group or with almost the same price range. The theory of merchandise uses the opinion of Elizabeth Visser (2006: 56) for clothing stores and Chen-Kuang-Juang (2007: 249) for department stores.

Table 3: Dimensions of Merchandise

Elizabeth Visser	Chen-Kuang-Juang
<ul style="list-style-type: none"> - quality - Availability - Accessories - style / fashion - diversity - Price - Special clothes 	<ul style="list-style-type: none"> - Guarantee of merchandise and return of damaged goods - Quality of merchandise - Complete merchandise - Suitability of the price of goods

Source: Various opinions (2014)

Customer Experience

According to Lemke (2011; 869), customer experience is conceptualized as a holistic and subjective response of customers to direct and indirect meetings with the company. Customer experience uses the opinions of Lemke (2011: 869) and Hatane (2013: 11), there are 8 dimensions of quality of customer experience which include:

1. Accessibility
2. Competence
3. Customer recognition
4. Willingness to help
5. Personal treatment
6. Problem solving
7. Fulfillment of promises
8. Value for time

The results of research conducted by Ballantine et. al. (2010: 641-653), Jayant and Kulkarni (2012: 89-99), Coley and Burgess ((2004: 282-295), stated that: the combination of atmospheric elements if carried out optimally can touch the emotions of consumers and provide a shopping experience which are fun.

The results of research conducted by Arnold & Ryenolds (2005: 78), Senjaya and Samuel (2013: 1-5), Diller et. al. (2006: 17-25), states that emotional value can be formed from an experience of products / services, including: merchandise offered (variety of products and product quality that continues to increase).

The results of research conducted by Terblanche, (2009: 5-17) states that there are a number of elements needed for positive customer experience including layout, price, quality, and variety of items, ease of movement and clarity of the aisle to find goods are some of the elements need to be owned as part of a service scape boutique or clothing store.

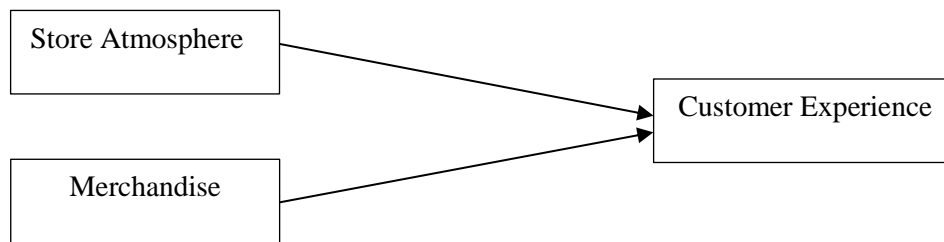


Figure 1: Theoretical Frame Work

Hypothesis:

Store atmosphere and merchandise affect the customer's experience simultaneously.

Method

This research is descriptive and verification. Descriptive research is research that aims to present a structured, factual and accurate description of the facts while, verification research is used to determine the relationship between variables through testing hypotheses using statistical calculations (Moh. Nazir, 2013: 240).

The method used is a survey research method is data collection carried out on an object in the field by taking samples from a population and using a questionnaire as the main data collection tool, and because this study also wants to explain the causal relationship between variables through hypothesis testing, this study also uses explanatory research (explanatory survey).

This type of research is causality which aims to explain the relationship between variables, while the time dimension is cross-sectional (Cross-sectional) which reflects the picture of a situation at a certain time.

Unit of analysis: Department Stores in Bandung, including: Matahari, Metro, Sogo, and Yogya (total department stores: 15 outlets). Observation Unit: Department Store Customers in Bandung. Sample size: using a power test obtained as much as 280. Data collection techniques are questionnaires, interviews, and observations. The sampling technique uses simple random sampling. Analysis technique is multivariate Structural Equation Modeling (SEM), software Lisrel 8.8. Sample distribution can be seen in the table below:

Table 4: Distribution of Research Number of Sample

No.	Department Store	Number of Sample
1.	Matahari	$500 / 1850 \times 280 = 76$
2.	Metro	$300 / 1850 \times 280 = 45$
3.	Sogo	$250 / 1850 \times 280 = 38$
4.	Yogya	$800 / 1850 \times 280 = 121$
	Total	280

Findings

The following assessment criteria are used based on the average response score of respondents as follows:

Table 5: Classification of Average Score Criteria

No.	Interval Score	Category
1	1,00 - 1,79	Very Uncomfortable / Very Incomplete / Very Impressive / Very Bad
2	1,80 - 2,59	Uncomfortable / Incomplete / Not Impressive / Not Good
3	2,60 – 3,39	Quite comfortable / quite complete / Pretty Memorable / Good
4	3,40 – 4,19	Comfortable / Complete / Memorable / Good
5	4,20 – 5,00	Very Comfortable / Very Complete / Very Memorable / Very Good

Source: The results of the processed data

• *Store atmosphere*

The total atmospheric score of department stores in Bandung is comfortable, although there are still indicators that are quite comfortable, namely: the uniqueness of the storefront, the convenience of the department store window and the frequency of changes to the store display.

• *Merchandise*

Total merchandise scores in Bandung include complete criteria, although there are still indicators that are sufficient criteria, namely: price comparison with other department stores, provision of product quality assurance and guarantee of return of damaged products.

• *Customer Experience*

The total score of department store customer experience in Bandung is an impressive criterion, although there are still indicators that are sufficient criteria, namely: ease of access to products and suitability of fulfillment of appointments by department stores in Bandung.

• *The Effect of Store Atmosphere and Merchandise on Simultaneous Customer Experience*
From the results of calculations for hypotheses the effect of store atmosphere and merchandise on customer experience can be obtained structural equations hypothesized as follows:

$$\eta_1 = 0,458\xi_1 + 0,453\xi_2 + 0,285$$

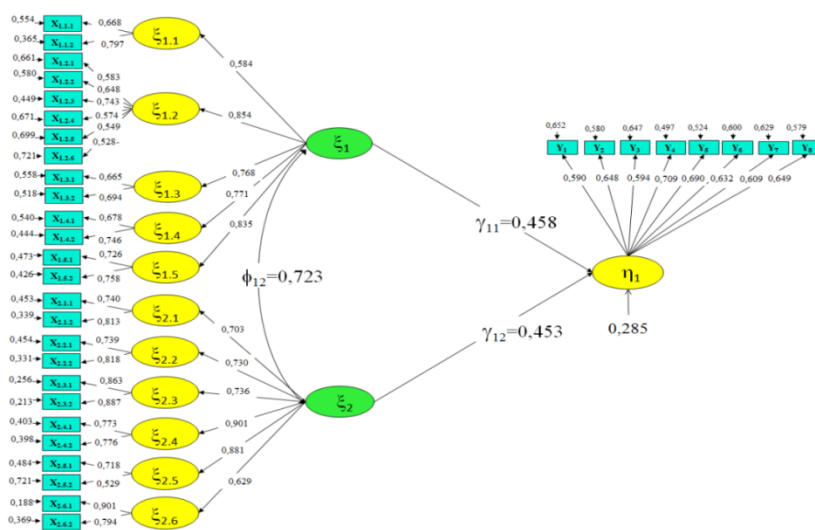


Figure 2: Structural Model of The Influence of Store Atmosphere and Merchandise to Customer Experience (η_1)

The results obtained can be seen that store atmospheric coefficient (ξ_1) of the customer experience (η_1) is 0.458 with the merchandise path coefficient (ξ_2) of the customer experience (η_1) is 0.453.

Table 6: Calculation Results of Structural Model of Store Atmosphere (ξ_1) and Merchandise Influence (ξ_2) on Customer Experience (η_1)

Laten Endogen Variable	Laten Eksogen Variable	Path Coefficient	R ²	Error Variance
Customer experience (η_1)	Store atmosphere (ξ_1)	0,458	0,715	0,2841
	Merchandise (ξ_2)	0,453		

Source: Data Processing

To test the effect of hypothesized variables used t test with test criteria α is 0.05, the value for the class limit of significant test is 1.96.

The effect of store atmosphere and merchandise on customer experience was 71.5% and the effect of store atmosphere on customer experience was greater than the effect of merchandise on customer experience. The influence of factors outside the store atmosphere and merchandise is 28.5%.

Table 7: Summary of Results of Store Atmosphere and Merchandise Effects to customer experience

Variable	Effect(%)				
	Formula	Direct	Indirect	Explanation	Total
Store Atmosphere (ξ_1)	$\gamma_{\eta\xi_1}^2$	21,0%			36,0%
	$\gamma_{\eta\xi_1} \times \phi_{\xi_1\xi_2} \times \gamma_{\eta\xi_2}$		15,0%	Through ξ_2	
Merchandise (ξ_2)	$\gamma_{\eta\xi_2}^2$	20,5%			35,5%
	$\gamma_{\eta\xi_2} \times \phi_{\xi_1\xi_2} \times \gamma_{\eta\xi_1}$		15,0	Through ξ_1	
Simultaneous influence ξ_1 and ξ_2 on η				$R_{Y_1, X_1 X_2}^2$	71,5%
external variable toward η_1				ζ	28,5%

Source: Result of Lisrel 8.8 processed

To determine the effect of store atmosphere and merchandise simultaneously on customer experience, then hypothesis testing is performed by looking at the F count value (Test F). The statistical hypothesis as follows:

H₀ : $\gamma_{i1} = 0$ The atmosphere of the store and merchandise does not affect simultaneously the Customer' experience

H_a : $\gamma_{i1} \neq 0$ The atmosphere of the store and merchandise affect simultaneously the customer' experience

To test this effect simultaneously used the F-test with α of the test criteria is 0.5 at the critical limit which is stated significant if F_{count} is greater than F_{table} of 2,294 (db₁ = 2 and db₂ = nk - 1 = 280 - 2 - 1 = 277) = 3,028.

The F test statistic value is obtained from the following calculation:

$$F = \frac{(n-k-1) \times R^2_{YX_1X_2}}{k \times (1-R^2_{YX_1X_2})} = \frac{(280-2-1) \times 0,715}{2 \times (1-0,715)} = 347,4649$$

The results of the calculation of the significance test can be seen in Table 6 below:

Table 8
Testing of Path Coefficients in Simultaneous X-Y

Hipotesis	R ²	F _{count}	F _{table}	Decision	Conclusion
$\gamma_i = 0$	0,715	347,4649	3,028	H ₀ rejected	Significant

Source: Result of Lisrel 8.8 processed

The calculated F-value was 347,4649. The results of the calculation of the F test statistic obtained showed that F_{count} was greater than the F_{table} value (F = 347.4649 > 3.028), so the H₀ test results were rejected and H_a was accepted. The results can be concluded that the store atmosphere and merchandise simultaneously affect the customer experience.

Based on the results of testing the hypothesis, it appears that simultaneously store atmosphere and merchandise have a large influence on customer experience. This means that the department store is able to offer a comfortable store atmosphere accompanied by complete merchandise that will have a major impact on customer experience.

Discussion and Conclusions

Discussion

1. Department store managers in Bandung should pay more attention to the outside of the store (Storefront), with a unique and attractive storefront; a store can be interesting to visit. The front of the store (nameplate, entrance, and building architecture) must reflect the uniqueness, stability, robustness or other things that match the store's image. Likewise the window displays (storefronts), department stores must also pay attention to the display window or storefront to identify a store, displaying items that reflect the uniqueness of the items offered from the department store, thus attracting customers to enter the store. In making the window display you must consider the size of the window, the number of items in length, the color, shape, frequency of replacement and the creativity of the department store manager.

Department stores in setting prices should pay more attention to price comparisons with other department stores, usually in pricing whether lower than other department stores, usually closely related to merchandise, location, and atmosphere and service factors. In pricing the department store also needs to pay attention to the customer's desire to pay a price that is commensurate with the value obtained (value of money). Likewise in providing guarantees for product quality, department stores can provide guarantees for the quality of products offered, to ensure high product quality standards, department store managers should be tighter (more accurate and frequent) in evaluating the product before placing it on shelves / displays. Department store managers should also pay more attention to guarantees for the purchase of damaged products, the general method used is to offer a replacement for damaged products (exchange for similar items), or repayment according to the purchase price. Product returns are given ± 7 days after purchase with proof of payment.

Department store managers should pay more attention to accessibility, to make it easier for customers to access products, department stores can provide websites, e-mails, toll-free phones that can be easily and quickly contacted and provide feedback. The department

store website must be made complete about the information needed by the customer, in a language that is easy to understand and interesting. Likewise with the fulfillment of the promise, the department store must provide accurate, consistent and reliable information or promotions to its customers. Information/promotions made by department stores will shape customer expectations, so information/promotions that are not in accordance with what is conveyed will cause customers to become disappointed and not trust in the department store.

2. The results of this study reinforce the research conducted by Terblanche (2009: 5-17) in boutiques or clothing stores. The results of this study suggest that store atmosphere has a greater influence on customer experience compared to merchandise, meaning that the store's atmosphere is key in attracting and impressing with the shopping experience in department stores rather than merchandise.

Conclusion

Based on the results and discussion that have been described in the previous chapter, from the store atmosphere and merchandise analysis on customer experience in Bandung, it can be summarized as follows:

1. The department store manager in Bandung must pay more attention to the uniqueness of the department store's facade, the convenience of the department store window and the frequency of changes to the department store display.
Department store managers in Bandung must pay more attention to price comparisons with other department stores, providing product quality assurance and providing guarantees for returning damaged products.
Department store managers in Bandung pay more attention to customers to access products and compliance with promises by department stores.
2. A comfortable store atmosphere and complete merchandise can create a memorable customer experience. That is, the customer experience will be supported by a comfortable store atmosphere and complete merchandise.

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