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Articles

The mall as bazaar: How kiosks influence consumer shopping behaviour

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Abstract

The addition of kiosks (e.g. pushcarts, stalls, etc.) to malls has changed the mall

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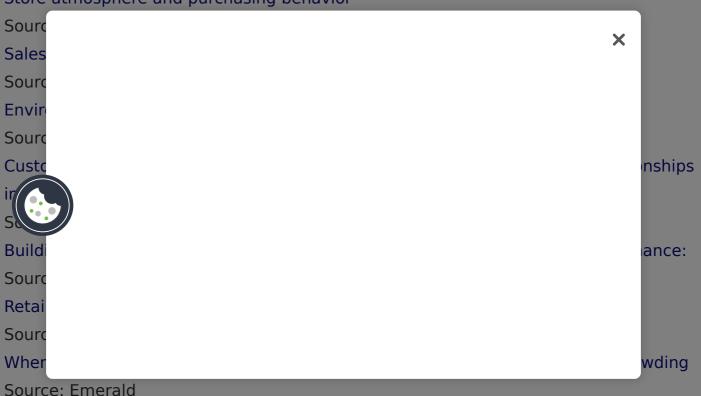
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Source: American Psychological Association (APA)

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The influence of store environment on quality inferences and store image

Source: Springer Science and Business Media LLC

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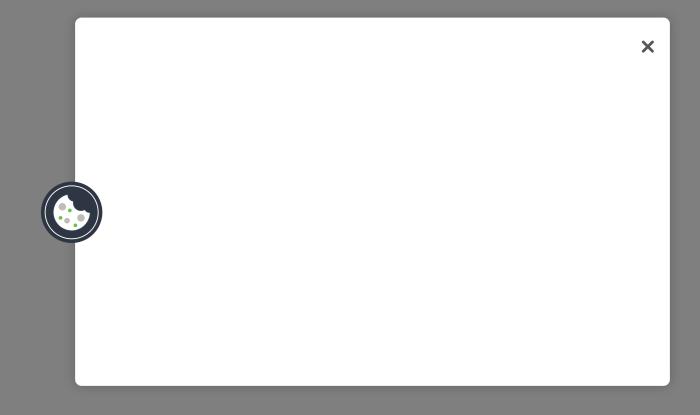
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