عنوان فارسی مقاله:
رابطه بین تصویر مرکز خرید و همگنی (تجانس) بر رفتار مشتری:
مطالعه موردی اندونزی

عنوان انگلیسی مقاله:
The relationship between shopping mall image and congruity on customer behaviour: Evidence from Indonesia

توجه!
این فایل تنها قسمتی از ترجمه میباشد. برای تهیه مقاله ترجمه شده کامل
با فرمت ورد (قابل ویرایش) همراه با نسخه انگلیسی مقاله، اینجا کلیک نمایید.
5. Discussion and conclusion

There is no generally accepted model for what factors drive customer value although customers have functional needs to satisfy – elements inherent to the mall – as well as non-functional wants, which stem from associations one has with the shopping mall (Rintamaki et al., 2006). As such, the inner model of Fig. 1 has two latent constructs: the first, labelled 'shopping' endeavours, to capture functional needs, and the second, 'congruity', to capture non-functional wants. With respect to the former we measured the seven shopping mall attributes advanced by Sit et al. (2003) to reflect the latent construct 'shopping' – these attributes are inherent to a mall and controllable by management. The relationship between 'shopping' and 'loyalty' was significant, hence H1 was supported.