

BIBLIOGRAPHY

BIBLIOGRAPHY

A: SELECTED REFERENCE BOOKS:

1. Assael, H. (1992); "Consumer behaviour and marketing action" (4th Edition); Boston: PWS, Kent Publishing.
2. Bell, J., & Ternus, K. (2002); "Silent selling"; New York, Fairchild Publications.
3. Berman, B. & Evans, J.R. (1995); "Retail Management: A Strategic Approach"; (6th Edition); New York: Macmillan.
4. Blatberg, Robert C. and Scott A, Neslin (1990); "Sales Promotion: Concepts, Methods, and Strategies"; Engiewood Cliffs, NJ, Prentice Hall.
5. Bovee, C. L., & Thill, J. V. (1992); "Marketing"; USA; McGraw-Hill, Inc.
6. Cooper H, (2010); "Research Synthesis and Meta- Analysis- A Step by Step Approach"; Los Angeles; Sage Publications.
7. Davis, B. and Ward, P. (2002); "Managing Retail Consumption"; Wiley, London.
8. Dychtwald, K. and Flower, J. (1990); "Age Wave: How the Most Important Trend of Our Time Will Change Your Future"; Bantam Books, New York, NY.
9. Engel, J.F., Blackwell, R.D. and Miniard, P.W. (1990); Consumer Behaviour, (6th Edition), The Dryden Press, Chicago, IL.
10. Fishbein, M. A., & Ajzen, I. (1975); "Belief, Attitude, Intention and Behaviour: An Introduction to Theory and Research"; Addison-Wesley, Reading, MA.
11. Ghosh, A. (1990); "Retail Management"; Second Edition Chicago, The Dryden Press.
12. Gibson.G.Vedamani (2003); "Retail Management"; 3rd edition, Jaico Publishing House, Mumbai.
13. Hanna, Nessim and Richard Wozniak (2001); "Consumer Behaviour: An Applied Approach"; Upper Saddle River/NJ: Prentice Hall.
14. Howard, J.A. & Sheth, J.N. (1969); "The theory of buyer behaviour", New York: Wiley.
15. Jum C. Nunnally (1981); "Psychometric Theory"; Tata McGraw-Hill Publishing Ltd. New Delhi, PP. 15-25.

16. Koopmans, T.C. (1964); "On the Flexibility of Future Preferences" In M. W. Shelly and G. L. Bryan (Eds.), *Human Judgments and Optimality*, New York, John Wiley and Sons, PP. 243-256.
17. Kotler, P. (2006); "Marketing Management"; Prentice Hall of India Private Limited, New Delhi.
18. Kotler, P., & Armstrong, G. (2001); "Principles of marketing"; New Delhi: Prentice-Hall of India Private Limited; 9th ed.
19. Kotter, P., & Keller, K.L. (2005); "Marketing management"; New Delhi, Prentice-Hall of India Private Limited, 12th ed.
20. Levy, M., & Weitz, B. A. (2009); "Retailing Management"; (7th ed.). New York: McGraw-Hill.
21. Levy, Miand Barton A. Weitz (1996); "Essentials of Retailing"; New York, Irvin.
22. Lewison (1997); "Dale M. Retailing"; 6th ed. Upper Saddle River, NJ: Prentice Hall.
23. Lewison, D. M. (1994); "Retailing" (5th ed.), New York, NY, Macmillan College Publishing Company.
24. Mason, J. Barry, Morris L. Mayer, and Hazel F. Ezell (1994); "Retailing, (5th Edition), Sydney, Irvin Press.
25. Mehrabian, A. & Russell, J.A. (1974); "An approach to environmental psychology"; Cambridge, MA.: MIT Press.
26. Mehrabian, A. (1976); "Public places and private spaces: the psychology of work, play and living environments"; New York, NY: Basic Books, Inc.
27. Naresh K. Malhotra (2007); "Marketing Research an Applied Orientation"; Pearson Prentice Hall, Fifth Edition, 2007, PP. 315.
28. Newman A.J. & Cullen P. (2002); "Retailing: Environment & Operations"; Thomson Learning, London, PP. 105.
29. Omar, O. (1999); "Retail Marketing"; Pitman Publishing, London.
30. Pegler, M. (1998); "Visual merchandise & display"; New York: Fairchild Publications.
31. Peter J. P. and Olson J. C. (1992); "Consumer Behaviour and Marketing Strategy"; 2nd Edition, Boston, MA: Irwin, PP. 71-75.

32. Philip Kotler (2002); "Designing and Managing Marketing Value Network & Marketing Channel- Marketing Management"; Prentice Hall of India Private Limited, New Delhi, 2002, PP. 515.
33. Samli, A.C. & Lincoln, D. (1999); "Management versus customer perception of image in Retail marketing strategy: Planning, implementation and control"; A.C. Samli (Edition). Greenwood Press, PP. 193-205.
34. Schiffmen, L.G., Kanuk, L.K. (2000); "Consumer Behaviour"; India: Pearson Education Inc.
35. Sheridan J Coakes, Lyndall Steed, and Peta Dzidi (2007); "SPSS 13.0 for Windows: Analysis Without Anguish"; Wiley India, PP. 6-10.
36. Sheth, & Mittal, (2004); "Consumer Behaviour: A Managerial Perspective. (2nd ed.), Ohio: Thomson.
37. Sinha, P.K., and Uniyal, D.P. (2007); "Managing Retailing"; Oxford University Press, New Delhi.
38. Terblanché, N. (1998); "Retail Management"; New York: Thomson.
39. Walters, D and White, D. (1987); "Retail Marketing Management"; Basingstock: Macmillan Press.
40. Wicker, A.W. (1979); "An introduction to ecological psychology"; R. S. Valle & M. King, eds.
41. Zeithaml, V.A. and Bitner, M.J. (1996); "Service Marketing"; McGraw Hill, New York, NY.

B: SELECTED RESEARCH THESES:

1. Deepika (2012); “Consumer Preferences For Emerging Retail Formats in Punjab”; Ph.D Thesis submitted in October, 2012 to School of Behavioral Sciences and Business Studies Thapar University Patiala 147004 (India), PP. 5-6.
2. Du Preez, R. (2001); “Female apparel shopping behaviour within a multi-cultural consumer society: Variables, market segments, profiles and implications”; Unpublished Doctoral thesis, Stellenbosch University.
3. Gajanayake, R., Gajanayake, S., & Surangi, H. A. K. N. S. (2011); “The impact of selected visual merchandising techniques on patronage intentions in supermarkets”; Unpublished thesis, University of Kelaniya, Sri Lanka.
4. Haberland, M. F. (2010) “The power of scent: Empirical field studies of olfactory cues on purchase behavior”; Doctoral dissertation, University of St. Gallen.
5. Hodge, R. (2004); “Factors influencing impulse buying during an online purchase transaction”; A Higher Degree Thesis, University of Waterloo, Canada.
6. Janse van Noordwyk H.S. (2002); “Perceived Importance of Retail Store Image Attributes to the Female Large-Size Apparel Consumer in a Multicultural Society”; Unpublished Master’s Thesis; Stellenbosch University, Stellenbosch.
7. Kleinhans, E.H. (2003); “Black female student consumers' perception of clothing store image attributes”; Unpublished Master’s thesis, Stellenbosch University.

C: RESEARCH REPORTS:

1. A.T. Kearney (2007); “Global Retail Development Index: Growth Opportunities for Global Retailers”; http://www.atkearney.in/documents/10192/178350/grdi_2007.pdf/0c2b808a-0bd8-42ad-89d3-2aa1c518a854, Accessed on 11-6-15.
2. A.T. Kearney (2014); “Global Retail Development Index; Growth Opportunities for Global Retailers” (2014) [https://www.atkearney.com/documents/10192/576793/GRDI 2014.pdf/ 4a530196-22c4-470a-8f23-712956f520f6](https://www.atkearney.com/documents/10192/576793/GRDI%2014.pdf/4a530196-22c4-470a-8f23-712956f520f6), Accessed on 11-8-16.
3. A.T. Kearney (2016); “Global Retail Development Index, Global Retail Development at Crossroads”; https://www.atkearney.com/GRDI_2016.pdf/ Accessed on 11-8-16.
4. A.T. Kearney Retail Report (2011); “Retail Global Expansion: A Portfolio of Opportunities”; PP. 25-27; <https://www.atkearney.com/consumer-products/global-retail-development-index>, Accessed on 12-9-2016.
5. Abhinav Joshi et., at., (2015); “APAC Consumer Survey 2015 India- How We like to Shop”; CBRE Global Research Report of 2015; [https://researchgateway.cbre.com/Layouts/ GKCSearch / DownloadHelper.ashx](https://researchgateway.cbre.com/Layouts/GKCSearch/DownloadHelper.ashx), Accessed on 31/05/2017.
6. Abhinav Joshi et., at., (2016); “Reinventing shopping malls: Global Lessons for India”; CBRE Global Research Report of 2016, [https://researchgateway.cbre.com/Layouts/ GKCSearch /DownloadHelper. ashx](https://researchgateway.cbre.com/Layouts/GKCSearch/DownloadHelper.ashx), Accessed on 31/05/2017.
7. Berman Barry and Evans R. Joel (2004); “Retail Management: A Strategic Approach”; Prentice-Hall of India Private Limited New Delhi, 2001, P.7.
8. CII and BCG Retail Report (2016); “Retail Transformation: Changing Performance Trajectory”; <https://media-publications.bcg.com/india/.pdf>, Accessed on 12-2-2017.
9. Crisil Research Estimates (2014); “Indian Retail Trends”; [https://www.crisil.com/pdf/ research/research industry-information-report-retailing.pdf](https://www.crisil.com/pdf/research/research%20industry-information-report-retailing.pdf), Accessed on 12-2-2017.

10. Deloitte Global Powers of Retail Report (2017); “The art and Science of Consumers”; Deloitte Retail Trends; <https://www2.deloitte.com/content/global/Documents/consumer-industrial-products/gx-cip-2017-global-powers-of-retailing.pdf>, Accessed on 19-4-2017.
11. Deloitte Retail Report ‘Global Powers of Retailing (2011); PP. 18-22; <https://www2.deloitte.com/Deloitte/consumer-industrial-products/2017-global-powers-of-retailing.pdf>, Accessed on 12-9-2016.
12. Ernst and Young Retail Report (2012); “Indian Single Brand retail – Poised for growth”; http://www.rai.net.in/EY_RAI.pdf, Accessed on 12-2-2017.
13. Ernst and Young Retail Report (2014); “Pulse of Indian Retail Market- A Survey of CFO’s in the Indian Retail Sector”; Ernst and Young and Retailers Association of India; http://www.rai.net.in/EY-RAI_Pulse_of_Indian_retail_market_Final.pdf, Accessed on 10-5-2016.
14. FICCI, PWC Retail Report (2012); “The Indian Kaleidoscope Emerging trends in retail”; FICCI and PWC Retail Trends; <https://www.pwc.com/gx/en/industries/retail-consumer/total-retail.html>, Accessed on 19-4-2017.
15. Forrester Research Report (2008); “How Satisfied Are Shoppers When Moving Across Channels”; Adele Budovsky with Elizabeth Boehm, William Chu, Moira Dorsey, Angela Beckers; <https://www.forrester.com/report/How+Satisfied+Are+Shoppers>, Accessed on 06-05-15.
16. IBEF Retail Report (2016); <https://www.ibef.org/download/Retail-January-2016.pdf>, Accessed on 20-5-2017.
17. India Retail Report (2009); “The India Retail Story”; www.indiaretailing.com/india-retailreport-2009-detailed-summary.pdf, Assessed on 8-5-2016.
18. JLL Retail Report (2015); “Organised Retail- The Way Forward”; <http://www.naredco.in/pdfs/Pankaj-Renjhen-JLL.pdf>, Accessed on 20-3-2017.
19. Knight and Frank Retail Report (2017); “Think India. Think Connected Retail- 2017”; Knight and Frank and Retailers Association of India (RAI); <https://kfcontent.blob.core.windows.net/research/think-india-think-connected-retail.pdf>, Accessed on 20-4-2017.

20. KPMG Retail Report (2014); “Indian Retail: The Next Growth Story”; <http://www.icrim.eu/wordpress/wp-content/uploads/KPMG-Retail-India.pdf>, Accessed on 03-04-16.
21. National Skill Development Corporation [NSDC] Report on Human Resource and Skill Requirements in the Organised Retail Sector (2022), ‘A Study on mapping of Organized Retail Industry in India till 2022’.
22. PWC (2015); “Retailing Report 2020- Winning in a polarized world”; www.pwc.com/us/retailandconsumer, Accessed on 12-12-16.
23. PWC and FICCI Retail (2014); “Report ‘Shaping Consumer Trends’”; <http://www.ficci.in/Massmerize-Report.pdf>, Accessed on 12-11-2016.
24. PWC Report on ‘Total Retail Report (2015); “Retailers and the age of disruption”.
25. Technopak Retail Report (2011); “Emerging Trends in Indian Retail and Consumer”; <http://www.technopak.com/files/TPK-perspective-vol1.pdf>, Accessed on 12-1-2017.
26. The Indian Retail landscape: Now and Beyond, Technopak Perspective (2013); PP 15-21; <http://www.technopak.com/files/TPK-perspective-vol1.pdf>, Accessed on 12-9-2016.

D: RESEARCH JOURNALS:

1. Aaker, D. (1991); "Managing Brand Equity: Capitalizing on the value of a Brand Name"; The Free Press Journal, New York, NY.
2. Aamir Hasan and Subash Mishra (2015); "Key Drivers Influencing Shopping Behavior in Retail Store"; The IUP Journal of Marketing Management, Vol. XIV, No. 3, 2015, PP. 7-36.
3. Abratt, R. & Goodey, D. S. (1990); "Unplanned Buying and In-Store Stimuli in Supermarkets"; Managerial and Decision Economics, Vol. 11, No. 2, PP. 111-121.
4. Abratt, R. (1989); "A new approach to the corporate image management process"; Journal of Marketing Management, Vol. 5 No. 1, PP. 63-76.
5. Ailawadi, K.L. and Keller, K.L. (2004); "Understanding retail branding: conceptual insights and research priorities"; Journal of Retailing, Vol. 80, PP. 331-42.
6. Akansha Khanna (2015); "Customers' Perception and Evaluation of Branded Apparel": Global Journal of Enterprise Information System, Vol 7, Issue 3, July-September 2015, PP. 80-85.
7. Alessandri, S.W. (2001); "Modeling corporate identity: A concept explication and theoretical explanation"; Corporate Communication: An International Journal, Vol. 6 No. 4, PP. 173-182.
8. Andreassen, T.W. and Lindestad, B. (1998); "Customer loyalty and complex services"; International Journal of Service Industry Management, Vol. 9 No. 1, PP. 7-23.
9. Anic, I.D., and S. Radas. (2006); "The impact of situational factors on purchasing outcomes in the Croatian hypermarket retailer"; Journal of Retail Management, Vol. 57, PP. 730–752.
10. Anoop Kumar Gupta and A.V. Shukla (2015); "Store Choice Behaviour for Consumer Durables in NCT-Delhi: Effect of Shopper's Demographics"; Paradigm, Sage Publications, 2015, Vol. 19(2), PP. 152–169.
11. Areni, C. S. and Kim, D. (1993); "The Influence of Background Music on Shopping Behaviour: Classical vs. Top 40 Music in a Wine Store"; Journal of Advances in Consumer Research, Vol. 20, PP.336-340.

12. Areni, C. S., & Kim, D. (1994); "The influence of in-store lighting on consumers examination of merchandise in a wine store"; *International Journal of Research in Marketing*, Vol. No. 11 (2), PP. 117-125.
13. Argo, J.J., Dahl, D.W. & Manchanda, R.V. (2005); "The influence of a mere social presence in a retail context"; *Journal of Consumer Research*, vol. 32, no. 2, PP. 207-212.
14. Arnold, S. J., Oum, T. H., and Tigert, D. J. (1983); "Determinant Attributes in Retail Patronage: Seasonal, Temporal, Regional, and International Comparisons"; *Journal of Marketing Research*, Vol. 20, PP.149-57.
15. Arora, R. (1985); "Involvement: Its Measurement for Retail Store Research"; *Journal of the Academy of Marketing Science* 13, PP. 229–41.
16. Arun, S. & Stafford, T.F. (2000); 'The effect of retail atmospherics on customers' perception of salespeople and customer persuasion: An empirical investigation"; *Journal of Business Research*, Vol. 49 No. 2, PP. 183-191.
17. Assuncao, Joao L., Robert Meyer (1993); "The rational effect of price promotions on sales and consumption", PP. 517–535.
18. Babin, B.J., Darden, W.R. & Griffin, M. (1994); "Work and/or fun: measuring hedonic and utilitarian shopping"; *Journal of Consumer Research*, Vol. 20, No. 4, PP. 644-656
19. Babin, B.J., Hardesty, D.M. & Suter, T.A. (2003); "Color and shopping intentions – the intervening effect of price fairness and perceived affect"; *Journal of Business Research*, Vol. 56, No. 7, PP.541-551.
20. Bailey, N. & Areni, C.S. (2006); "When a few minutes sound like a lifetime: does atmospheric music expand or contract perceived time?"; *Journal of Retailing*, vol. 82, No. 3, PP.189-202.
21. Bakamitsos, G.A. & Siomkos, G.J. (2005); "Context effects in marketing practice: the case of mood"; *Journal of Consumer Behaviour*, Vol. 3 No. 4, PP. 304-314.
22. Baker, J. (1987); "The role of the environment in marketing services: the consumer perspective: Integrating for Competitive Advantage"; *American Marketing Association*, PP. 79-84.

23. Baker, J. A., Parasuraman, A., Grewal, D., and Voss, G. B. (2002); "The Influence of Multiple Store Environment Cues on Perceived Merchandise Value and Patronage Intentions"; *Journal of Marketing*, Vol. 66 (2), PP. 120-41.
24. Baker, J., Grewal, D. & Parasuraman, A. (1994); "The influence of store environment on quality inferences and store image"; *Journal of the Academy of Marketing Science*, Vol. 22, No. 4, PP. 328-339.
25. Baker, J., Levy, M., & Grewal, D. (1992); "An experimental approach to making retail store environmental decisions"; *Journal of Retailing*, 68(4), PP. 445-60.
26. Baltas, G., and Papastathopoulou, P. (2003); "Shopper Characteristics, Product and Store Choice Criteria: A Survey in the Greek Grocery Sector"; *International Journal of Retail & Distribution Management*, Vol. 31(10), PP. 498-507.
27. Banat, A., & Wandebori, H. S. T. (2012); "Store Design and Store Atmosphere Effect on Customer Sales per Visit"; *Journal of Economics, Management and Behavioral Sciences*, PP. 70-78.
28. Bawa, K. and Shoemaker, R.W. (1987); "The effects of a direct mail coupon on brand choice behavior"; *Journal of Marketing Research*, Vol. 24, PP. 370-76.
29. Bawa, K., Landwehr, J.T. & Krishna, A.A. (1989); "Consumer response to retailers' marketing environments: an analysis of coffee purchase data"; *Journal of Retailing*, Vol. 65, No. 4, PP.471-495.
30. Bearden, W.O. (1977); "Determinant Attributes of Store Patronage: Downtown versus Outlying Shopping Areas"; *Journal of Retailing*. Vol.53, PP. 15-22.
31. Beatty, S. E., & Ferrell, M. E. (1998); "Impulse buying: Modeling its precursors"; *Journal of Retailing*, 74(2), PP. 169-191.
32. Belch, M., Krentler, K.A. and Willis-Flurry, L.A. (2005); "Teen internet mavens: influence in decision making"; *Journal of Business Research*, Vol. 58 No. 5, PP. 569-75.
33. Bell, S. and C.P. Bell (2007); "Future Sense: Defining Brands through Scent"; *The Journal of the Marketing Society*.
34. Bellenger D. N. and Korgaonkar P. K. (1980); "Profiling the Recreational Shopper"; *Journal of Retailing*, Vol. 56, PP. 77-92.

35. Bellenger D. N., Robertson D. H. and Allen Greenberg B. A. (1977); "Shopping Center Patronage Motives"; *Journal of Retailing*, Vol. 53 (2), PP. 29-38.
36. Bellenger, D N and Korgaonkar, P (1980); "Profiling the Recreational Shopper"; *Journal of Retailing*, Vol. 56, No 3, PP. 77-92.
37. Bellenger, D. N., Robertson, D. H., and Greenberg, B. A. (1977); "Shopping Center Patronage Motives"; *Journal of Retailing*, Vol. 53 (2), PP.29-38.
38. Bellizzi, J., & Kite, R. (1992); "Environmental color, consumer feelings, and purchase likelihood"; *Journal of Psychology & Marketing*, 9(5), PP. 347-63.
39. Bellizzi, J., Crowley, A., & Hasty, R. (1983); "The effects of color in store design"; *Journal of Retailing*, 59(1), PP. 21-45.
40. Benito, O.G., Reyes, C.A.B., Gallego, P.A.M. (2007); "Isolating the geo-demographic characterization of retail format choice from the effects of spatial convenience"; *Marketing Letters*, 18(1/2), PP. 45-59.
41. Bernstein, D. (1984); "Company image and reality: A critique of corporate communications"; *Journal of Retailing*, Vol. 45 No.1, PP. 22-30.
42. Berry, L.L. (1969); "The components of department store image: A theoretical and empirical analysis"; *Journal of Retailing*, Vol. 45 No.1, PP. 3-19.
43. Bettencourt, L.A. and Brown, S.W. (1997); "Contact employees: relationships among workplace fairness, job satisfaction and pro-social service behaviours" ; *Journal of Retailing*, Vol. 73, No. 1, PP. 36-61.
44. Bhardwaj, R.K., and Makkar, U. (2007); "Retail Revolution- Emerging Challenges and Issues"; *Journal of IMS Group*, 4(2), PP. 9-12.
45. Birtwistle, G. & Shearer, L. (2001); "Consumer perception of five UK fashion retailers"; *Journal of Fashion Marketing and Management*, Vol. 5 No. 1, PP. 9-18.
46. Birtwistle, G., Clarke, I. & Freathy, P. (1999); "Customer segmentation in fashion retailing: A conjoint study"; *Journal of Fashion Marketing and Management*, Vol.3 No. 3, PP. 245-254.
47. Birtwistle, Grete, Ian Clarke, and Paul Freathy (1999); "Store image in the UK fashion sector: consumer versus retailer perceptions"; *The International Review of Retail, Distribution and Consumer Research*, 9 (1), PP.1-16.

48. Bitner, M.J. (1990); "Evaluating service encounters: the effects of physical surroundings and employee responses"; *Journal of Marketing*, vol. 54, no. 2, PP.69-82.
49. Bitner, M.J. (1992); "Services capes: the impact of physical surroundings on customers and employees"; *Journal of Marketing*, Vol.56, PP.57-71.
50. Blattberg, Robert C., Briesch, Richard, and Fox, Edward J. (1995); "How Promotions Work" ; *Marketing Science*, Vol. 14, Issue 3, Part 2.
51. Blattberg, Robert, Gary Eppen and Joshua Lieberman (1981); "A Theoretical and Empirical Evaluation of Price Deals in Consumer Non-durables"; *Journal of Marketing*, 45 (winter), PP. 116-129.
52. Bloch, P. H., Ridgway, N. M. and Dawson, S. A. (1994); "The Shopping Mall as Consumer Habitat"; *Journal of Retailing* 70(1), PP. 23–42.
53. Bloemer, J. & De Ruyter, K. (1998); "On the relationship between store image, store satisfaction and store loyalty"; *European Journal of Marketing*, Vol. 32 No. 5/6, PP. 499-513.
54. Bloemer, J., Kasper, H. & Lemmink, J. (1990); "The relationship between overall dealer satisfaction, satisfaction with attributes of dealer service, intended dealer loyalty and intended brand loyalty: a Dutch automobile case"; *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behaviour*, Vol. 3, PP. 42-47.
55. Boatwright, P., and Nunes, J.C. (2001); "Reducing Assortment: An Attribute Based Approach"; *Journal of Marketing*, Vol. 65, PP. 50-63.
56. Bone, P.F. & Ellen, P.S. (1999); "Scents in the marketplace: explaining a fraction of olfaction"; *Journal of Retailing*, Vol. 75, No. 2, PP.243.
57. Bone, P.F. (1991); "Identifying mature segments"; *The Journal of Services Marketing*, Vol. 5 Winter, PP. 47-60.
58. Boshoff C., Terblanche N.S. (1997); "Measuring Retail Service Quality: A Replication Study"; *South African Journal of Business Management*, Vol. 28 (4), PP. 123-129.
59. Bowen, J.T. & Shoemaker, S. (1998); "Loyalty: A strategic commitment"; *Cornell hotel and Restaurant Administration Quarterly*, Vol. 39 No. 1, PP. 12-25.

60. Boyd, D. E., & Bahn, K. D. (2009); "When do large product assortments benefit consumers? An information-processing perspective"; *Journal of Retailing*, Vol. 85(3), PP. 288–297.
61. Bradford, K.D. & Desrochers, D.M. (2009); "The use of scents to influence consumers: the sense of using scents to make cents"; *Journal of Business Ethics*, Vol. 90, No. 02, PP.141- 153.
62. Breugelmans, E. & Campo, K. (2011); "Effectiveness of in-store displays in a virtual store environment"; *Journal of Retailing*, Vol. 87, No. 1, PP.75-89.
63. Breugelmans, E., Campo, K. & Gijsbrechts, E. (2006); "Shelf sequence and proximity effects on online grocery choices"; *Marketing Letters*, Vol. 18, No. 1-2, PP.117-133.
64. Broekemier G., Marquardt, R., and Gentry, J. (2008); "An exploration of happy/sad and liked/disliked music effects on shopping intentions in women's clothing store service setting"; *Journal of Service Marketing*, Vol. No, 22, PP. 59-67.
65. Broniarczyk, Susan M., Wayne D. Hoyer, and Leigh McAlister (1998); "Consumers' Perceptions of the Assortment Offered in a Grocery Category: The Impact of Item Reduction"; *Journal of Marketing Research*, Vol. 35, PP. 166-176.
66. Brown S. and Reid R. (1997); "Shoppers on the Verge of a Nervous Breakdown"; In S. Brown and D. Turley (Eds.) *Consumer Research: Post Cards from the Edge*, London, UK: Routledge, PP. 79 – 149.
67. Brown, S and Reid, R (1955); "Psychological Aspects of Shopping: A Supplement to the New Consumer"; *Chicago Tribune*, Chicago Tribune Research Division.
68. Brown, S. (1990); "The wheel of retailing: Past and future"; *Journal of Retailing*, Vol. 66 (2), PP.143-149.
69. Bruner II, G. C. (1990); "Music, Mood, and Marketing"; *Journal of Marketing*, Vol.54, PP. 94-104.
70. Burnkrant, R. E., & Page, J. T. J. (1982); "An examination of the convergent, discriminant and predictive validity of Fishbein's behavioral intention model"; *Journal of Marketing Research*, 19(4), PP. 550-561.

71. Burt, S., & Carralero-Encinas, J. (2000); "The role of store image in retail internationalisation"; *International Marketing Review*, 17(4/5), PP.433-444.
72. Buttle, F. & Coates, M. (1984); "Shopping motives"; *The Service Industries Journal*; 4(1), PP. 71-82.
73. Caine, R. (2003); "Store design"; *Design Week*, 17, PP. 31-33.
74. Caldwell, C. & Hibbert, S.A. (2002); "The influence of music tempo and musical preference on restaurant patrons behavior"; *Psychology and Marketing*, Vol. 19, No. 11, PP .895-917.
75. Campbell, J. M. (1983); "Ambient Stressors. Environment and Behaviour", 15(3), PP. 355-380.
76. Carpenter, J.M., Moore, M., (2006); "Consumer demographics, store attributes, and retail format choice in the US grocery market"; *International Journal of Retail and Distribution Management* 34 (6), PP. 434–452.
77. Cash, R. Patrick, and Harold H. Frankel (1986); "Improving Apparel Shop Profits", New York: NRMA.
78. Chandon, Pierre, Brian Wansink (2002); "When are stockpiled products consumed faster? A convenience-salience framework of post purchase consumption incidence and quantity". *Journal of Marketing Research* Vol. 39 PP. 321–335.
79. Chang, C., & Tu, C. (2005); "Exploring store image, customer satisfaction and customer loyalty relationship: Evidence from Taiwanese hypermarket industry"; *The Journal of American Academy of Business*, Cambridge, Vol. 7 No. 2, PP. 197-202.
80. Chebat, J., & Michon, R. (2003); "Impact of ambient odors on mall shoppers' emotions, cognition, and spending: A test of competitive causal theories"; *Journal of Business Research*, 56(7), PP. 529-539.
81. Chebat, Jean, C., Sirgy, Joseph, M. Grzeskowiak, Stephan (2010); "How can shopping mall management best capture mall image?"; *Journal of Business Research*, Vol. 63, PP. 735–740.

82. Chen-Yu, J. & Hong, K-H. (2002); "Antecedents and consequences of consumer satisfaction/dissatisfaction with the performance of apparel products and after consumption: A comparison of male and female South Korean consumers"; *International Journal of Consumer Studies*, Vol. 26 No. 2, PP. 117-127.
83. Chernev (2003); "When More is Less and Less is More: The Role of Ideal Point Availability and Assortment in Consumer Choice"; *Journal of Consumer Research*, Vol. 30, PP.170-183.
84. Chowdhary, U. (1999); "Retail store attributes, fashion leadership and older consumers"; *Journal of Fashion Marketing and Management*, Vol. 3 No.2, PP. 126-132.
85. Christina S. Simmers and Nancy K. Keith (2015); "Measuring Retail Store Service Quality: The Disparity Between the Retail Service Quality Scale (RSQS) And Comment Cards"; *International Academy of Marketing Studies Journal*, Vol. 19, No. 2, PP. 117- 126.
86. Cil, I. (2012); "Consumption universes based supermarket layout through association rule mining and multidimensional scaling"; *Journal of Expert Systems with Applications*, Vol. 39 (10), PP. 8611-8625.
87. Clark, L. (2003); "Going for growth"; *Chemist & Druggist*, 15 (March), PP. 42.
88. Clarkson, R.M., Clarke-Hill, C.M. & Robinson, T. (1996); "UK supermarket location assessment"; *International Journal of Retail & Distribution Management*. Volume 24 Number 6, PP. 22-33.
89. Coleman, Richard P (1961); "The Significance of Social Stratification in Selling, in *Marketing A Mature Discipline*"; *Journal of American Marketing Association*, PP. 171-184.
90. Collins-Dodd, C. & Lindley, T. (2003); "Store brands and retail differentiation: the influence of store image and store brand attitude on store own brand perception"; *Journal of Retailing and Consumer Services*, Vol. 10, PP.345-352.
91. Colomé, D. Serra (2003); "Supermarket Key Attributes and Location Decisions: A Comparative Study between British and Spanish Consumers"; *Working Paper Series*.

92. Cox, R., & Brittain, P. (1993); "Retail management"; London-Pitman Publishing, 2nd ed.
93. Craig, S., Ghosh, A., and McLafferty, S. (1984); "Models of Retail Location Process: A Review"; *Journal of Retailing*, Vol. 60(1), PP.5-36.
94. Cristina Calvo-Porrà, Jean-Pierre Lévy-Mangin, (2017) "Specialty food retailing: examining the role of products' perceived quality", *British Food Journal*, Vol. 119 Issue: 7, pp.1511-1524, <https://doi.org/10.1108/BFJ-11-2016-0567>.
95. Cronbach L. J. (1951); "Coefficient Alpha and the Internal Structure of Tests"; *Psychometrika*, 16, PP. 297–335.
96. Crowley, A. E. (1993); "The two-dimensional impact of color on shopping"; *Marketing letters*, Vol. No. 4(1), PP. 59-69.
97. CZepiel and Kingstrom, P.O. (1983); "Patient ties to ambulatory care providers: the concept of provider loyalty"; *Journal of Health Care Marketing*, Vol. 3 No. 2, PP. 27-34.
98. Dabholkar, P. A., Thorpe, D. I., & Rentz, J. O (1996); "A Measure of Service Quality for Retail Stores: Scale Development and Validation; *Academy of Marketing Science Journal*, 24(1), PP. 3-16.
99. Dalwadi, R., Rathod H.S. and Patel, A. (2010); "Key Retail Store Attributes Determining Consumers' Perception in the Retail Stores Located in Ahmedabad (Gujarat)"; *SIES Journal of Management*, Vol. 7, No 1, PP. 20-34.
100. Darden W. R. & Ashton D. (Winter, 1975); "Psychographic Profiles of Patronage Preference Groups"; *Journal of Retailing*, Vol. 50, PP. 99–112.
101. Darden, W. R. and Reynolds, F. D. (1971); "Shopping Orientations and Product Usage Rates"; *Journal of Marketing Research* 8(November), PP. 505–508.
102. Darden, W. R., & Dorsch, M. J. (1980); "An action strategy approach to examining shopping behaviour" ; *Journal of Business Research*, 21, PP. 289–308.
103. Darden, William and Dub Ashton (1974-1975); "Psychographic profiles of patronage preference groups; *Journal of Retailing*, 50, PP. 99-112.
104. Darley, W. K. and Lim, J.-S. (1993); "Store-Choice Behavior for Pre-Owned Merchandise"; *Journal of Business Research*, Vol. PP. 27-31.

105. Darley, W.K. & Lim, J-S. (1999); "Effects of store image and attitude toward second hand stores on shopping frequency and distance travelled"; *International Journal of Retail and Distribution Management*, Vol. 27 No. 8, PP. 311-318.
106. Darley, W.K., and Jeen-Su, L. (1993); "Store-Choice Behavior for Pre-Owned Merchandise"; *Journal of Business Research*, Vol. 27(1), PP.17-31.
107. Dash, M and Chandy, S. (2009); "A study on the challenges and opportunities faced by organized retail players in Bangalore"; <http://ssrn.com/abstract=1435218>.
108. D'Astous, A. (2000); "Irritating aspects of the shopping environment"; *Journal of Business Research*, 49(2), PP. 149-156.
109. Dawson, S., Bloch, P.H. and Ridgway, N.M. (1990); "Shopping motives, emotional states, and retail outcomes"; *Journal of Retailing*, Vol. 66 No. 4, PP. 408-428.
110. Dichter, E. (1985); "What's in an image"; *The Journal of Consumer Marketing*, 2 (1), PP. 75-81.
111. Dick, Alan S. and Kunal Basu (1994); "Customer Loyalty: Toward an Integrated Conceptual Framework"; *Journal of the Academy of Marketing Science*, Vol. 22 No. 2, PP. 99-113.
112. Dion, D. (2004); "Personal control and coping with retail crowding"; *International Journal of Service Industry Management*, 15 (3), PP. 250-263.
113. Donovan, R. J., Rossiter, J. R., Marcoolyn, G., & Nesdale, A. (1994); "Store atmosphere and purchasing behaviour"; *Journal of Retailing*, 70(3), PP. 283-294.
114. Donovan, R.J. & Rossiter, J.R. (1982); "Store atmosphere: an environmental psychology approach"; *Journal of Retailing*, Vol. 58, No. 1, PP. 34-57.
115. Donthu N. and Garcia Adriana (1999); "The Internet Shopper"; *Journal of Advertising Research*, Vol. 39, No. 3, PP. 52-58.
116. Donthu, N and Gilliland, D (1996); "The Infomercial Shopper"; *Journal of Advertising Research*, Vol. 36, No 2, PP. 69-76.
117. Doyle, P. and Fenwick, I. (1974). "How Store Image Affects Shopping Habits in Grocery Chains"; *Journal of Retailing*. 50. PP.39-52.
118. Dr. M. Selvalakshmi and Dr. K. Ravichandran (2015); "Factors Determining the Perceived Retail Service Quality Among the Women Customers"; *Sona Global Management Review*, Vol. 9, Issue 4, August 2015, PP. 92-115.

119. Du Frene, D.D., Engelland, B.T., Lehman, C.M. & Pearson, R.A. (2005); "Changes in consumer attitudes resulting from participation in a permission e-mail campaign"; *Journal of Current Issues and Research Advertising*, Vol. 27 No. 1, PP. 65-77.
120. Dube, L. & Morin, S. (2001); "Background music pleasure and store evaluation: intensity effects and psychological mechanisms"; *Journal of Business Research*, Vol. 54, No. 2, PP.107-113.
121. Dube, L., Chebat, J.-C. & Morin, S. (1995); "The effects of background music on consumers desire to affiliate in buyer-seller interactions"; *Journal of Psychology and Marketing*, Vol. 12, No. 4, PP.305-319.
122. Ehren Lee Sze Tseng and Rashad Yazdanifard (2015); "Mobility – The Revolutionary Change to Customer's Shopping Experience in Retailing"; *International Journal of Management, Accounting and Economics*, September 2015, Vol. 2, No. 9, ISSN 2383-2126, PP. 1037-1047.
123. Ellis, L. & Ficek, C. (2001); "Color preferences according to gender and sexual orientation"; *Journal of Marketing*, Vol. 31, PP.1375-1379.
124. Emberson, C., Storey, J., Godsell, J. and Harrison, A. (2006); "Managing the supply chain using in-store supplier employed merchandisers"; *International Journal of Retail & Distribution Management*, 34 (6), PP. 467-481.
125. Erdem, O., Oumlil, A. B., & Tuncalp, S. (1999); "Consumer values and the importance of store attributes"; *International Journal of Retail & Distribution Management*, 27 (4), PP. 137-144.
126. Erdem, Tulin, Michael P. Keane. (1996); "Decision-making under uncertainty" *Journal of Marketing Science* Vol. 15 PP. 1–20.
127. Erdem, Tulin, Susumu Imai, Michael P. Keane. (2003); "Consumer price and promotion expectations: Capturing consumer brand and quantity choice dynamics under price uncertainty" *Journal of Marketing* Vol. 1 PP. 5–64.

128. Eroglu, S.A. & Machleit, K.A. (1990); "An empirical study of retail crowding: antecedents and consequences"; *Journal of Retailing*, Vol. 66, No. 2, PP. 201-221.
129. Estelami, H. and Bergstein, H. (2006); "The impact of market price volatility on consumer satisfaction with lowest-price refunds"; *The Journal of Services Marketing*, Vol. 20 (3), PP.169-171.
130. Feick, L.F. and Price, L.L. (1987); "The market maven: a diffuser of marketplace information"; *Journal of Marketing*, Vol. 51 No. 1, PP. 83-98.
131. Finn, A., & Louviere, J. (1996); "Shopping center image, consideration, and choice: Anchor store contribution"; *Journal of Business Research*, PP. 259-275.
132. Firat, A. F & Dholakia, N (1995); "Marketing in a post modern world"; *European Journal of Marketing*, 1995, Vol. 29 Issue 1, PP- 40-44.
133. Folkes, Valerie S., Ingrid M. Martin, Kamal Gupta (1993); "When to say when: Effects of supply on usage"; *Journal of Consumer Research* Vol. 20 PP. 467–477.
134. Foxman, Ellen R., Patrtya S. Tansuhaj, and John K. Wong (1988); "Evaluating Cross-National Sales Promotion Strategy: An Audit Approach"; *International Marketing Review* Vol. 5; PP.7-15.
135. Gagnon, J.P. & Osterhaus, J.T. (1985); "Effectiveness of floor displays on the sales of retail products" ; *Journal of Retailing*, Vol. 61, No. 1, PP.104-116.
136. Garlin, F.V. & Owen, K. (2006); "Setting the tone with the tune: a meta-analytic review of the effects of background music in retail settings"; *Journal of Business Research*, Vol. 59, No. 6, PP.755-764.
137. Gehrt, K. C. and Carter, K. (1992); "An Exploratory Assessment of Catalogue Shopping Orientations"; *Journal of Direct Marketing* 6(1), PP. 29–39.
138. Gehrt, K. C., Alpander, G. G. and Lawson, D. (1992); "A Factor-analytic Examination of Catalogue Shopping Orientations in France"; *Journal of Euro marketing* 2(2), PP. 49–69.
139. Gelb, B.D. (1982); "Discovering the 65+ consumer"; *Business Horizons*, May/June, PP. 42-46.
140. Gentry, J. W., Kennedy, P. F., Paul, C., & Hill, R. P. (1995); "Family transitions during grief: Discontinuities in household consumption patterns"; *Journal of Business Research*, 34, PP. 67-79.

141. Ghosh, P., Tripathi, V. and Kumar, A. (2010); "Customer expectations of store attributes: A study of organized retail outlets in India"; *Journal of Retail & Leisure Property*, Vol. 9, No. 1, PP. 75–87.
142. Gillett, P L (1973); "A Profile of In-home Shoppers"; *Journal of Retail & Leisure Property*, Vol. 11, No. 2, PP. 17–21.
143. Gilmore, R (1987); "Reconceptualizing loyalty in economic exchange relationships: are marketers people?"; Unpublished working paper, Graduate School of Business Administration, New York University, New York, NY.
144. Gonul, Fusun, Kannan Srinivasan (1996); "Impact of consumer expectations of coupons on purchase behavior"; *Journal of Marketing Science* Vol. 15 PP. 262–279.
145. Gopal, Jain, R. and S. Bagdare, (2009); "Determinants of Retail Formats in New Format Retail Stores"; *The Journal of Indian Management and Marketing & Communication*, 5(2), PP. 34-44.
146. Gorn, G. J. (1982); "The Effects of Music in Advertising on Consumer Choice Behaviour: A Classical Conditioning Approach"; *Journal of Marketing*, Vol. 46, PP. 94-101.
147. Goyal, B., and Aggarwal, M. (2009); "Organized retailing in India- An empirical study of appropriate formats and expected trends"; *Global journal of Business Research*, 3(2), PP.77-83.
148. Grace D. & O'Cass A. (2005); "An Examination of the Antecedents of Repatronage Intentions Across Different Store Formats"; *Journal of Retailing and Consumer Services*; Vol. 12 (4), PP. 227–243.
149. Grace, D. (2005); "Consumer disposition toward satisfaction (CDS): scale development and validation"; *Journal of Marketing Theory and Practice*, Vol.13 No. 2, PP. 20-31.
150. Greco, A.J. (1986); "The fashion-conscious elderly: a viable, but neglected market segment"; *Journal of Consumer Marketing*, Vol. 3, Fall, PP. 71-75.
151. Grewal, D., Baker, J., Levy, M., and Voss, G. (2003); "The Effects of Wait Expectations and Store Atmosphere Evaluations on Patronage Intentions in Service-Intensive Retail Stores"; *Journal of Retailing*, Vol. 79-85.

152. Grewal, D., Levy, M., and Kumar, V. (2009); "Customer Experience Management in Retailing: An Organizing Framework"; *Journal of Retailing*, 85(1), PP. 1-14.
153. Grewal, D., Levy, M., Mehrotra, A. and Sharma, A. (1999); "Planning merchandising decisions to account for regional and product assortment differences"; *Journal of Retailing*, Vol. 75 (3), PP. 405-424.
154. Grewal, D., Rajdeep, Thomas, W. C., & Anthony, D. (2003b); "Early-entrant advantage, word-of-mouth communication, brand similarity, and the consumer decision making process"; *Journal of Consumer Psychology*, 13(3), PP. 187-197.
155. Griffitt, W. (1970); "Environmental effects on interpersonal affective behavior: ambient effective temperature and attraction"; *Journal of Personality and Social Psychology*, vol. 15, no. 3, PP.240-244.
156. Grishma Padhye and B V Sangvikar (2016); "Understanding the Repatronage Intentions of Supermarket Customers: A Cluster Analysis"; *The IUP Journal of Marketing Management*, Vol. XV, No. 2, PP. 46 – 64.
157. Guadagni, Peter M. and John D. C. Little (1983); "A Logit Model of Brand Choice Calibrated on Scanner Data"; *Marketing Science*, Vol. 2, PP. 203-238.
158. Gupta (1988); "Impact of Sales Promotions on When, What, and How Much to Buy" ; *Journal of Marketing Research*, Vol. 25, PP. 342-355.
159. Gupta, M. (2004); "Brand Position of General Store From Consumer's Perspective- A comparative Study on Departmental Store and Traditional Shop" ; *Proceedings of Conference on IPR , Thapar University, Patiala*.
160. Gupta, S., Jain, k., and Jain, D. (2009); "Retention Strategies for Organized Retailers in Semi-Urban Markets"; *ICFAI University Journal of Marketing and Management*, VIII (2), PP. 24-37.
161. Gutman J. & Mills MK. (1982); "Fashion Life Style, Self Concept, Shopping Orientation, and Store Patronage: An Integrative Analysis"; *Journal of Retailing*, Vol. 58 (2), PP. 64-86.
162. Gylling, C. & Lindberg-Repo, K. (2005); "Investigating the links between a corporate brand and a customer brand"; *Brand Management*, Vol. 12 No. (4/5), PP. 257-267.

163. Haanpa, L. (2005); "Shopping for fun or for needs? A study of shopping values, styles and motives of Finnish consumers in 2001-2003; Paper Presented at the 7th Conference of European Sociological Association.
164. Haiyan Hu and Cynthia R Jasper (2015); "The Impact of Consumer Shopping Experience on Consumer Channel Decision"; *Academy of Marketing Studies Journal*, Vol 19, No. 1, PP. 213-221.
165. Haiyan Hu, Cynthia R. Jasper (2007); "A cross-cultural examination of the effects of social perception styles on store image formation"; *Journal of Business Research*, Vol. 60, Issue 3, PP. 222-230.
166. Hansen, R. A. and Deutscher, T. (1977-78); "An empirical investigation of attributes importance in retail store selection" *Journal Retailing*, Vol.53, PP. 59-72.
167. Hari Govind Mishra, Piyush Kumar Sinha and Surabhi Koul (2014); "Impact of Store Atmospherics on Customer Behavior: Influence of Response Moderators", *Journal of Business and Management*, Vol 20, No. 1, PP. 45-62.
168. Harrell, G.D. & Hutt, M.D. (1976); "Buyer behavior under conditions of crowding: an initial framework"; *Advances in Consumer Research*, vol. 3, no. 1, PP.36-39.
169. Harrell, G.D., Hutt, M.D. & Anderson, J.C. (1980); "Path analysis of buyer behavior under conditions of crowding"; *Journal of Marketing Research (JMR)*, Vol. 17, No. 1, PP.45-51.
170. Hartline M., Maxham, J., Makee, D. (2000); "Corridors of influence in the dissemination of customer oriented strategy to customer contact service employees"; *Journal of Marketing*, Vol.64, PP.35-50.
171. Hartman, K.B. & Spiro, R.L. (2005); "Recapturing store image in customer-based store equity: A construct conceptualization"; *Journal of Business Research*, Vol. 58 No. 8, PP. 1112-1120.
172. Hawes, J. M. and Lumpkin, J. R. (1984); "Understanding the Out-Shopper"; *Journal of the Academy of Marketing Science*; Vol. 12, PP. 200–218.
173. Haynes J. L., Pipkin A. L., Black W. C., & Cloud, R. M. (1994); "Application of a Choice Sets Model to Assess Patronage Decision Styles of High Involvement Consumers"; *Clothing and Textiles Research Journal*, Vol. 12 (3), PP. 22-31.

174. Hellier, P.K., Geursen, G.M., Carr, R.A. & Rickard, J.A. (2003); "Customer repurchase intention: A general structural equation model"; *European Journal of Marketing*, Vol. 37 No. 11/12, PP. 1762-1800.
175. Herpen, E.V., and Pieters, R. (2000); "Assortment Variety: Attribute- Versus Product Attributes"; Available at SSRN: <http://ssrn.com/abstract=246956>.
176. Herrington, J.D., and Capella, L.M. (1994); "Practical Applications of Music in Service Settings"; *Journal of Services Marketing*, Vol. 8, No.3, PP. 50-65.
177. Hildebrandt, L. (1988); "Store image and the predication of performance in retailing"; *Journal of Business Research*, Vol. 17, PP. 91-100.
178. Hino (2010); "Antecedents of supermarket formats` Adoption and usage: A study in context of non-western customers"; *Journal of Retailing and Consumer Services*; 17(1), PP. 61-72.
179. Hoch, S.J., E.T. Bradlow, B. Wansink. (1999); "The variety of an assortment"; *Journal of Marketing Science* Vol. 25 PP.342-355.
180. Hollander, Stanley C. (1966); "Notes on the retail accordion"; *Journal of Retailing*, Vol. 42, PP. 29-40.
181. Hollman Alan (1982); "Who shops where? And why?" *International Journal of Retail & Distribution Management*, 19 (3), PP. 19-26.
182. Houston, M.J. and Nevin, J.R. (1981); "Retail shopping area image: structure and congruence between downtown and shopping centres"; *Advances in Consumer Research*. Vol. 8. PP. 677-681.
183. Hu, H. & Jasper, C.R. (2006); "Social cues in the store environment and their impact on store image"; *International Journal of Retail & Distribution Management*, Vol. 34 No.1, PP. 25-48.
184. Huddleston, Patricia, Whipple, Judith and Amy VanAuken, (1990); "Food store loyalty: Application of a consumer loyalty framework"; *Journal of Targeting, Measurement & Analysis for Marketing*, Vol.12 No. 3, PP. 213-230.
185. Huff, L.C. and Alden, D.L. (1998); "An investigation of consumer response to sales promotions in developing markets: a three country analysis"; *Journal of Advertising Research*, Vol. 38 No. 3, PP. 47-56.

186. Hui, M.K. & Bateson, J.E.G. (1991); "Perceived control and the effects of crowding and consumer choice on the service experience"; *Journal of Consumer Research*, Vol. 18, No. 2, PP.174-184.
187. Hui, M.K., Dube, L. & Chebat, J.C. (1997); "The impact of music on consumers' reactions to waiting for services" ; *Journal of Retailing*, Vol. 73, No. 1, PP.87-104.
188. Huntton, J.D., Richardson, L.D. (1995); "Healthscapes: The Role of the Facility and Physical Environment on Consumer Attitudes, Satisfaction, Quality Assessment and Behaviour"; *Health Care Management Review* 20(2), PP.48-61.
189. Hyllegard, K., Eckman, M., Descals, A.M. & Borja, M.A.G. (2005); "Spanish consumers' perception of US apparel speciality retailers' products and services"; *Journal of Consumer Behaviour*, Vol.4 No.5, PP.345-362.
190. Inman, J.J., McAlister, L. & Hoyer, W.D. (1990); "Promotion signal: proxy for a price cut?" *Journal of Consumer Research*, Vol. 17, No. 1, PP. 74.
191. Inman, J.J., Winer, R.S. & Ferraro, R. (2009); "The interplay among category characteristics, customer characteristics, and customer activities on in-store decision making"; *Journal of Marketing*, Vol. 73, No. 5, PP.19-29.
192. Ishita Sachdeva and Sushma Goel (2015); "Role of Store Atmosphericics on Customer Experience"; *International Journal of Multidisciplinary Approach and Studies*; Vol. 02, No.3, May - June, 2015, PP. 72-83.
193. Jackson, V., Stoel, S. and Brantley, A. (2011); "Mall attributes and shopping value: Differences by gender and generational cohort"; *Journal of Retailing and Consumer Services*, Vol. 18, No. 5, PP. 1-9.
194. Jacobs, S., Merwe, D.V., Lomard, E., and Kruger, N. (2010); "Exploring consumers' preferences with regard to department and specialist food stores"; *International Journal of Consumer Studies*, 34, PP. 169-178.
195. Jain, R., and Bagdare, S. (2009); "Determinants of Customer Experience in New Format Retail Stores"; *Journal of Marketing & Communication*, 5 (2), PP.34-44.
196. James E. Coleman, Kristy E. Reynolds and Jungki Lee (1996); "Customer-Sales Associate Retail Relationships"; *Journal of Retailing*, Vol. 72 (3), PP. 223-47.
197. James, D.L., Du Rand, R.M. & Dreeves, R.A. (1976); "The use of a multi-attribute model in a store image study"; *Journal of Retailing*, 52 (2), PP. 23-32.

198. Jarboe GR. & McDaniel CD. (1987); "A Profile of Browsers in Regional Shopping Malls"; *Journal of the Academy of Marketing Science*, Vol. 15 (1), PP. 46-53.
199. Jarratt, D., (1996); "Shopper taxonomy for retail strategy development"; *The International Review of Retail, Distribution and Consumer Research* Vol. 06 (2), PP. 196–215.
200. Jasola, M. (2007); "Emerging Trends in Retail Sector"; *Journal of IMS Group*, 4 (2), PP. 22- 28.
201. Jayaraman, V., Agrawal, R. (2001); "Determining optimal partnership in technology transfer-a theoretical framework"; *Portland International Conference*, Vol. 1, PP. 256.
202. Jhamb, D., and Kiran, R. (2011); "A Strategic Framework for Consumer Preferences towards Emerging Retail Formats"; *Journal of Emerging Knowledge on Emerging Markets*, 3, PP. 437-453.
203. Jhamb, D., and Kiran, R. (2012); "Trendy shopping replacing traditional format preferences"; *African Journal of Business Management*, 6(11), PP.4196-4207.
204. Jin B. & Kim J. (2003); "A Typology of Korean Discount Shoppers: Shopping Motives, Store Attributes, and Outcomes"; *International Journal of Service Industry Management*, Vol. 14 (4), PP. 396–419.
205. Jin, B., Kim, J.O., (2001); "Discount store retailing in Korea: shopping excitement, shopping motives, and store attributes"; *Journal of Global Marketing* 15 (2), PP. 81–107.
206. Jinfeng, W. and Zhilong, T. (2009); "The impact of selected store image dimensions on retailer equity": Evidence from 10 Chinese hypermarkets"; *Journal of Retailing and Consumer Services*, 16 (6), PP. 486-494.
207. Joan Lindsey-Mullikin and Anne L. Roggeveen (2009); "Semantic Cues and Quality Perceptions: Moderating Roles of Location, Usage and Motivation"; Working Paper, Babson College, Babson Park, MA.
208. John, M.D Bryant, B.E. (1980); "The American customer satisfaction index: nature, purpose, and findings"; *Journal of Marketing*, Vol. 60 No.4, PP.7-18.
209. Jordan J. S. (2002); "Deriving Intentionality From Artifacts in Retailing"; *Journal of Behavioural and Marketing Studies*, Vol. 25 (3), PP. 412-413.

210. Juel Jacobsen (2015); "Aisles of life: outline of a customer-centric approach to retail space management"; *International Review of Retail, Distribution and Consumer Research*, Vol. 25 (2), PP. 162-180.
211. Kahn, B.E., and Lehmann, D.R. (1991); "Modeling Choice among Assortments"; *Journal of Retailing*, Vol. 67, PP.274-299.
212. Kashani, Kamran, and John A. Quelch (1990); "Can Sales Promotion Go Global?" *Business Horizons* PP. 37-43.
213. Kaur, P. and Singh, R. (2007); "Uncovering retail shopping motives of Indian youth", *Young Consumers*, Vol. 8, No. 2, PP. 128-138.
214. Keaveney, S.M. and Hunt, K.A. (1992); "Conceptualization and operationalization of retail store image: a case of rival middle level theories"; *Journal of Academy of Marketing Science*. 20(2), PP. 165-175.
215. Kellaris, J. J. and Altsech, M. B. (1992); "The Experience of Time as a Function of Musical Loudness and Gender of Listener"; *Journal of Advances in Consumer Research*, Vol. 18, PP. 725-729.
216. Kennedy S. (1977); "Nurturing Corporate Images"; *European Journal of Marketing*, Vol. 11 (3), PP. 120–164.
217. Kent, T. (2003); "Management and design perspectives on retail branding"; *International Journal of Retail & Distribution Management*, Vol. 31 No. 3, PP. 131-142.
218. Kent, T. (2007); "Creative space: Design and the retail environment"; *International Journal of Retail & Distribution Management*, Vol. 35 No. 9, PP. 734-745.
219. Kerfoot, S., Davies, B. & Ward, P. (2003); "Visual merchandising and the creation of discernible retail brands"; *International Journal of Retail & Distribution Management*, Vol. 31 No. 3, PP. 143-152.
220. Kim, J.O. and Jin, B. (2001); "Korean consumers' patronage of discount stores: Domestic vs. multinational discount store shoppers' profiles"; *The Journal of Consumer Marketing*, Vol. 18 (3), PP.236.
221. Kim, J.O., Forsythe, S., Gu, Q.L. and Yoon, J.S. (2002); "The Role of Emotion in Success of Global Textile Product Retailing"; *Journal of Apparel Retail Research*, PP. 17–18.

222. Kim, J.O., Jin, B., (2001a); "The mediating role of excitement in customer satisfaction and repatronage intention of discount store shoppers in Korea"; *Journal of Shopping Center Research*, PP. 117–138.
223. Kincade, D.H., Redwine, A. & Hancock, G.R. (1992); "Apparel product dissatisfaction and post-complaint process"; *International Journal of Retail and Distribution Management*, Vol.20, PP. 15-22.
224. Kingstrom, P.O. (1983); "Patient ties to ambulatory care providers: the concept of provider loyalty"; *Journal of Health Care Marketing*, Vol. 3 No. 2, PP. 27-34.
225. Kirshnan, Trichy v., and Ram C. Rao (1995); "Double Couponing and Retail pricing in a Couponed Product Category"; *Journal of Marketing Research* Vol. 32, PP. 19-32.
226. Klassen, M.L., Clayson, D. & Jasper, C.R. (1996); "Perceived effect of a salespersons' stigmatized appearance on store image: an experimental study of students' perceptions"; *International Review of Retail, Distribution & Consumer Research*, Vol. 6 No. 2, PP. 216-225.
227. Kliatchko, J. (2005); "Towards a new definition of integrated marketing communication (IMC)"; *International Journal of Advertising*, Vol.24 No.1, PP. 7-34.
228. Kline B. and J. Wagner (1994); "Information Sources and Retail Buyer Decision Making: The Effect of Product-Specific Buying Experience"; *Journal of Retailing*, Vol. 70, PP. 75-88.
229. Knee, C. (2002); "Learning from experience: five challenges for retailers"; *International Journal of Retail & Distribution Management*, Vol.30 No.1, PP. 518-529.
230. Koelemeijer, K. and Oppewal, H. (1999); "Assessing the Effects of Assortment and Ambience: A Choice Experimental Approach"; *Journal of Retailing*, Vol. 75 (3), PP. 319-323.
231. Kokatnur, S.S. (2009); "Impact of Supermarkets on Marketing Strategies of Small Stores"; *The IUP Journal of Management Research*, VIII (8), PP. 78-90.

232. Koo, D-M. (2003); "Inter-relationships among store images, store satisfaction, and store loyalty among Korea discount retail patrons"; *Asia Pacific Journal of Marketing and Logistics*, Vol. 15 No. 4, PP. 42-71.
233. Korgaonkar, P. K. (1984); "Consumer Shopping Orientations, Non-store Retailers, and Consumers' Patronage Intentions: A Multivariate Investigation"; *Journal of the Academy of Marketing Science* 12(1), PP. 11-22.
234. Korgaonkar, P., Lund, D. and Price, B. (1985); "A structural equations approach toward examination of store attitude and store patronage behaviour"; *Journal of Retailing*, Vol. 61, PP. 39-60.
235. Kotler, P. (1973-1974); "Atmospherics as a marketing tool"; *Journal of Retailing*, Vol. 21, PP. 48-64.
236. Koufaris, M., Kambil, A. and LaBarbera, P.A. (2002); "Consumer behavior in web-based commerce: an empirical study"; *International Journal of Electronic Commerce*, Vol. 6 No. 2, PP. 115-38.
237. Kreps, D.M. (1979); "A Representation Theorem for Preference for Flexibility"; *Econometrica Journal*, Vol. 47 (3), PP. 565-577.
238. Krishnan, T., Koelemeijer, K. and Rao, R. (2002); "Consistent assortment provision and service provision in a retail environment"; *Marketing Science*, Vol. 21 (1), P. 54.
239. Kunkel, J. H., and Berry, L.L. (1968); "A Behavioral Conception of Retail Image"; *Journal of Marketing*, Vol. 32, PP. 21-27.
240. Kuruvilla, S.J., and Ganguli, J. (2008); "Mall development and operations: an Indian perspective"; *Journal of Retail & Leisure Property*, Vol. 7(3), PP. 204-15.
241. Kwon, Paek, S.L. & Arzeni M. (1991); "Catalog Versus Non-Catalog Shoppers of Apparel: Perceived Risks, Shopping Orientations, Demographics, and Motivations", *Clothing and Textiles Research Journal*, Vol. 10 (1), PP. 13-19.
242. Ladeira Wagner, Nique Walter Meucci, Pinto, Diego Costa, Borges, Adilson (2016); "Running for pleasure or performance? How store attributes and hedonic product value influence consumer satisfaction"; *International Review of Retail, Distribution & Consumer Research*, Dec 2016, Vol. 26 Issue 5, PP. 502-520.

243. Lam, S. Y. (2001); "The effects of store environment on shopping behaviors: A critical review"; *Journal of Advances in Consumer Research*, Vol. 28, PP. 190-197.
244. Lambert, Z.V. (1979); "An investigation of older consumers unmet needs and wants at the retail level"; *Journal of Retailing*, Vol. 55 No. 4, PP. 35-57.
245. Laroche, M., Teng, L., Michon, R. and Chebat, J.C. (2005); "Incorporating service quality into consumer mall shopping decision making: a comparison between English and French Canadian consumers"; *Journal of Services Marketing*, Vol. 19 (3), PP. 157-163.
246. Lassk, F. G. (2000); "Improving the Satisfaction of C-Store Customers: Preferences for Potential Product Offerings"; *Journal of Professional Services Marketing*, Vol. 20 (2).
247. Lather, A.S. and Kaur, T. (2006); "Shopping Malls: New Retail Formats keeping pace with the shoppers mood"; *The journal of Indian Management and Strategy*, Vol. 11, No. 4.
248. Lee, L.S., Ibrahim, M.F. & Hsueh-Shan, C. (2005); "Shopping-centre attributes affecting male shopping behaviour"; *Journal of Retail and Leisure Property*, Vol. 4 No.4, PP. 324-340.
249. Lemmink, J. and Mattsson, J. (1998); "Warmth During Non-Productive Retail Encounters: The Hidden Side of Productivity"; *International Journal of Research in Marketing*, Vol. 15 PP. 505-17.
250. Leone, R.P. and Srinivasan, S.S. (1996); "Coupon face value: its impact on coupon redemptions, brand sales, and brand profitability"; *Journal of Retailing*, Vol. 73 No. 3, PP. 273-89.
251. Levav, J., & Zhu, R. (2009); "Seeking freedom through variety"; *Journal of Consumer Research*, Vol. 36(4), PP. 600-610.
252. Lewis, B.R. & Hawksley, A.W. (1990); "Gaining a competitive advantage in fashion retailing"; *International Journal of Retail and Distribution Marketing*, Vol.18 No.4, PP.21-32.
253. Lichtenstein, D.R., Netemeyer, R.G. and Burton, S. (1990); "Distinguishing coupon proneness from value consciousness: an acquisition-transaction utility theory perspective"; *Journal of Marketing*, Vol. 54, PP. 54-67.

254. Liljander, V., Polsa, P and van Riel (2009); "Modelling consumer responses to an apparel store brand: Store image as a risk reducer"; *Journal of Retailing and Consumer Services*, Vol. 16 (4), PP. 281-290.
255. Lindquist, J. D. (1974-75); "Meaning of image: A survey of empirical and hypothetical evidence"; *Journal of Retailing*, Vol. 50 (4), 29, PP. 38,116.
256. Livingstone S. and Bovill M. (2001); "Children and Their Changing Media Environment: A European Comparative Study"; Mahwah: Lawrence Erlbaum Associates, PP. 19-22.
257. Louviere, J. J. and Gaeth, G. J. (1987); "Decomposing the Determinants of Retail Facility Choice Using the Methods of Hierarchical Information Integration: A Supermarket Illsutartion"; *Journal of Retailing*, Vol. 63 (1), PP. 25-48.
258. Lumpkin J. R. Allen and Greenberg (1985); "Shopping Orientations Segmentations of the Elderly Consumer"; *Journal of the Academy of Marketing Science*, Vol. 13 (2) (Spring), PP. 271–289.
259. Lumpkin, J. R. and Hunt, J. B. (1989); "Mobility as an Influence on Retail Patronage Behaviour of the Elderly: Testing Conventional Wisdom"; *Journal of the Academy of Marketing Science*, Vol. 17, PP. 1–12.
260. Lumpkin, J. R., Hawes, J. M. and Darden, W. R. (1986); "Shopping Patterns of the Rural Consumer: Exploring the Relationship Between Shopping Orientations and Outshopping"; *Journal of Business Research*, Vol. 41(1), PP. 63–81.
261. Lumpkin, J.R, Greenberg, B.A. & Goldstucker, J.L. (1985); "Marketplace needs of the elderly: Determinant attributes and store choice"; *Journal of Retailing*, Vol. 61 (2), PP. 75-105.
262. Lumpkin, J.R. and Greenberg, B.A. (1982); "Apparel-shopping patterns of the elderly consumer"; *Journal of Retailing*, Vol. 58, Winter, PP. 68-89.
263. Lumpkin, J.R. and Hite, R. (1988); "Retailer's offering and elderly consumers needs"; *Journal of Business Research*, Vol. 16, PP. 313-26.
264. Luomala Harri T, Paasovaara Rami, Lehtola Katariina (2006); "Exploring consumers' health meaning categories: Towards a health consumption meaning model"; *Journal of Consumer Behaviour* 2006; 5(3), PP. 269–79.

265. Machleit, K.A. & Mantel, S.P. (2001); "Emotional response and shopping satisfaction: Moderating effects of shopper attributions"; *Journal of Business Research*, Vol. 54, No. Vol. 2.
266. Machleit, K.A., Eroglu, S.A. & Mantel, S.P. (2000); "Perceived retail crowding and shopping satisfaction: What modifies this relationship?"; *Journal of Consumer Psychology*, Vol. 9, No. 1, PP. 29-42.
267. Machleit, K.A., Kellaris, J.J. & Eroglu, S.A. (1994); "Human versus spatial dimensions of crowding perceptions in retail environments: a note on their measurement and effect on shopper satisfaction"; *Marketing Letters*, Vol. 5, No. 2, PP.183-194.
268. Macintosh, G., & Lockshin, L. S. (1997); "Retail relationships and store loyalty: a multi level perspective"; *International Journal of Research in Marketing*, Vol. 14(5), PP. 487-97.
269. Marcoolyn, G., & Nesdale, A. (1994); "Store atmosphere and purchasing behaviour"; *Journal of Retailing*, Vol. 70(3), PP. 283-294.
270. Marianne, W. (2003); "Shedding light on fitting rooms"; *Chain Store Age*, Vol.78 No. 8, PP. 160-164.
271. Markin, Rom, Charles Lillis and Chem Narayana (1976); "Social Psychological Significance of Store Space"; *Journal of Retailing*, 52 (Spring), PP. 43-54.
272. Marks, R.B. (1976); "Operationalizing the Concept of Store Image"; *Journal of Retailing*, Vol. 52, PP. 37-46.
273. Markwick, N. & Fill, C. (1997); "Towards a framework for managing corporate identity"; *European Journal of Marketing*, Vol. 31 No. (5/6), PP. 396-409.
274. Marta Blázquez (2014); "Fashion Shopping in Multichannel Retail: The Role of Technology in Enhancing the Customer Experience"; *International Journal of Electronic Commerce*, Summer 2014, Vol. 18, No. 4, PP. 97–116.
275. Martineau, P. (1958); "The personality of retail store"; *Harvard Business Review*, Vol. 36, PP. 47-56.
276. Martínez-Ruiz María Pilar, Blázquez-Resino, Juan José, and Pino, Giovanni (2017); "Store attributes leading customer satisfaction with unplanned purchases"; *Service Industries Journal*. Mar/Apr 2017, Vol. 37 Issue 5/6, PP. 277-295.

277. Mason, Barry, Richard Duran and James Taylor (1983); "Retail patronage: a causal analysis of antecedent factors"; In *Patronage Behaviour and Retail Management*, ed. W. Darden and R. Lusch, New York: North Holland, PP. 339-351.
278. Mason, J.B. and Bearden, W.O. (1978); "Profiling the shopping behavior of elderly consumers"; *The Gerontologist*, Vol. 18 No. 5, PP. 454-61.
279. Mattila, A. S., & Wirtz, J. (2001); "Congruency of scent and music as a driver of in-store evaluations and behaviour"; *Journal of Retailing*, Vol. 77(2), PP. 273.
280. Mazursky, D. and Jacoby, J. (1986); "Exploring the development of store images"; *Journal of Retailing*, 62. PP. 145-65.
281. McAlister, Leigh (1983); "A Theory of Consumer Promotions: The Model"; SSM Working Paper #1457-83, Massachusetts Institute of Technology.
282. McElrea, H and Standing, F. (1992); "Fast Music Causes Fast Drinking"; *Journal of Perceptual & Motor Skills*, Vol. No. 75, PP. 362.
283. McKinney, L.N. (2004); "Creating a satisfying internet shopping experience via atmospheric variables"; *International Journal of Consumer Studies*, Vol. 28 No. 3, PP. 268-283.
284. Memery, J., Megicks, P. and Williams, J. (2005); "Ethical and social responsibility issues in grocery shopping: a preliminary typology"; *Qualitative Market Research*, Vol. 8 (4), PP. 399.
285. Michelle, A., (1997): "Retail market structure change: implications for retailers and consumers", *International Journal of Retail & Distribution Management*, 25(8): PP. 269 – 274.
286. Michon, R. and Chebat, J.C. (2004); "The Interaction Effect of Background Music and Ambient Scent on the Perception of Service Quality"; paper presented at the Eighth International Research Seminar in Service Management.
287. Michon, R. Chebat, J.C. Turley, L.W. (2005); "Mall atmospherics: the interaction effects of the mall environment on shopping behavior"; *Journal of Business Research*, Vol. 58, PP. 576-583.
288. Miller, R. (2002); "In-store impact on impulse shoppers"; *Marketing Research*, PP. 27 – 28.

289. Milliman, R. E. (1986); "The influence of background music on the behaviour of restaurant patrons"; *The Journal of Consumer Research*, Vol. 13(2), PP. 286-289.
290. Milliman, R.E. (1982); "Using background music to affect the behavior of supermarket shoppers"; *Journal of Marketing*, Vol. 46, No. 3, PP.86-91.
291. Minshall B. C. (1995); "Small Town Independent Apparel Retailers: Risk Propensity and Attitudes Toward Change"; *Clothing and Textiles Research*, Vol. 13, PP. 75-82.
292. Miranda, M.J., Konya, L. & Havrila, I. (2004); "Shoppers' satisfaction levels are not the only key to store loyalty"; *Marketing Intelligence and Planning*, Vol. No.2, PP. 220-232.
293. Mishra, S. (2008); "New Retail Models in India: Strategic Perspective Analysis"; *Journal of Marketing & Communication*, Vol. 4, No. 2, PP. 39- 47.
294. Mitchell, D.J. Kahn, B.E. Knasko, S.C. (1995); "There's something in the Air: Effects of Congruent or Incongruent Ambient Odor on Consumer Decision Making"; *Journal of Consumer Reserch*, Vol. 22, September, PP. 229-238.
295. Mithilesh Pandey and Rajesh Verma (2015): "Factors Influencing the Buying Behavior of Consumers Towards Organized Retail Stores in Jalandhar, Punjab"; *The IUP Journal of Marketing Management*, Vol. XIV, No. 1, 2015, PP. 51-65.
296. Mittal, A. and Mittal, R. (2008); "Store Choice in the Emerging Indian Apparel Retail Market: An Empirical Analysis"; *IBSU Scientific Journal*, Vol. 2, No. 2, PP. 21-46.
297. Mittal, A., and Mittal, R. (2008); "Store Choice in the Emerging Indian Apparel Retail Market: An Empirical Analysis"; *IBSU Scientific Journal*, 2 (2), PP. 21-46.
298. Mittal, B., & Lassar, W. (1996); "The role of personalization in service encounter"; *Journal of Retailing*, Vol. 72(1), PP. 95-109.
299. Mittal, R., & Mehta, N. (2011); "Factors influencing the grocery store shoppers- A data mining approach"; *International Journal of Research in Engineering & Applied Science*, Vol. 1 (2), PP. 1-17.
300. Mlambo Sephath and Marufu Barbra (2015); "Choice and Patronage: A Study of Retail Consumers in Zimbabwe"; *Scholedge International Journal of Management & Development*; Vol. 2, Issue 1 (January 2015), PP. 1-8.

301. Monroe, K. B., & Guilttinan, J. P. (1975); "A Path-Analytic Exploration of Retail Patronage Influences"; *Journal of Consumer Research*, Vol. 2(June 1975), PP. 19-28.
302. Montgomery, David (1971); "Consumer Characteristics Associated with Dealing: An Empirical Example"; *Journal of Marketing Research*, Vol. 8 (February), PP. 118-120.
303. Morin, T. (2006); "Defining your position,' *Graphic Arts Monthly*"; Vol.78 No. 10, P. 8.
304. Morrin, M., & Chebat, J. (2005); "Person-place congruency: The interactive effects of shopper style and atmospherics on consumer expenditures"; *Journal of Service Research: JSR*, Vol. 8(2), PP. 181.
305. Morrin, M., & Ratneshwar, R. (2000); "The impact of ambient scent on evaluation, attention and memory for familiar and unfamiliar brands"; *Journal of Retailing*, Vol. No.11 PP. 14-24.
306. Moschis G.P. (1992); "Shopping Orientations and Consumer Uses of Information"; *Journal of Retailing*, Vol. 52, No. 2, PP. 61-70 & 93.
307. Moschis, G P (1992); "Shopping Orientations and Consumer Uses of Information"; *Journal of Retailing*, Vol. 52, No. 2, PP. 61-70 & 93.
308. Moye, L.N. & Giddings, V.L. (2002); "An examination of the retail approach-avoidance behaviour of older apparel consumers"; *Journal of Fashion Marketing and Management*, Vol. 6 No. 3, PP. 259-276.
309. Moye, L.N. & Kincade, D.H. (2002); "Influence of usage situations and consumer shopping orientations on the importance of retail store environment"; *International Review of Retail, Distribution and Consumer Research*, Vol.12 No.1, PP. 59-79.
310. Neslin, Scott A., Caroline Henderson, and John Quelch (1985); "Consumer Promotions and the Acceleration of Product Purchases"; *Marketing Science*, 4 (spring), PP. 147-65.
311. Neslin, Scott, Caroline Henderson and John Quelch and Robert Shoemaker (1983); "A Model for Evaluating the Profitability of Coupon Promotions"; *Marketing Science*, 2 (Fall), PP. 361-388.

312. Neuborne, E., & Kerwin, K. (1999); "Generation Y. Business week, 15 (February), PP. 80-88.
313. Nevin, J.R. & Houston, M.J. (1980); "Image as a component of attraction to intra-urban shopping areas"; Journal of Retailing, Vol. 56 (Spring), PP. 77-93.
314. Newman A.J. & Foxall G.R. (2003); "In-Store Customer Behaviour in the Fashion Sector: Some Emerging Methodological and Theoretical Directions"; International Journal of Retail Distribution Management, Vol. 3 (11), PP.591-600.
315. Newman, A.J. & Patel, D. (2004); "The marketing directions of two fashion retailers"; European Journal of Marketing, Vol. 38 No. 7, PP. 770-789.
316. Noone, B.M. & Mattila, A.S. (2009); "Consumer reaction to crowding for extended service"; Journal of Consumer Marketing, Vol. 12 No. 6, PP. 16-27.
317. North, A.C. and Hargreaves, D. J. (1996); "Responses to Music in the Dining Area"; Journal of Applied Social Psychology, Vol. 26 PP.491-501.
318. O'Connor G., & Kung H. J. (1998); "Early Adopters of the Web as a Retail Medium: Small Company Winners and Losers"; European Journal of Marketing, Vol. 25(1), PP. 38-43.
319. O'Connor, M.J. (1990); "On the subject of image. Supermarket Business, Vol. PP. 47 (1), 35-40.
320. Oates, B., Shufeldt, L. & Vaught, B. (1996); "A Psychographic study of the elderly and retail store attributes"; Journal of Consumer Marketing, Vol. 13 No. 6, PP. 14-27.
321. Olins, W. (1978); "The corporate personality: An inquiry into the nature of corporate identity"; London Design Council.
322. Oliver, R.L. (1999); "Whence Customer Loyalty?"; Journal of Marketing, Vol. 63, Special Issue, PP. 33-44.
323. Oppewal, Harmen and Kitty Koelemeijer (1999); "More Choice is Better: Effects of Assortment Size and Composition on Assortment Evaluation"; International Journal of Research in Marketing, Vol. 22, 1, PP. 45-60.

324. Orth, U.R. & Bourrain, A. (2005); "Ambient scent and consumer exploratory behaviour: A casual analysis"; *Journal of Wine Research*, Vol.16 No.2, PP.137-150.
325. Osman M. Z. (1993); "A Conceptual Model of Retail Image Influences on Loyalty Patronage Behaviour"; *The International Review of Retail, Distribution and Consumer Research*, Vol. 31, PP.149-166.
326. Osman, M. Zain (1993); "A model of retail image influences on loyalty patronage behaviour"; *The International Review of Retail, Distribution and Consumer Research*, Vol. 3 (2), PP. 133-148.
327. Pan, F.C., Su, S.J. and Chiang, C.C. (2008); "Dual attractiveness of winery: atmospheric cues on purchasing"; *International Journal of Wine Business Research*, Vol. 20 (2), PP. 95-110.
328. Pan, Y. and Zinkhan, G. M. (2006); "Determinants of Retail Patronage: A Meta-Analytical Perspective"; *Journal of Retailing*, Vol. 82 (3), PP. 229-43.
329. Pankajakshi. R, Ms. S.Kavitha (2014); "An Insight into Indian Retailing Industry-A Holistic Approach"; *International Journal of Business and Administration Research Review*; Vol.1, Issue.5, April-June, 2014, ISSN 2348-0653, PP 85-91.
330. Parasuraman Valarie A., Zeithaml, and Leonard L. Berry (1991); "Refinement and Reassessment of the SERVQUAL Scale"; *Journal of Retailing*, Vol. 67, Spring No. 4, Winter, PP. 420 – 450.
331. Parsons, A.G. (2002); "Non-functional motives for online shoppers: why we click"; *Journal of Consumer Marketing*, Vol. 19 No. 5, PP. 380-92.
332. Parsons, A.G. (2009); "Use of scent in a naturally odourless store"; *International Journal of Retail & Distribution Management*, Vol. 37, No. 5, PP. 440-452.
333. Patterson, P.G. & Spreng, R.A. (1997); "Modeling the relationship between perceived value, satisfaction and repurchase intentions in a business-to-business service context: An empirical examination," *International Journal of Service Industry Management*, Vol. 8 No. 5, PP. 414-434.
334. Patton III, W.E. (1981); "Quantity of information and information display type as predictors of consumer choice of product brands"; *The Journal of Consumer Affairs*, Vol. 15, No. 1, PP.92-105.

335. Paulins, V.A. & Geistfeld, L.V. (2003); "The effect of consumer perceptions of store attributes on apparel store preference"; *Journal of Fashion Marketing and Management*, Vol. 7 No.4, PP. 371-385.
336. Pessemier, E. (1980); "Store image and positioning"; *Journal of Retailing*, Vol. 56, No. 1, PP. 94-106.
337. Pierre Martineau, P. (1958); "The personality of the retail store"; *Harvard Business Review*, Vol. 36 (1), PP. 47-55.
338. Popkowski, L., Peter, T.I. and Timmermans, H. (2001); "Experimental choice analysis of shopping strategies"; *Journal of retailing*, Vol. 77, No. 4, PP. 493-509.
339. Porter, S.S. and Claycomb, C. (1997); "The Influence of Brand Recognition on Retail Store Image"; *Journal of Product and Brand Management*, Vol. 6 (6), PP. 373-385.
340. Prof. (Dr.) Parimal H. Vyas & Shri P.D. Thakkar (2005); "Market Performance Analysis and Measurement of Patients' Satisfaction in Healthcare Services"; *The Indian Journal of Commerce*, Vol. 58, No.1, January – March, 2005, PP. 150-161.
341. Prof. Brijesh H. Joshi, Dr. Rajendra singh Waghela & Prof. Kalpesh T. Patel (May-June 2015); "An Analysis of Shoppers Satisfaction level with Shopping Experience in the Shopping Malls"; *International Journal of Multidisciplinary Approach and Studies*, Vol. 02, No. 3,ISSN 2348-537X, PP. 8-19.
342. Radhika, P. and Sellappan, R. (2015); "Diagnosing the Relationship Between Customer Personality and Store Attributes of Apparel Shoppers In Coimbatore City"; *Prerana: Journal of Management Thought & Practice*, Sep 2015, Vol. 7 Issue 2, PP. 1-20.
343. Rajagopal. (2007); "Leisure Shopping Behaviour and Recreational Retailing: A Symbiotic Analysis of Marketplace Strategy and Consumer Response"; *Journal of Hospitality & Leisure Marketing*, Vol. 15(2), PP. 5-31.
344. Rajagopal. (2009); "Growing Shopping malls and Behaviour of Urban Shoppers"; *Journal of Retail & Leisure Property*, Vol. 8(2), PP. 99-118.
345. Ramulu Bhukya and Sapna Singh (2016); "Factors Affecting Shoppers' Brand Preference Towards Choosing Retail Stores"; *The IUP Journal of Brand Management*, Vol. XIII, No. 2, 2016, PP. 78-86.

346. Ratnatunga, J. & Ewing, M. (2005); "The brand capability value of integrated marketing communication (IMC)"; *Journal of Advertising*, Vol. 34 No. 4, PP. 25-40.
347. Reardon, T. and R. Hopkins (2006); "The Supermarket Revolution in Developing Countries: Policies to Address Emerging Tensions among Supermarkets, Suppliers and Traditional Retailers"; *The European Journal of Development Research*, Vol. 18, No. 4, PP. 522-545.
348. Reynaldo Mislá (2015); "Store design should create memorable customer experiences"; *Special Feature, Caribbean business*, October 22, 2015, P. -26.
349. Richardson, P., Jain, A.K. & Dick, A. (1996); "The influence of store aesthetics on evaluation of private label brands"; *Journal of Product and Brand Management*, Vol. 5 No.1, PP.19-28.
350. Richardson, P., Jain, A.K., Dick, A.S. (1994); "Extrinsic and intrinsic cue effects on perceptions of store brand quality"; *Journal of Marketing*, Vol. 58 (October), PP. 28-36.
351. Roballey, T. C., McGreen, C., Rongo, R. R, Schwantio, M. L., Stiger, P. J., Winger, M. A. and Gardener, E. B. (1985); "The Effect of Music on Eating Behaviour"; *Bulletin of the Psychometric Society*, Vol. No, 23, PP. 221-222.
352. Robinson, J. D., & Cole, C. A. (1986); "Age differences in information processing: Understanding deficits in young and elderly consumers"; *Journal of Consumer Research*, 13(4), PP. 297–315.
353. Rohm, A.J. and Swaminathan, V. (2004); "A typology of online shoppers based on shopping motivations"; *Journal of Business Research*, Vol. 57 No. 7, PP. 748-57.
354. Rook, D. W. (1987); "The buying impulse"; *Journal of Consumer Research*, Vol. 14, PP. 189–199.
355. Sarah Alhouti, Erin Adamson Gillespie, Woojung Chang, and Lenita Davis (2015); "The Thin Line Between Love And Hate of Attention: The Customer Shopping Experience"; *Journal of Marketing Theory and Practice*, Vol. 23, No. 4, PP. 415–433.

356. Sawyer, Alan G. and Peter H. Dickson (1984); "Psychological Perspectives on Consumer Response to Sales Promotion"; Research on Sales Promotion: Collected Papers, Report No. PP. 84-104.
357. Schewe, C. D., & Balazs, A. L. (1992); "Role transition in older adults: A marketing opportunity"; Psychology and Marketing, Vol. 9, PP. 85-99.
358. Schiffman, L.G., J.F. Dash, and W.R. Dillon (1977); "The contribution of store-image characteristics to store-type choice"; Journal of Retailing, Vol. 53 (Summer), PP. 3-16.
359. Schindler, R.M. (1989); "The excitement of getting a bargain: some hypotheses concerning the origins and effects of smart-shopper feelings;" Advances in Consumer Research, Vol. 16, PP. 447-543.
360. Schneider, Linda and Imran Currim (1990); "Consumer Purchase Behaviors Associated with Active and Passive Deal-Proneness"; International Journal of Research in Marketing, Special issue on Panel Data Analysis, David Schmittlein (Ed.).
361. Schutte J. F. (1969); "The Semantics of Branding"; Journal of Marketing, Vol. 33 (2), PP. 5-11.
362. Seidman, S. A. (1981); "On the Contributions of Music to Media Presentations"; Educational Communication and Technology Journal, Vol. 29, PP.49-61.
363. Sen, S., Block, L.G. & Chandran, S. (2002). 'Window displays and consumer shopping decisions,' Journal of Retailing and Consumer Services, 9 (5), PP. 277-291.
364. Shalini Jha, Bharti Singh and Suresh K P (2014); "Consumer Perception Scale in Store Environment (CPS-SE) for Measuring Consumer Buying Behavior"; The IUP Journal of Marketing Management, Vol. XIII, No. 3, 2014, PP. 48-70.
365. Sharma, A., & Stafford, T. F. (2000); "The effect of retail atmospherics on customers' perceptions of salespeople and customer persuasion"; An empirical investigation. Journal of Business Research, Vol. 49(2), PP. 183-191.
366. Shea, C.; "Playing to Win."; Promo Magazine, August 1996.

367. Sherman, E., Mathur, A., Smith, R.B. (1997); "Store environment and consumer purchase behavior: mediating role of consumer emotions"; *Journal of Psychology and Marketing* 14, PP. 361–378.
368. Shim S. & Kotsiopoulos A. (1993); "A Typology of Apparel Shopping Orientation Segments Among Female Consumers"; *Clothing and Textiles Research Journal*, Vol. 12 (1), PP. 73-85.
369. Shim, S & Bickle, M.C. (1994); "Benefit segments of the female apparel market: psychographics, shopping orientation and demographics"; *Clothing and Textile Research Journal*, Vol.12 No.2, PP.1-12.
370. Shim, S. & Kotsiopoulos, A. (1992a); "Patronage behaviour of apparel shopping: Part I. shopping orientations, store attributes, information sources, and personal characteristics"; *Clothing and Textiles Research Journal*, Vol. 10 No. 2, PP. 48-57.
371. Shim, S. and Mahoney, M.Y. (1992); "The elderly mail-order catalogue user of fashion products: a profile of the heavy purchaser"; *Journal of Direct Marketing*, Vol. 6 No. 1, PP. 49-58.
372. Shim, S., & Kotsiopoulos, A. (1992b); "Patronage behavior of apparel shopping: Part II. Testing a patronage model of consumer behavior"; *Clothing and Textile Research Journal*, Vol., 10, PP. 58-64.
373. Shim, S., & Kotsiopoulos, A. (1993); "A typology of apparel shopping orientation segments among female consumers"; *Clothing and Textiles Research Journal*, Vol. 12(1), PP. 73-85.
374. Shoemaker, Robert (1979); "An Analysis of Consumer Reactions to Product Promotions"; In *Educator's Conference Proceedings*, Chicago: American Marketing Association, PP. 244-248.
375. Shostack, G.L. (1982); "How to design a service"; *European Journal of Marketing*, Vol. 16 No. 1, PP. 49-64.
376. Shukla, A., and Jain, V. (2007); "Paradigm shift of Indian Retailing: A Global Perspective"; *Journal of IMS Group*, Vol. 4(2), PP. 29-36.
377. Simonson, I. & Winer, R.S. (1992); "The influence of purchase quantity and display format on consumer preference for variety"; *Journal of Consumer Research*, Vol. 19, No. 1, PP.133-138.

378. Simonson, I. (1999); "The effect of product assortment on buyer preferences"; *Journal of Retailing*, Vol. 75(3), PP. 347-370.
379. Singson, Richard L. (1975); "Multidimensional Scaling Analysis of the Store Image and Shopping Behaviour"; *Journal of Retailing*, Vol. 51 (Summer), PP. 51-57.
380. Sinha P K., Banerjee A. and Uniyal D. P. (2004); "Deciding Where to Buy: Choice Behaviour of Indian Shoppers"; *Vikalpa*, Vol. 27, No 2, PP. 13-28.
381. Sinha P. K. and Banerjee A. (2003); "Store Choice Behaviour in an Evolving Market"; *International Journal of Retail and Distribution Management*, Vol. 32 (10), PP. 482-494.
382. Sirohi, N. and McLaughlin, E. (1998); "A Model of Consumer Perceptions and Store Loyalty Intentions for a Supermarket Retailer"; *Journal of Retailing*, Vol. 74 (2), PP. 223-45.
383. Skinner, R.W. (1969); "Hidden consumer motives in supermarket selection"; *American Journal of Agricultural Economics*, Vol. 51 No. 5, December, Proceedings issue.
384. Slama, M.E. and Williams, T.G. (1990); "Generalization of the market maven's information provision tendency across product categories"; *Advances in Consumer Research*, Vol. 17, PP. 48-52.
385. Smith, P. & Burns, D.J. (1996); "Atmospherics and retail environments: the case of the 'Power Aisle'"; *International Journal of Retail Distribution Management*, Vol. 24, No. 1, PP. 7-14.
386. Smith, P. and Curnow, R. (1966); "Arousal Hypothesis' and the Effects of Music on Purchasing Behavior"; *Journal of Applied Psychology*, Vol. No. 50 PP. 255-256.
387. Smith, R. and Moschis, G. (1985); "A socialization perspective on selected consumer characteristics of the elderly"; *The Journal of Consumer Affairs*, Vol. 19 No. 1, PP. 74-95.
388. Solomon, M.R. (2007); "Consumer Behaviour"; A European Perspective Enhanced Media Edition Rack, 3rd ed. Financial Times Management.
389. Spangenberg, E. A., Crowley, A. E., & Henderson, P. W. (1996); "Improving the store environment: Do olfactory cues affect evaluations and behaviors?"; *Journal of Marketing*, Vol. 60(2), PP. 67-80.

390. Spangenberg, E.R., Grohmann, B. & Sprott, D.E. (2005); "It's beginning to smell (and sound) a lot like Christmas: the interactive effects of ambient scent and music in a retail setting", *Journal of Business Research*, Vol. 58, No. 11, PP.1583-1589.
391. Spangenberg, E.R., Sprott, D.E., Grohmann, B. & Tracy, D. (2006); "Gender congruent ambient scent influences on approach and avoidance behaviors in a retail store"; *Journal of Business Research*, Vol. 59, No. 12, PP.1281-1287.
392. Srivastava, R.K. (2008); "Changing retail scene in India"; *International Journal of Retail & Distribution Management*, Vol. 36(9), PP. 714-721.
393. Stassen, R., Mittelstaedt, J., and Mittelstaedt, R. (1999); "Assortment Overlap: Its Effect on Shopping Patterns in a Retail Market When the Distribution of Prices on Goods Are Known"; *Journal of Retailing*, Vol. 75 (3), PP. 371-86.
394. Stephenson P.R. and Willett R.P. (1969); "Analysis of Consumers' Retail Patronage Strategies"; In McDonald, P.R. (Ed.), *Marketing Involvement in Society and the Economy*, American Marketing Association, Chicago, PP. 80-87.
395. Stephenson, P. R. (1969); "Identifying determinants of retail patronage"; *Journal of Marketing*, Vol. 33(3), PP. 57-61.
396. Steven Skinner and Karl Swensen (2014); "The Competitive Advantage of In-Store Experiences"; *Expert Insight*, January, 2014, P. 18.
397. Stoltman J.J., Morgan F.W. & Anglin L.K. (1999); "An Investigation of Retail Shopping Situations"; *International Journal of Retail and Distribution Management*, Vol. 27 (4), PP. 145–152.
398. Stone, G.P. (1954); "City shoppers and urban identification: observations on the social psychology of city life"; *American Journal of Sociology*. Vol. 60 (1), PP. 36–45.
399. Stuart H. (1999); "Towards a Definitive Model of the Corporate Identity Management Process"; *Corporate Communications: An International Journal*, Vol. 4 (4), PP. 200–207.
400. Stuart, H. (1999); "Towards a definition model of the corporate identity management process"; *Corporate Communications: An International Journal*, Vol. 6 No.4, PP. 200-207.

401. Stum, D.L. and Thiry, A. (1991); "Building customer Loyalty"; Training and Development Journal, Vol. 73, No.1, PP. 34-46.
402. Sudhir, K. and Talukdar, D. (2004); "Does store brand patronage improve store patronage?"; Review of Industrial Organization, Vol. 24, PP. 143-60.
403. Sullivan, P., Savitt, R., Zheng, Y. & Cui, Y. (2002); "Rural shoppers: who gets their apparel dollars?"; "Journal of Fashion Marketing and Management, Vol. 6 No.4, PP. 363-380.
404. Summers T.A., Belleau B.D. & Wozniak PJ. (1992); "Fashion and Shopping Perceptions, Demographics, and Store Patronage"; Clothing and Textiles Research Journal, Vol. 11 (1), PP. 83-91.
405. Summers, T.A. & Hebert, P.R. (2001); "Shedding some light on store atmospherics - influence of illumination on consumer behavior"; Journal of Business Research, Vol. 54, No. 2, PP.145-150.
406. Sun, T. R., & Yazdanifard, R. (2015); "Review of Physical Store Factors That Influence Impulsive Buying Behavior"; International Journal of Management, Accounting and Economics, Vol. 2(9), PP. 1048-1054.
407. Sutton, R. I. and Rafaeli, A. (1988); "Untangling the Relationship between Displayed Emotions and Organizational Sales: The Case of Convenience Stores"; Academy of Marketing Journal, Vol. 31 (3), PP. 461-87.
408. Suz Jack Chan, Cheng Ling Tan (2016); "A Model Linking Store Attributes, Service Quality and Customer Experience: A Study Among Community Pharmacies"; International Journal of Economics & Management, Dec 2016, Vol. 10 Issue 2, PP. 321-342.
409. Sway, R. (2007); "From the Editor: The sweet smell of..."; Display & Design Ideas, Vol.19. No.2, PP. 1-2.
410. Swinyard, W. R., & Rinne, H. (1995); "Segmenting the discount store market: The domination of the ' difficult discounter core"; International review of retail distribution and consumer research, Vol. 5(2), PP. 123-145.
411. Swinyard, W.R. (1997); "Retailing trends in the USA: competition, consumers, technology and the economy"; International Journal of Retail and Distribution Management, Vol. 25, 8, PP. 244-255.

412. Tauber, E. M. (1972); "Why Do People Shop?"; *Journal of Marketing*, Vol. 36 (October), PP. 46-49.
413. Teller, C., Kotzab, H. & Grant, D.B. (2006); "The consumer direct services revolution in grocery retailing: An exploratory investigation"; *Managing Service Quality*, Vol. 16 No. 1, PP. 78-96.
414. Tendai, M and Crispen, C (2009); "In-store shopping environment and impulsive buying"; *African Journal of Marketing Management*, Vol. 1(4), PP. 102-108.
415. Terblanché N. (1998); "Retail Management"; Johannesburg: International Thomson Publishing, PP. 18-20.
416. Terblanché, N.S. & Boshoff, C. (2006); "A generic instrument to measure customer satisfaction with the controllable elements in-store shopping experience"; *South African Journal of Business Management*, Vol.3 No. 3, PP.1-15.
417. Thang D. C. L. & Tan B. L. B. (2003); "Linking Consumer Perception to Preference of Retail Store: An Empirical Assessment of the Multi Attribute Store Image"; *Journal of Retailing & Consumer Services*, Vol. 10 (4), PP. 193-200.
418. Thompson K.E. & Chen Y.L. (1998); "Retail Store Image: A Means End Approach"; *Journal of Marketing Practice*, Vol. 4 (6), PP. 161-173.
419. Thompson, A.M. and Kaminiski, P.F. (1993); "Psychographic and lifestyle antecedents of service quality expectations" *Journal of Service Marketing*, Vol.7 No. 4, PP. 53-61.
420. Titus, P. A., & Everett, P. B. (1995); "The consumer retail search process: a conceptual model and research agenda"; *Journal of the Academy of Marketing Science*, Vol. 23(2), PP. 106-119.
421. Treblanche, N. S. (1999); "The perceived benefit derived from visits to a super regional shopping centre. *South African Journal of Business*"; Vol. 30 (4), PP. 141-156.
422. Turley, L.W. & Milliman, R.E. (2000); "Atmospheric effects on shopping behavior: a review of the experimental evidence"; *Journal of Business Research*, Vol. 49, No., PP.193-211.

423. Urbonavicius, S. and Ivanauskas, R. (2005); "Evaluation of multiple retailers market positions on the basis of image attributes measurement"; *Journal of Business Economics and Management*, Vol. VI, No. 4, PP. 196-206.
424. Van de Velde J., Pelton W., Turnbull Caton S. & Byrne M. (1996); "Consumer Behaviour Reflected in Store and Clothing Selection Criteria: A Pilot Study in Canada and England"; *Journal of Consumer Studies and Home Economics*, Vol. 20 (4), PP. 377– 391.
425. Van Herpen, E., R. Pieters (2002); "The variety of an assortment-An extension to the attribute based approach"; *Journal of Marketing Science*. Vol. 21(3) PP.331-341.
426. Varley R. (2005); "Store Image as the Key Differentiator"; *European Retail Digest*, Vol. 46, PP. 18–21.
427. Verhoef, Peter C., Katherine N. Lemon, A. Parasuraman, Anne Roggeveen, Michael Tsiros and Leonard A. Schlesinger (2009); "Customer Experience Creation: Determinants, Dynamics and Management Strategies" ; *Journal of Retailing*, Vol. 85 (1), PP. 31–41.
428. Verma, H., & Madan, P. (2011); "Factor analysing the store attributes to identify key components of store image"; *IJMMR*, Vol. 2 (1), PP. 1-21.
429. Vida, I. (2008); "The impact of atmospherics on consumer behaviour: the case of the music fit in retail stores"; *Economic and Business Review*, Vol. 10, No. 1, PP. 21-35.
430. Vijayasarathy, L. R. and Jones, J. M. (2000); "Intentions to Shop Using Internet Catalogues: Exploring the Effects of Product Types, Shopping Orientations, and Attitudes Towards Computers"; *Electronic Markets: The International Journal of Electronic Commerce & Business Media*, Vol. 10(1), PP. 29–38.
431. Visser E.M. & Du Preez R. (1996); "Profiling the mature female apparel shopper"; *Journal of Dietetics and Home Economics*, Vol. 24 No. 1, PP. 12-19.
432. Visser E.M., Du Preez R. & Du Toit JB. (1996); "The Mature Female Clothing Shopper: Profiles and Shopping Behaviour"; *Journal of Industrial Psychology*, Vol. 22 (2), PP. 1-6.

433. Visser E.M., Du Preez, R. & Janse van Noordwyk, H.S. (2006); "Importance of apparel store image attributes: Perceptions of female consumers"; *Marketing Dynamics*, Vol. 32 No.3, PP. 49-62.
434. Visser, Preez, E.M. & Joung, H-M Miller N.J., Van Aardt A.M. (2000); "US and South African College Age Consumers' Preference for Apparel Store Image"; Unpublished Manuscript; Department of Textiles, Clothing and Design, University of Nebraska, Nebraska, PP. 21-28.
435. Vlahos, James (2007); "Scent and Sensibility"; *The New York Times*, September 9-5-2015..
436. Vrechopoulos, .A.P., O'Keefe, R. M., Doukidis, G.I. and Siomkos, G.J. (2004); "Virtual store layout: an experimental comparison in the context of grocery retail"; *Journal of Retailing*, Vol. 80 (1), PP. 13-22.
437. Wakefield, K.L. & Baker, J. (1998); "Excitement at the mall: determinants and effects on shopping response"; *Journal of Retailing*, Vol. 74, No. 4, PP. 515-539.
438. Wakefield, K.L. & Blodgett, J.G. (1994); "The importance of servicescapes in leisure service settings"; *Journal of Services Marketing*, Vol. 8, No. 3, PP. 66-76.
439. Wanninayake, W. M. C. B., & Randiwela, P. (2007); "The impact of visual merchandising on consumer store choice decisions in Sri Lankan supermarkets; In 7th Global Conference on Business & Economics, ISBN , PP. 978-980.
440. Wansink, Brian, Rohit Deshpande (1994); "Out of sight, out of mind: Pantry stockpiling and brand-usage frequency"; *Marketing Lett.*, 5 PP. 91-100.
441. Wansink, Brian. (1996); "Does package size accelerate usage volume?"; *J. Marketing* Vol. 60 PP. 1-14.
442. Ward, P. Davis, B.J. Kooijman, D. (2003a); "Ambient Smell and the Retail Environment: Retailing Olfaction Research to Consumer Behavior"; *Journal of Business and Management*, Vol. 9, No. 3, PP. 289-302.
443. Ward, P., Davies, B.J. & Kooijman, D. (2007); "Olfaction and the retail environment: examining the influence of ambient scent"; *Service Business*, Vol. 1, No. 4, PP. 295-316.

444. Ward, Ronald and James Davis (1978), "A Pooled Cross-Section Times Series Model of Coupon Promotions," *American Journal of Agricultural Economics*, 60 (August), 393-401.
445. Webster, Frederick (1965); "The 'Deal-Prone' Consumer,"; *Journal of Marketing Research*, 2 (May), PP. 186- 189.
446. Wei-Ming Ou, Russell Abratt, Paul Dion (2006); "The influence of retailer reputation on store patronage"; *Journal of Retailing and Consumer Services*, Vol. 13, Issue 3, PP. 221-230.
447. Westbrook R.A. & Black WC. (1985); "A Motivation Based Shopper Typology"; *Journal of Retailing*, Vol. 61(1), PP. 78-103.
448. Wilkie, Maxine (1995); "Scent of a Market" *Journal of American Demographics*, Vol. 17 (8), PP. 40 – 47.
449. Williams, R.H., Painter, J.J., Nicholas, H.R. (1978); "A policy-oriented typology of grocery shoppers"; *Journal of Retailing*, Vol. 54 (1), PP. 27–43.
450. Wilson, Dale, Larry Newman and Manoj Hastak (1979); "On the Validity of Research Methods in Consumer Dealing Activity: An Analysis of Timing Issues"; in *Educators Conference Proceedings*, Chicago: American Marketing Association, PP. 41-46.
451. Wirtz, J., Mattila, A.S. & Tan, R.L.P. (2007); "The role of congruency in influencing consumers' satisfaction evaluations and in-store behaviours"; *International Journal of Service Industry Management*, Vol.18 No. 1, PP. 6-24.
452. Wood, S. & Browne, S. (2007); "Convenience store location planning and forecasting – a practical research agenda"; *International Journal of Retail & Distribution Management*, Vol. 35 No. 4, PP. 233-255.
453. Woodruff, R.B. (1997); "Customer value: the next source for competitive advantage"; *Journal of the Academy of Marketing Science*, Vol. 25(2), PP. 139-53.
454. Woodside, A.G., Trappery, R.J. and Randolph, J. (1992); "Finding out why customers shop your store and buy your brand: automatic cognitive processing models of primary choice"; *Journal of Advertising Research*, PP. 59-78.

455. Xu, J., Shen, H., & Wyer, R. S. (2012); "Does the distance between us matter? Influences of physical proximity to others on consumer choice"; *Journal of Consumer Psychology*, Vol. 22(3), PP. 418-423.
456. Yalch, R. F., & Spangenberg, E. R. (2000); "The Effects of Music in a Retail Setting on Real and Perceived Shopping Times"; *Journal of Business Research*, Vol. 49(2), PP.139-147.
457. Yalch, R.F. & Spangenberg, E.R. (1988); "An environmental psychological study of foreground and background music as retail atmospheric factors"; In A. W. Walle, ed. *AMA Educators' Conference Proceedings*. Chicago: American Marketing Association, PP. 106- 110.
458. Yalch, R.F. & Spangenberg, E.R. (1990); "Effects of store music on shopping behavior"; *Journal of Consumer Marketing*, Vol. 7, No. 2, PP.55-63.
459. Yoo, C., Park, J., & MacInnis, D. J. (1998); "Effects of Store Characteristics and In-Store Emotional Experiences on Store Attitude"; *Journal of Business Research*, Vol. No. 42(3), PP. 253-263.
460. Yoo-Kyoung Seock (2009); "Influence of retail store environmental cues on consumer patronage behavior across different retail store formats: An empirical analysis of US Hispanic consumers"; *Journal of Retailing and Consumer Services*, Volume 16, Issue 5, PP. 329-339.
461. Youn, S., & Faber, R. J. (2000); "Impulse buying: Its relation to personality traits and cues. *Advances in Consumer Research*"; Vol. 27(1), PP. 179-185.
462. Yue, P., Zinkhan, G.M. (2006); "Determinants of retail patronage: a meta-analytical perspective"; *Journal of Retailing*, 82 (3), PP. 229–243.
463. Yun, Z. S., & Good, L. K. (2007); "Developing customer loyalty from e-tail store image attributes"; *Journal of Managing Service Quality*, Vol. No.17(1), PP. 4-22.
464. Zaltman, Gerald (2003); "How Customers Think- Essential Insights Into the Mind of the Market"; Cambridge, MA, Harvard Business Press.
465. Zeithaml, V. A. and Berry, L. (1996); "The Behavioral Consequences of Service Quality"; *Journal of Marketing*, Vol. 60 (2), PP. 31-46.

E: EDITED BOOKS/ CONFERENCE PROCEEDINGS

1. Aggarwal, V. (2008); “The Era of Retail Revolution: Contribution to Economy in Research in Management and Technology”; Deep Publications Pvt. Ltd., PP. 429-442.
2. Arshad, S.A. and Hisam, M.W. (2008); “Issues in Retailing, Research in Management and Technology”; Edited book by Aneet and Ramanjeet Singh, Deep Publications Pvt. Ltd., PP.109-118.

F: WEBLIOGRAPHY

1. Ghag, Prithvi (2013); “Retail store layout, design and display”; Retrieved from www.slideshare.net.
2. Ghimire B. (1999); “Impact of Multimedia on Children of Nepal”; Available at: <http://www.accu.or.jp/appreb/report/abd/abd3021.html> (Accessed on 3rd June, 2010). ABD. 30: 2.
3. Hemant Batra, Retailing Sector in India Pros Cons (2010); [http://www.legallyindia.com /1468-fdi-in-retailing-sector-in-india-pros-cons-by-hemant-batra](http://www.legallyindia.com/1468-fdi-in-retailing-sector-in-india-pros-cons-by-hemant-batra), Accessed on 12-9-2016.
4. <http://www.adityabirla.com/businesses/Profile/aditya-birla-retail-limited>, Accessed on 27-9-2016.
5. <http://www.census2011.co.in>, Accessed on 29/11/2014.
6. <http://www.dmartindia.com/about-us>, Accessed on 27-9-2016.
7. <http://www.easyday.in>, Accessed on 27-9-2016.
8. <http://www.futureretail.co.in>, Accessed on 27-9-2016.
9. <http://www.indiaretailing.com>, Accessed on 12-1-2017.
10. http://www.indiaretailing.com/uploads/banner_pdf/Colliers-India-Impact-of-Etailing-on-brick-mortar-retail-11092015.pdf, Accessed on 20-4-2017.
11. http://www.ril.com/html/business/business_retail, Accessed on 27-9-2016.
12. <http://www.spencersretail.com>, Accessed on 27-9-2016.
13. <http://www.tata.co.in/company/profileinside/Trent>, Accessed on 27-9-2016.
14. <http://www.vmart.co.in>, Accessed on 27-9-2016.
15. https://en.wikipedia.org/wiki/Big_Bazaar, Accessed on 27-9-2016.

16. https://www.at-home.co.in/about_us, Accessed on 12-9-2016.
17. <https://www.croma.com/about-croma>, Accessed on 27-9-2016.
18. <https://www.ibef.org/industry/retail-india.asp>, Accessed on 27-9-2016.
19. https://www.ibef.org/uploads/industry/Infrographics/large/Retail_2016, Accessed on 27-9-2016.
20. <https://www.thebalance.com/what-is-retail-2892238>, Accessed on 27-4-2017.
21. Khan, Humayun (2014); “Visual merchandising 101- how to create store designs with high-converting displays”; Retrieved from www.inc.com/encyclopedia/merchandise-display.
22. McIntosh, M. (2007); “The importance of retail merchandising [online]”; Available at: http://www.sideroad.com/Retail_Services/retail_merchandising.html, Accessed 18 November 2008.
23. Mishra, M.S. (2007); “The consumption pattern of Indian Consumers: choice between traditional and organized Retail”; <http://ssrn.com/abstract=994238>.
24. Superbrands (2007); “Power Shift: Thinking differently about consumers”; Cheryl Giovannoni, Landor. http://www.landor.com/pdfs/k9/CGiovannoniPwrShift_U.S._13Nov07.pdf, Accessed on 07-04-15.
25. www.crossword.com, Accessed on 12-9-2016.
26. www.hypercity.com, Accessed on 9-7-2015.
27. www.pantaloons.com, Accessed on 12-08-2015.
28. www.shoppersstop.com, Accessed on 12-09-2015.