



Journal of Marketing Management >

Volume 28, 2012 - Issue 1-2

1,755 | 14

Views

| 0

CrossRef citations to date

| Altmetric

Articles

The mall as bazaar: How kiosks influence consumer shopping behaviour

Rodney Runyan , Jung-Hwan Kim & Julie Baker

Pages 85-102 | Published online: 24 Nov 2011

Cite this article <https://doi.org/10.1080/0267257X.2011.621442>

Sample our
Economics, Finance,
Business & Industry Journals
>> Sign in here to start your access
to the latest two volumes for 14 days



Full Article

Figures & data

References

Citations

Metrics

Reprints & Permissions

Read this article

Share

Abstract

The addition of kiosks (e.g. pushcarts, stalls, etc.) to malls has changed the mall environment. However, no research to our knowledge has been conducted to determine if that change has been received positively or negatively by shoppers. Our study investigates how kiosks and kiosk salespeople affect consumers' emotional responses and shopping behaviours towards the mall. Using a between-subjects design, we found that the very presence of kiosks negatively affects shoppers' perceptions of the mall environment. Whether a kiosk salesperson was aggressive or passive had virtually the same effect upon shoppers. Similarly, passive kiosk salespeople and the absence of kiosks resulted in relatively the same level of arousal on shoppers, while aggressive salespeople caused a higher level of arousal than either of the other two conditions. This contributes to the extant literature on retail atmospherics and perceptions of retail salesperson behaviours.

Keywords:

mall kiosks

atmospherics

aggressive salespeople

shopper behaviour

Related research

People also read

Recommended articles

Cited by
14

Information for

Authors

R&D professionals

Editors

Librarians

Societies

Opportunities

Reprints and e-prints

Advertising solutions

Accelerated publication

Corporate access solutions

Open access

Overview

Open journals

Open Select

Dove Medical Press

F1000Research

Help and information

Help and contact

Newsroom

All journals

Books

Keep up to date

Register to receive personalised research and resources
by email

 Sign me up

  

  

Copyright © 2026 Informa UK Limited Privacy policy Cookies Terms & conditions

Accessibility



Registered in England & Wales No. 01072954
5 Howick Place | London | SW1P 1WG