



## RESEARCH ARTICLE

# Does shopping values influence users behavioral intentions? Empirical evidence from Chennai malls

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## Abstract

India's economy is strongly reliant on the retail business, and the development of shopping malls over the last decade has boosted the industry. However, little empirical study has been conducted on shoppers' experience value, user delight, and behavioral intentions in Chennai city retail malls. The study examined how atmospherics, entertainment, accessibility, culture, and shopping values affect mall shoppers' intents using descriptive research. A structured questionnaire was distributed to 119 respondents using convenience sampling, and MRA Analysis was used to examine the hypotheses. The correlation coefficient between shopping values and customer response is 0.693, indicating a 48.02% positive association. In addition, The findings showed that shopping value influences user satisfaction and behavioral intentions. It is recommended that retail mall managers consider visitor value as a multidimensional construct to create a satisfying experience for users. This study enhances the literature regarding the varied impacts of shopping mall attributes on customer shopping happiness and behavioral intentions. This study indicates that retail malls must enhance their qualities to elevate and maintain customer satisfaction. This paper empirically demonstrates that the service quality and mall attributes can be improved by adequately implementing Shopping values in Malls.

**Keywords:** Culture, Atmospherics, Shopping values, Entertainment, Accessibility, Behavioral intention.

## Introduction

Shopping malls in India and the surrounding region are expanding rapidly. This growth has pushed retail malls to enter a highly competitive market to attract visitors. Due to the competition among different retail settings in shopping centers, mall management is investing more resources to create a pleasant shopping mall experience that would enhance and attract customers. Many major shopping malls have been developed today, and consumers can obtain two benefits from shopping. We go to shopping malls for a variety of reasons, including purchasing a product that requires utilitarian shopping value or focusing on the surroundings and enjoying its Hedonic shopping value. Many recent research have demonstrated utilitarian and hedonic utility. Most retail malls are designed with a single

purpose, such as pricing and convenience, on the practical side. However, today, the shopping mall will aim to deliver unique experiences, such as the appearance and feel of the buildings and other events. Previous research focused solely on store settings rather than the relationship between shopping value and buying intention at shopping malls, particularly those in the Chennai region. In a competitive shopping sector, user shopping happiness and behavioral intents are critical to maintaining long-term customer relationships with shopping malls. Despite widespread recognition of the significance of user shopping satisfaction and behavioral goals, there is a gap in empirical evidence to support these linkages, particularly in developing nations. This study examines how shopping mall attributes influence users' satisfaction and behavioral intentions in Chennai.

## Literature Review

The authors examined how the shopping center's image affects purchase intention by mediating utilitarian and hedonic perceived value, user satisfaction, and preferences.

## Methods

The statistical study comprises clients of shopping locations in Semnan, from which 182 questionnaires were randomly gathered. This study's results demonstrate the direct and substantial influence of the shopping center's image on

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**How to cite this article:** Appu A. (2024). Does shopping values influence users behavioral intentions? Empirical evidence from Chennai malls. *The Scientific Temper*, 15(4):3459-3465.

Doi: 10.58414/SCIENTIFICTEMPER.2024.15.4.57

**Source of support:** Nil

**Conflict of interest:** None.

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purchase intention, utilitarian perceived value, and hedonic perceived value. The study concluded that cultivating an optimal mental representation of the shopping mall in customers' minds is crucial in attracting new clientele and retaining existing customers, enhancing customer satisfaction and preferences, and elevating their willingness to make purchases (Rastgar, A., & Shahriari, M. (2018)). The study investigated the moderating impact of mall patrons' participation in entertainment events and shopping value on their purchase satisfaction to produce superior mall patronage intention. Utilizing IBM SPSS 23, the 215 data gathered from Lulu International Shopping Mall patrons in Kochi was analyzed. The shopping value, mall attributes, and participation in entertainment events greatly impacted the intention to return. Additionally, those attending entertainment events are more driven to unwind and be entertained than actively mingle and discover. The findings indicate that passive aesthetics of mall events, as opposed to active hedonism, must be planned, carried out, and promoted more skillfully by marketing managers of shopping malls. To provide higher practical value and to assist or enhance their tenants' marketing initiatives, they should also concentrate on the best possible selection of retail tenants (Rijo Gratius and Muthulakshmi R (2021)).

The authors introduced how adaptive sales behavior affects impulse buying, stressing trust and perceived quality as moderators. In data collecting and analysis, this research uses purpose and descriptive surveys. Using an available sampling method, 400 Mashhad Prama shopping mall clients were selected and given a research questionnaire. Data was collected, and structural equation modeling was used to assess study hypotheses using PLS software. A t-test verified or disproved research assumptions. The direct effect of adaptive sales behavior on customers and impulse buying was not substantial. Also, without a plan, shop brand quality did not directly affect customers' purchases. Other findings showed that adaptive sales affect perceived quality. Due to its route coefficient, consumer trust's effect on impulse buying was proven. Indirect relationships demonstrated that the adaptive sales relationship was significant for perceived quality through trust in unplanned purchases. However, client trust did not mediate adaptive seller behavior and unplanned purchases. Results show that customer trust mediates the relationship between research factors determining impulse buying due to sellers' adaptive sales conduct and customer-perceived quality. However, its moderating effect wasn't demonstrated. Without consumer confidence, sellers' adaptive sales conduct and customers' perceived quality have little effect on impulse purchases. The report gives in-store shopping center managers and custodians specific advice. The study found that seller adaptive sales behavior affects customer perceived quality, customer trust has a direct relationship with impulse

buying behavior, and the regression coefficients of the research model are significant. To attract and retain clients, vendors should tailor their offerings to their preferences, wants, interests, and circumstances in a fitted model. Because customers pay more attention to situational aspects than any other condition, most marketers can focus on unplanned client purchases to maximize their marketing efficacy, especially in major shopping malls. They should improve elements that create and strengthen unplanned shopping marketing. Using proper marketing methods, sellers can tailor their marketing campaigns to suit market demands and wants. Sellers should gather client data to get intelligence and improve their customer-handling abilities. In this environment, vendors will better negotiate and comprehend customer-oriented sales events (Nekooeezadeh, M., Amini, A., & Nimavard, F. T. (2022)).

The authors presented how shopping values affect shoppers' well-being, revisit intentions, and word-of-mouth. The study verified the research methodology using 314 e-survey responses. In addition to social value, various buying values affect consumers' well-being, revisit intention, and word-of-mouth. The study also found that recreational shopping consciousness considerably and positively moderates the link between shopping values and well-being. Recent research reveals that playfulness improves shoppers' well-being more. Thus, managers must provide entertaining components in their e-retailing platforms to make browsing enjoyable (Dogra, N., Nasir, M. and Adil, M. (2023)).

### **Research Gap**

Retailing is one of India's largest industries and principal source of employment. Organized retailing is spreading and making an impact all over the country. With exceptional potential, India poses a complicated situation for a retailer, as each region has its preferences, culture, opportunities, and challenges. Over the last few years, retailers have been worried by numerous factors that have transformed the face of retailing. Many retailers are responding to the threat of online shopping by reaping the advantages of the "brick-and-mortar" model: higher levels of customer service, trained and courteous service staff, and an entertaining and enjoyable environment. In this new retail scenario, the "wholesome" experiences a customer derives are unlimited. Not many systematic studies have been conducted on linkages between various mall attributes and the consumer buying behavior of mall shoppers. The primary purpose of the present research is to identify factors affecting users' intention to behave in shopping malls in Chennai.

### **Research Framework Development**

The research investigates the influence of shopping-related attributes (atmospherics, entertainment, accessibility, culture, and shopping values) on user satisfaction and

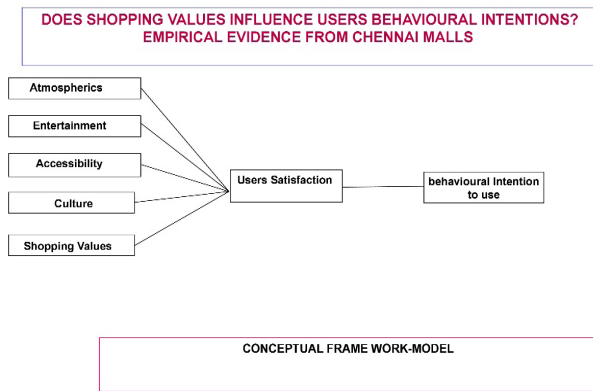


Figure 1: Research Model

how this satisfaction ultimately impacts users’ behavioral intention to use. The study is set in the context of Chennai malls, where empirical evidence will be analyzed. The following hypotheses are formulated to guide the investigation:

- H1 : Atmospheric attributes positively influence user satisfaction.
- H2 : Entertainment attributes positively influence user satisfaction.
- H3 : Accessibility attributes positively influence user satisfaction.
- H4 : Cultural attributes positively influence user satisfaction.
- H5 : Shopping values positively influence user satisfaction.
- H6 : User satisfaction positively influences behavioral intention to use.

This study provides empirical evidence on how shopping values and mall attributes shape user satisfaction and behavioral intentions.

**Objective of the Study**

- To analyze the users’ profiles and examine the significant difference among mean ranks towards the factors for selecting the shopping mall.
- To assess the relationship between the dimensions of mall attributes and user satisfaction.

Table 1: User profile of the shopping malls

Respondents survey (n = 1119)		
Category	Classification	Percentage
Gender	Male (53)	44.5
	Female (66)	55.5
Age Group	Below 25 years (43)	36.13
	26–30 years (18)	15.13
	31–35 years (27)	22.69
	Above 45 years (31)	26.05
Marital Status	Married (45)	37.82
	Unmarried (74)	62.18

- To determine the most critical factors of mall shoppers and their intention towards shopping malls in Chennai city.
- To examine whether shopping values influence behavioral intentions differently among male and female shoppers.

**Research Methodology**

The cross-section study collects data from 119 Chennai shopping mall shoppers using a standardized questionnaire. Descriptive, multiple regression, and correlation metrics were used to analyze consumer responses and shopping mall loyalty. The research instrument was assessed using a five-point Likert scale from 1 (SDA) to 5 (SA). Nineteen users participated in an initial survey to determine the instrument’s dependability. The results of Cronbach’s Alpha revealed that (Atmospheric Attributes = 0.715), (Entertainment Attributes = 0.819), (Accessibility Attributes = 0.916), (Cultural Attributes = 0.873) (Shopping Values = 0.967) (User Satisfaction = 0.923) and (Behavioral Intention = 0.955).

**Data Analysis And Results**

Table 1 reveals that 44.5% of all users are male, while 55.5% are female responses. It was also discovered that 36.13% of users are under the age of 25, 15.13% are between the ages of 26 and 30, 22.69% are between the ages of 31 and 35, and 26.05% are older than 45. Furthermore, because most participants are unmarried, their replies may reflect lifestyles or priorities distinct from those of married people, such as professional focus, social activities, or financial preparation.

**Friedman Test**

H<sub>0</sub>: There is no significant difference among mean ranks towards the factors for selecting the shopping mall.

The result of the Friedman test revealed that observed values (Prob = 0.000) are lesser than 0.05, indicating a very high significant difference among mean ranks towards the factors for selecting the shopping mall at a 5% level, as shown in Table 2. Therefore, the null hypothesis is rejected. Based on the mean rank, it was observed that the Availability

Table 2: Mean ranks of factors selecting shopping mall, using Friedman test result

Factors for selecting Shopping mall	Mean rank	Chi-square value	p-value
Brand image	(2.99)		
Special offer and discounts	(2.99)		
Service quality	(2.99)	(0.279)	(0.000)
Friendly shopping environment	(2.98)		
Availability of entertainment facilities	(3.05)		

**Table 3:** Relationship between mall attributes and user satisfaction

Attributes	Atmospheric attributes	Entertainment attributes	Accessibility attributes	Cultural attributes	Shopping values	Customer satisfaction
Atmospheric attributes	1	0.663**	0.569**	0.594**	0.495**	0.491**
Entertainment attributes		1	0.600**	0.544**	0.456**	0.489**
Accessibility attributes			1	0.670**	0.595**	0.539**
Cultural attributes				1	0.697**	0.688**
Shopping values					1	0.693**
User satisfaction						1

of Entertainment Facilities (3.05) is the most significant factor influencing the users to purchase the products at the shopping mall.

**Correlation Analysis**

H<sub>0</sub>: There is no relationship between the dimensions of mall attributes and customer satisfaction.

The correlation coefficient between shopping values and customer satisfaction is 0.693, which indicates a 48.02 positive relationship between them at a 1% level, as indicated in Table 3. Besides the *p-value* being less than 0.05, the null proposition is rejected at a 1% level. Therefore, it was concluded that there is a relationship between the dimensions of mall attributes and customer satisfaction.

**Multiple Regression Analysis**

Table 4 shows the most dominating factors among mall shoppers and their intention to go to shopping malls in Chennai.

The result of MRA revealed that the coefficient of X<sub>1</sub> is 0.004, representing the partial effect of atmospheric attributes on behavioral intention, holding the other variables constant, as shown in Table 5. The estimated positive sign implies that behavioral intention would increase by 0.004 for every unit increase in atmospheric attributes, and this coefficient value is significant at 1% level. Besides, the coefficient of X<sub>2</sub> is 0.079, which represents the partial effect of Entertainment Attributes on behavioral intention, holding the other variables as constant. The estimated positive sign implies that behavioral intention would increase by 0.079 for every

unit increase in entertainment attributes and this coefficient value is significant at a 1% level and the coefficient of X<sub>5</sub> is 0.547, which represents the partial effect of Shopping Values on behavioral intention, holding the other variables as persistent. The estimated positive sign implies that behavioral intention would increase by 0.547 for every unit increase in shopping values and this coefficient value is significant at 1% level. Hence, it is concluded that shopping values are the most dominating factor influencing customers to purchase products in shopping malls.

$$Y = 0.004 X_1 + 0.079 X_2 - 0.109 X_3 + 0.334 X_4 + 0.547 X_5$$

**Discriminant Analysis**

Discriminant analysis can be used to explore whether shopping values influence behavioral intentions differently across genders in the context of shopping malls in Chennai. This technique helps identify which variables best discriminate between male and female shoppers concerning their behavioral intentions.

The significance value of 0.793 (*p* > 0.05) indicates that the statement of equal covariance matrices across groups (males and females) is not violated, as shown in Table 6. This supports the use of discriminant analysis for the data

The Wilks' Lambda value of 0.924 indicates that differences between male and female assemblages do not explain 92.4% of the variance in the discriminant function. The chi-square test is not statistically substantial (*p* = 0.255, *p* > 0.05), suggesting that the discriminant function does not strongly differentiate between males and females, as presented in Table 7.

Shopping values (1.042) are the most critical variable in discriminating between genders, indicating that shopping values contribute significantly to the differences in behavioral intentions between males and females. Besides, cultural attributes (0.911): Cultural preferences also play a substantial role in gender-based differences. On the other hand, entertainment attributes (0.329), intentional use (0.131), and atmospheric attributes (0.048) have lower discriminatory power, as presented in Table 8.

Overall classification accuracy: The classification results suggest moderate predictive accuracy, with a relatively

**Table 4:** Malls attributes MRA summary

Summary	
Dependent variable	Behavioral intention (Y)
Independent variables	1. Atmospheric attributes (X1) 2. Entertainment attributes (X2) 3. Accessibility attributes (X3) 4. Cultural attributes (X4) 5. Shopping values (X5)
Multiple R-value	0.757
R Square value	0.573
<i>p-value</i>	0.000

**Table 5:** Variables result in multiple regression analysis

Variables	Unstandardized co-efficient (B)	SE of B	Standardized co-efficient (Beta)	t value	p-value
Constant	2.357	2.357	-	1.310	0.000
X <sub>1</sub>	.004	.004	.003	.037	0.000
X <sub>2</sub>	.079	.079	.075	.844	0.000
X <sub>3</sub>	-.109	-.109	-.091	-.985	0.327
X <sub>4</sub>	.334	.334	.304	3.048	0.000
X <sub>5</sub>	.547	.547	.530	5.989	0.000

**Table 6:** Box's test of equality of covariance matrices

Test results	
Box's M	70.892
Approx.	2.368
F	28
df1	43211.384
df2	.793
Sig.	

**Table 7:** Wilks' Lambda discriminant function

Wilks' Lambda				
Test of Function(s)	Wilks' lambda	Chi-square	df	Sig.
1	.924	8.963	7	.255

**Table 8:** Standardized canonical discriminant function coefficients

Standardized canonical discriminant function coefficients	
	Function
	1
Atmospheric attributes	.048
Entertainment attributes	.329
Accessibility attributes	.583
Cultural attributes	.911
Shopping values	1.042
Customer satisfaction	.596
Intentional to use	.131

**Table 9:** Overall classification

Classification results				
Particular	Gender:	Predicted group membership		Total
		female	male	
Count	male	35	18	53
	female	31	35	66
Original %	male	66.0	34.0	100.0
	female	47.0	53.0	100.0

balanced performance for both genders, as shown in Table 9.

### Discussion and Implications

The study reveals that atmospheric attributes, entertainment attributes, cultural attributes, and shopping values significantly impact users' behavioral intentions. A significant and positive relationship, where a unit increase in cultural attributes results in a 0.334 increase in behavioral intention. This highlights the importance of culturally resonant offerings, such as traditional products, regional events, or cuisines. Incorporating cultural relevance into the shopping experience can strongly influence customer loyalty and satisfaction. Besides, the most significant positive relationship is with behavioral intention. A unit increase in shopping values leads to a 0.547 increase in behavioral intentions, making it the most influential variable.

Implication: Customers prioritize shopping value above all else, emphasizing the need for competitive pricing, quality products, convenience, and variety. The study confirms that shopping values and cultural attributes are the most critical drivers of behavioral intentions in Chennai malls. Therefore, Mall management should create a value-driven and culturally resonant shopping environment while maintaining secondary factors like atmosphere and entertainment to ensure sustained customer engagement and satisfaction.

### Conclusion and Further Research

Conventional shopping stands ever live, even though online shopping is making forays rapidly in the retail business. The current research is grossly associated with customer behavioral intention in shopping malls in Chennai. All the incumbent factors of the study have been carefully dealt with, leaving no scope for ambiguity or deviation. The study has been undertaken in the context of mall culture that is in the offing in Chennai cities and is yet to establish its full swing, which is going to be a cinch as far as Chennai city is concerned because it is happening city with great potential and ever conducive atmosphere and that is why the city of Chennai has been chosen. As the crux of the study, consumer behavior in shopping malls, the corresponding parameters,

such as customer shopping values, satisfaction, perceptions, patterns of decision-making, and satisfaction levels, have been analyzed with great emphasis.

The research has been carried out with utmost accuracy using strong statistical support, wherever applicable, and thereby, arrived at significant findings based on the most workable, practicable, viable and implementable suggestions and recommendations to retailers (shopping malls and hypermarkets) in the perspective of business expansion, overall growth, sustained profitability and to the consumers to facilitate the dynamics of shopping and enhancing their awareness towards their shopping experiences. As this research has covered an expansive analysis of all the relevant parameters pertaining to consumers and retailers, the dissertation will surely help as a guide to marketers, consumers, industry, scholars and students at any point.

This study reveals moderate satisfaction and loyalty among customers in malls. It is suggested that visitors to a mall can be converted to satisfied customers in several ways. To achieve satisfaction and loyalty, provide services beyond the expectations of customers, greet every shopper at the entrance and thank the shopper at the exit of the mall, let the shoppers know that the mall management employees are available for their help, reward the regular visitors to the mall by appreciation, the stores in the mall can identify VIP shoppers and special offers can be given to them. All these strategies may create satisfaction in the minds of customers and thereby influence the customer to revisit the mall again.

The findings demonstrated the beneficial impact of shopping values on users' behavioral intentions, which suggests that shopping center developers should consider hedonic and utilitarian preferences when designing, choosing retailers, and implementing functionalities for their establishments, primarily when catering to a specific user market segment. For users, shopping should be an enjoyable experience rather than a boring chore. This could be accomplished by constructing entertainment hubs offering various stores and dining options within shopping malls to create a leisure mall feel.

Furthermore, users consistently seek entertainment and experiences during their shopping excursions; hence, mall managers must implement experiential marketing tactics and deliver unique customer experiences to sustain increasing foot traffic. Further Terminal (love, happiness, and contentment) and instrumental (service convenience, price-saving discount, time-saving, merchandise assortment) shopping values exist. Mall managers should focus on enhancing their products' terminal and instrumental values and offering things for different generations. Thus, future studies should include Generation X and Generation Y shoppers from other regions and continents to improve universal applicability and shed light on lifestyle, ethnicity, and other factors.

## Acknowledgments

I sincerely thank the experts in the two-wheelers industry with academic, policy, and workforce knowledge for helping us adapt the survey to the context and thank the MEASI Institute of Management for providing valuable support to carry out the survey data analysis using SPSS 29. In addition, I'd like to express my gratitude to both respondents' genders for answering the questions on time.

## Funding

The author received no financial funding for the research and publication of this article.

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