#	Nombre del artículo	link	Autores	Año de publicación	Abstract	Principales definiciones (indicar si es definición del autor del documento o la cita que toma de referencia)	What instruments do the authors use to analyze each variable?¿Qué instrumentos utilizan los autores para analizar cada variable?	What are the relationships proposed by the authors? And how have they been established?¿Cuáles son las relaciones propuestas por los autores? ¿Y cómo se han establecido?	What factors or variables make up each construct?¿Qué factores o variables componen cada constructo?	What limitations and future lines of research do the authors define?¿Qué limitaciones y futuras líneas de investigación definen los autores?	What is the sector in which the investigation took place?¿Cuál es el sector en el que se llevó a cabo la investigación?	Which are the main conclusions of the study?¿Cuáles son las principales conclusiones del estudio?
1	Motivaciones de compra en la tienda de barrio: un estudio etnográfico en el departamento del Atlántico (Colombia).	file:///C:/Users/User/Downloads/1455-7405%2064-1-202004017.pdf	Contreras Cuentas, Margarita María. Rojano Alvarado, Yolmis Nicolás. Macías Campo	2021	En Colombia, existen negocios tradicionales como la tienda de barrio donde los habitantes llegan a consumir productos masivos y populares base de su economía familiar; además, ha sido establecida como un punto de encuentro y charlas en las comunidades. Éste artículo desarrolló un estudio etnográfico con el apoyo de la antropología y logró extraer las características de las motivaciones de compra en los clientes de la tienda de barrio en el departamento del Atlántico (Colombia). Para ello, se realizaron 30 entrevistas en profundidad sobre el análisis de una transcripción de 127 páginas, con la triangulación de fuentes secundarias y el trabajo de campo. Como contribución, el estudio determinó la emergencia de una generalidad sobre las características de compra en los clientes y cinco conceptos que enmarcan la motivación de compra, los cuales son conveniencia, necesidad, oportunidad, experiencia gratificante y familiaridad, fundada en relaciones cercanas que hacen parte de la cotidianidad de los barrios como una experiencia de valor e identidad cultural.	Del mismo modo, la motivación se define como una fuerza que impulsa la acción y se relaciona con la decisión consciente o inconsciente que implica cómo, cuándo y por qué asignar el esfuerzo a una tarea o actividad (Neanlexo et al., 2014). Sin embargo, las conceptualizaciones actuales de la motivación hacen referencia al impulso interno que precede al cambio de comportamiento, refiriéndose tanto al inicio como al compromiso continuo de la conducta (Marker et al., 2019). En consecuencia, el aumento generalizado de la capacidad de compra de los consumidores ha provocado grandes cambios en las preferencias de consumo que se concretan en una pérdida de participación del grupo de alimentos y bebidas a favor de otros grupos de consumos como esparcimiento y cultura (Zorrilla, 2005). Esto se ve reflejado en la disposición, el interés y el deseo de participar en un comportamiento determinado en los consumidores (Bigné et al., 2010).	La investigación se realizó dentro del paradigma cualitativo de investigación, escogiendo el método etnográfico y la antropología en el desarrollo de la interpretación de los datos. Se incorporó la etnografía como el método apropiado en la integración de nuevos puntos de partida y enfoques epistémicos que invita a complejizar las investigaciones sociales y sumar cuestionamientos que suponían resuelto (Oehmichen, 2014). La población del estudio hace parte del departamento del Atlántico (Colombia), desarrollada en los barrios populares y las tiendas más representativas de los municipios de Baranoa, Campo de la Cruz, Lunaco, Malambo, Palmar de Varela, Repelón, Sabanagrande, Sabanalarga, Soledad, Suan, Tubará, Usiacurí y la ciudad de Barranquilla incluida el área metropolitana. Se realizaron 30 entrevistas en el departamento del Atlántico, iniciando con una entrevista de un experto que brindó elementos para identificar las primeras tendas analizadas en el estudio etnográfico. Continuaron emergiendo relaciones con apoyo de los actores entrevistados, hasta que el estudio produjo una saturación de los datos en el análisis de los hallazgos. Las entrevistas fueron realizadas en la libertad de los entrevistados, grabadas en audio y transcritas de forma literal, alcanzaron un promedio entre 25 y 45 minutos, para un total de 127 hojas de transcripción. Igualmente, la participación en el área de estudio proporcionó un acercamiento a los actores, su cotidianidad y sucesos analizados desde la observación, participante o no, captura de momentos a través de fotografías y videoffinaciones integradas con las fuentes segundarias suministradas por distribuidoras de consumo masivo y populares del departamento del Atlántico, estudios previos con datos de estadísticos y descripciones publicados sobre el sector.	Cuando los consumidores se encuentran en un entorno minorista basado en la experiencia, se necesita una motivación autónoma para que disfruten del placer de la experiencia en sí, lo que conduce al compromiso del cliente (Filler, 2006). Respecto de la estrategia, Sashi (2012) se refiere al compromiso de cliente en relación con la construcción de interacciones más profundas, significativas y sostenibles entre la empresa y sus clientes o stakeholders externos, y propone que "no es un punto fijo que se puede alcanzar sino un proceso que se expande y evoluciona con el tiempo". Esta perspectiva no solo evidencia el concepto de participación del cliente a todas las experiencias y partes interesadas externas, sino Artículo originales Motivaciones de compra en la tienda de barrio: un estudio etnográfico en el departamento del Atlántico (Colombia) Purchase Motivation in the Customers of the Neighborhood store: An Ethnographic Study in the Department of Atlantico (Colombia) Margarita María Contreras-Cuentas 1 mmcontreras@uninorte.edu.co Universidad del Norte Yolmis Nicolás Rojano-Alvarado 2 yrojanoa@unipaguira.edu.co Universidad de la Guajira, Colombia Harleth Macías-Campo 3 harleth@uninorte.edu.co Universidad del Norte Recepción: 01 Abril 2021 Aprobación: 29 Mayo 2021	Los factores que se evidencian son las personas o sucesos que intervienen en brindar una experiencia a los clientes que fomente recuerdos positivos inolvidables durante la experiencia de compra, debido a que los recuerdos de compras se asocian efectivamente con la satisfacción del cliente en el comercio, intervienen también la calidad del producto y lo satisfactio que quede el consumidor con su producto o servicio.	Las condiciones de logística del mercado, comodidad y flexibilidad	La población del estudio hace parte del departamento del Atlántico (Colombia), desarrollada en los barrios populares y las tiendas más representativas de los municipios de Baranoa, Campo de la Cruz, Lunaco, Malambo, Palmar de Varela, Repelón, Sabanagrande, Sabanalarga, Soledad, Suan, Tubará, Usiacurí y la ciudad de Barranquilla incluida el área metropolitana.	La motivación tiene que ver con el por qué del comportamiento, como se lleva a cabo, su energía, se sostiene o se detiene la conducta, según lo mencionado por Neanlexo et al. (2014). Es a partir de los impulsos emocionales, los impulsos innatos y adquiridos y los factores conscientes e inconscientes que al fusionarse desempeñan un papel en la configuración de una compra no tan racional sino más bien impulsiva. En este estudio, se afirma lo expuesto por Ar-y Hsn (2020); el cliente minorista intrínsecamente motivado disfrutará de la experiencia de compra en sí misma y conducirá a un comportamiento de revisión periódica. Así pues, tal como lo afirma Pilramo (2012a, p. 108), "la familiaridad que se teje entre tenderos y proveedores facilita los procesos de intercambio comercial", y se contribuye a profundizar las relaciones entre unos y otros. De ese mismo modo, a causa de la oportunidad de compra que se refiere a la disponibilidad de tiempo y condiciones favorables que inducen a la acción, los clientes disfrutarán y participarán activamente en su experiencia de compra, al percibir los valores que son incentivos en su escogencia de proveedores. Tal como lo indica Pilramo et al. (2011), la reciprocidad implícita se va construyendo y afianzando en el tiempo. El abordaje empírico permitió conocer que existen diferentes factores motivadores entre cliente y distribuidor, también reflejados en las condiciones de logística del mercado, su comodidad y flexibilidad que proporcionan el acercamiento de estas dos categorías de estudio y el crecimiento de la relación comercial. Además, las experiencias gratificantes que evocan el gusto y la propia satisfacción del individuo son sustanciales para influir en la decisión de escogencia de proveedores. Es un valor percibido en la relación de ambos en el momento de compra y venta o la actividad económica. Así es como con la revisión de literatura encontró la relación entre el compromiso del cliente y la creación de valor para este es reflejado en la relación del valor funcional, hedónico y social percibido (Tyrvainen et al., 2020).
2	Sistema de autoservicios en la economía local una transformación en el comercio minorista de ciudades intermedias	https://revistaespacios.com/index.php/revista/article/download/9250/9250/36452?PHPSESSID=7ovqqqqqqqqqqq-1&_ga=2.1.1.1

8	How social, environmental, and economic CSR affects consumer-perceived value: Does perceived consumer effectiveness make a difference?	https://hdl.handle.net/10261/0010491	Rafael Curiás-Pérez Consuelo Dota-Dota María J. Miquel-Romero Isabel Sánchez-García	2013	This study analyzes the influence of consumer-perceived dimensions of corporate social responsibility (CSR) from a sustainable development approach (i.e. economic, social, and environmental) on the dimensions of perceived value (i.e. utilitarian, emotional, and social value). The study also analyzes the moderating effect of perceived consumer effectiveness (PCE) in the value generation process around CSR. A theoretical model is estimated with data from 661 consumers of Inditex or Danone products, leading firms in the textile and dairy sectors, respectively. Results indicate that functional value is determined by economic and social dimensions of CSR. Emotional value can be enhanced through the three CSR dimensions but social dimension has the greatest influence. Finally, firms can only influence social value through social CSR initiatives because it is unaffected by environmental and economic dimensions. The moderating effect of PCE is confirmed by the influence of the social dimension of CSR on the three types of value and the influence of the economic dimension of CSR on consumer functional value.	Over the years, there have been very different conceptualizations of CSR. Two ideas stand out in most definitions of CSR: First, companies have areas of responsibility that go beyond the purely economic maximization of profit or improvement of competitiveness in the markets (Carroll, 1979; Du et al., 2011). Second, firms not only have to respond to their owners but also to the other stakeholders, like consumers (van Marrewijk, 2003).	The research takes a causal approach using structural equation models (EQS 6.1, Bentler, 2005) to estimate the proposed relations. The study proceeded as follows. First, a qualitative pre-test was performed through a focus group comprising 11 Spanish consumers between 18 and 37 years of age, in order to choose a sector of activity and the brands that could serve as a context for the quantitative study, and to purge and adapt the scales used in the quantitative phase eleven Spanish consumers between 18 and 37 years participated in a focus group.	The remaining sections of this paper are structured as follows. First, the concepts and dimensionality of PV and CSR are reviewed. Then, several hypotheses regarding the influence of consumer-perceived CSR dimensions on PV components are posited. The conceptual background ends with an analysis of the moderating role of PCE in the above-mentioned relationships. Afterwards, the sample and methods are described, and the empirical results are presented. A final section concludes the paper and presents its contributions, implications, limitations, and direction for further research.	Among consumers' personal characteristics, psychographic features (values, lifestyles, personality characteristics, etc.) are particularly influential in their reactions to CSR initiatives	The choice of these sectors may have conditioned some of the results. Therefore, subsequent studies to extend the range of industrial sectors would be interesting in order to support (or not) our findings. Second, it would also be interesting to replicate the study in other countries, as cultural issues could have influenced the results. Third, the interviewees' PV may have been influenced by additional variables other than CSR such as prior image of the companies or experience and subsequent satisfaction with their products. This issue could be resolved by considering an experimental design to control for these variables.	The discussion then focused on socially stigmatized product categories (e.g. tobacco, alcohol, gambling) and non-socially stigmatized products.	Similarly, consumers could be given greater participation in the choice of social causes to support through the company, and, in this way, reinforce their sentiment that with their actions they can have a positive influence on social well-being, which presumably will reinforce the PV of the company products at all levels and that will increase their intention to purchase them.
9	The influence of perceived food quality, price fairness, perceived value and satisfaction on customers' revisit and word-of-mouth intentions towards organic food restaurants	file:///C:/Users/User/Downloads/2-s2.0-84928432-868-Konuk,%20Yoshida,%20Taze-84777-66878-Konuk-20200513-pdf	Konuk, Faruk Anil	2019	The emerging trend of organic food consumption is manifested by the opening of organic food restaurants in the hospitality sector. In this respect, drawing on cue utilization theory, stimulus-organism-response (S–O–R) theory, equity theory and the principle of dual entitlement, the aim of the current study is to investigate the role of perceived food quality (PFQ), price fairness (PF), perceived value (PV) and customer satisfaction (CS) on customers' revisit and word-of-mouth (WOM) intentions towards organic food restaurants. For this purpose, the empirical data were collected by means of a written survey instrument from customers who had previously visited an organic food restaurant. The hypotheses were analyzed with maximum-likelihood estimation. The findings revealed that PFQ positively influences PF and PV. The significant positive relationships were also confirmed between PF, PV, and CS. The findings were also supported that consumers' behavioral intentions are influenced by CS. Furthermore, CS acts as a partial mediator among PFQ, PF, PV and behavioral intentions. Some significant theoretical and managerial insights are also presented.	Organic food products are generally highly priced related to additional production costs. For this reason, the price of organic food menus in the restaurants is inevitably higher than conventional ones. Previous research highlighted that price is a significant obstacle to organic food consumption (Marian et al., 2014; Hughner et al., 2007). On the other hand, organic food products are perceived as healthier than conventional ones (Byrla, 2016; Lea and Worsley, 2005). In this regard, it is essential to understand how customers' PFQ influences PF perceptions regarding organic food menus for both scholars and restaurateurs.	Items for survey instrument were taken from previously validated scales. In this regard, PFQ was measured by a four-item scale that includes healthiness, visually attractiveness, freshness and tastiness attributes of food adapted from Jang and Namkung (2009). Three items for PF were adapted developed by Vaidyanathan and Aggarwal (2003). PV was assessed with three items from Ryu et al. (2008). CS was assessed with three items intend to capture emotional and relational perspectives adapted from Oliver (1980). Revisit intentions comprise three items that were adapted from Ryu and Lee (2017), and WOM intentions with three items were adapted from Zeithaml et al. (1996). The responses for the remaining items were evaluated with five-point Likert scales anchored at (1 = strongly disagree, 5 = strongly Agree). The pilot sample was composed of a separate group of a 25 organic food restaurant customers. After the comments from the pilot sample, some slight modifications regarding wording were made to the questionnaire to ensure the understandability of the scale items.	Obtaining high satisfaction leads to greater market performance for companies and consequently and this creates an opportunity to achieve long-term competitive advantage (Hooley et al., 2005). Previous research found a positive relationship between CS and grocery behavioral intentions towards grocery stores (Nair, 2018; Hau et al., 2010). In particular, hospitality literature highlighted the influence of CS on customers' revisit and WOM intentions towards restaurants (Ryu and Han, 2010; Qin et al., 2010; Lai, 2015). Hence, it is essential to know how customers' satisfaction influences their revisit and WOM intentions towards organic food restaurants for restaurateurs and investors to plan their marketing strategies.	Examination of food-related factors to explain customers' behavioral intentions towards organic food restaurants from both a theoretical and managerial perspective	Despite the significant contributions of the present study, several limitations are mentioned for future research to gain additional insights. The data were collected from one city with a convenience sample of customers. This may limit the representativeness of the empirical findings to the entire country. Since different regions may present different purchasing patterns of consumers, future research should be conducted in different cities with diverse sample across the country to increase the generalizability of the results. Different country results may also provide comparison and cross-cultural implications would add new knowledge to the hospitality and marketing literature. This study has not focused on a specific organic food menu to examine the predictors of customers' behavioral intentions towards organic food restaurants. Hence, additional research is needed with focusing on specific organic food product categories to more comprehensively examine the antecedents of customers' behavioral intentions.	Of 329 respondents, 53% were females. Married respondents made up 61% of the sample. Regarding age, all the respondents were above the age of 18 and most of them (74%) were between 26 and 45 years old. In terms of educational attainment, 57% were graduated from university. Monthly household incomes between 600 TL and 8000 TL were reported by 45% of the customers. In addition, incomes between 8001 TL and 10000 TL and incomes between 10001 TL and 12000 TL were indicated by 28% and 14% of the participants, respectively.	The inclusion of additional constructs in the model could also be used to improve the understanding of customers' behavioral intentions towards organic food restaurants in more detail. Furthermore, this study was used cross-sectional data to examine the causal linkages among the constructs. It would be useful for future research to benefit longitudinal data to gain additional knowledge about the role of predictors on customers' behavioral intentions. Furthermore, qualitative research such as in-depth interviews or focus groups may also contribute to more comprehensively understanding of customers' revisit and word-of-mouth.
10	Internal and external determinants of consumer engagement in sustainable consumption	file:///C:/Users/User/Downloads/sustainability-12-01349-v2.pdf	Pilgrimiene, Zukauskaite, Banyte, Dovalienė, Kiršlėis, H.	2020	Rapid population growth together with improving living standards is causing bigger and more rapid consumption of resources in industrial, household and personal consumption areas. Unsustainable consumption patterns are negatively affecting our surroundings. In order to promote sustainable consumption it is important to engage consumers in active and mutual dialogue. This study introduces the construct of consumer engagement into the context of sustainable consumption and aims at revealing the factors influencing consumer engagement in sustainable consumption. Two groups of factors, internal and external, each comprising three determinents (environmental attitude, perceived responsibility and perceived behavioral efficiency; and conditions for sustainable consumption, social environment and promotion of sustainable consumption) were identified as having direct positive impact on consumer engagement in sustainable consumption, which in turn had a positive impact on green product buying. The results revealed an important mediating role of the consumer engagement construct, suggesting that application of the engagement construct in the context of sustainable consumption would allow a deepening understanding of actual consumer behavior related with different contexts of sustainable consumption.	Modern society can be broadly described as having two faces: 1) One reflects consumerism—buying more, consuming more, and throwing away more; 2) another reflects the concern about the use of resources and the impact it has on the environment. This second "face" of the society is showing itself more and more, speaking out loud about the negative effects that unsustainable consumption patterns have on our surroundings. For a long time, sustainability issues were perceived as mainly a responsibility of producers, leaving the consumer out of the way. This is no longer the case, as research reports that individual consumption behavior is a key driver of current unsustainable development [1]. Consumer household purchases are responsible for about 70–80% of Europe's environmental impacts [2]. However, increasing environmental concern still does not lead to a sufficient part of actual consumer behavior in the context of sustainable consumption (SC).	A quantitative online survey was used for data collection. Purposive sampling along with snowball sampling was applied since we tried to reach online communities that express concerns about environmental, social and economic issues. The link to the survey was advertised via social networks, online forums and word of mouth, trying to reach the respondents who care about the idea of sustainability. The argument for sampling criterion was the need to find consumers that were likely more willing to engage in sustainable consumption. Nonprobability sampling has its limitations due to the subjective nature in choosing a sample, but since the purpose of this research was not to make some generalizable conclusions about the population, but to test theoretically assumed relations, the nonprobability sampling can be justified [56,57]. All data were collected anonymously. In total, 405 usable questionnaires were completed. Seventy-seven percent of respondents were female. The age ranged from 18 to 68 years with a mean age of 29 years. The majority of respondents (almost 50%) were young, between 18 and 24 years old. 61% of respondents had a higher education. Half of the respondents were single (46%), 70% did not have children and the income per month of 61% did not exceed 600 euros (the net income in Lithuania was 600 euros at the time of empirical data collection). These socio-demographic characteristics show that younger, educated people, mostly women, were keener to participate in this research and this has to be taken into account when interpreting the results.	Based on cause and effect logic, the introduction of consumer engagement construct changes the research direction and raises the need to explore the factors determining consumer engagement in sustainable consumption. Approaches to the factors causing consumer engagement in scientific literature are very diverse due to the variety of engagement objects and contexts. The topic of consumer engagement in sustainable consumption is considered unexplored both in the aspects of the structure of the construct as well as the determinants influencing the engagement. In our study, engagement in sustainable consumption is related to the motivational state of the consumer [22], and from a marketing perspective, the identification of actual consumer behavior as a consequence of consumer engagement is especially important.	According to Pepper et al. [4], the bigger part of research in sustainable consumption is based on a psychological perspective and is oriented at exploring the factors determining ecologically conscious consumer behavior. Indeed, there is an abundant number of studies trying to reveal factors and motives of sustainable consumption behavior [5,6,7,8,9,10,11,12,13,14]. The listing of determinants often includes factors considered to be internal to individuals (e.g., values, personal norms, beliefs, attitudes) and external forces—contextual, structural or social factors (e.g., social norms, infrastructural constraints, different incentives). Sustainable consumption became a key topic in marketing research emphasizing the use of various marketing strategies and tools for changing consumer behavior to more environmentally conscious behavior. Since it became clear that one-way communication about negative consequences of unsustainable consumption was not effective at reaching substantial changes in behavior, many studies have concentrated on tools and methods for engaging consumers in active and mutual dialogue about sustainability issues	Our study can be considered as an exploration in nature since it represents one of the first attempts to use the construct of consumer engagement in the topic of sustainable consumption. Therefore, is has a number of limitations, which in turn show the possible directions for further research. Our research is limited geographically to the population of one European country—Lithuania, the results might differ, taking other cultural contexts into account. Moreover, younger people dominated in the current research and therefore we recommend repeating the research in other samples representative of age difference. However, considering the novelty of the topic, even the current case serves as a basis for further exploration and contributes to the existing body of knowledge. In this study we identified six factors that form two groups (internal and external) that influence consumer engagement in sustainable consumption. Logically, there might be other factors that could be considered important in determining consumer engagement. Future research might consider those other factors and variables excluded in the present study. Finally, in our research we took green product buying as the result of consumer engagement in sustainable consumption. Sustainable consumption has a variety of possible forms of expression, which also show possible directions for further research in the area.	sustainable consumption	The contribution of this study is the depiction of the construct of consumer engagement in sustainable consumption. So far, no research has focused on examining engagement in sustainable consumption as a consumer's internal state, described through cognitive, emotional and behavioral dimensions. This study is also innovative as it includes and examines external and internal determinants of consumer engagement in sustainable consumption. The findings highlight the need to take into account the mediating role of consumer engagement when analyzing sustainable consumption behavior. Therefore, the present study claims that the SOR paradigm is applicable to research on consumer engagement in sustainable consumption. We argue that engagement, as an internal state of a consumer, can be evoked through both external and internal stimuli. In contrast to traditional approaches, where stimuli are primarily considered as factors outside of individuals. Our findings confirm that perceived responsibility, perceived behavioral efficiency and environmental attitude (internal factors) could be treated as consumers' reasons for engagement, showing the significant positive impact. This study suggests that personal traits of a consumer (e.g., perceived responsibility) as well as external/environmental factors could influence his/her internal state (e.g., engagement), which in turn leads to response (e.g., green product buying). As such, this present study adds to the application of the SOR model by suggesting that personal traits of a consumer could be promising independent variables for the internal state of a consumer as an outcome.
11	Consumer attitudes and buying behavior for green food products: From the aspect of green perceived value (GPV)	https://archive.ceu.edu/sites/default/files/2019-01-29/1546387-2019_Wiso_Eunju_Kim_Yeong-Gug.pdf	Wiso, Eunju Kim, Yeong Gug	2019	Purpose – The purpose of this paper is to apply the multidimensional construct of green perceived value (GPV) to the buying behavior of green food products to enhance the understanding of consumer behavior intentions and explain the formation of the intention to buy green food products. Design/methodology/approach – This study adopted four GPVs (i.e. functional value, conditional value, social value and emotional value) and explored the relationships among GPV, attitudes and purchase intention. A total of 300 self-administered questionnaires were distributed, from which 253 usable responses were obtained. Findings – The relationships between six constructs and 20 indicators were measured using structural equation modeling. All the underlying dimensions had a significant effect on consumers' attitudes, significantly affecting their purchase intention. Originality/value – Implications for future research and marketing strategies in the field of purchasing behaviors of green food products are discussed.	Reflect their attitudes toward environmental protection. Honkanen et al. (2006) reported that consumer considerations about environment concerns and a desire for harmony with nature are a key reason for purchasing organic food products. In addition, Worsley et al. (2015) pointed out that because consumer choice can have a significant impact on the environmental characteristics of food supplied to the market, it is important to investigate the influences of consumers on food purchases. In the food sector, Laurett and Benedetti (2018) pointed out that green the green food market have become one of the crucial market segments, and McCarthy et al. (2018) mentioned that the change for organic inputs can be viewed as offering support for agriculture, which British Food Journal © Emerald Publishing Limited 0007-070X DOI: 10.1108/BFJ-01-2018-0027 Received 16 January 2018 Revised 24 May 2018 5 September 2018 Accepted 2 November 2018 The current issue and full text archive of this journal is available on Emerald Insight at: www.emeraldinsight.com/0007-070X.htm Consumer attitudes and buying behavior Downloaded by ECU Libraries At 04:35 13 March 2019 (PT)	The key aim of the current study is to examine the relationships among "GPV," "attitudes toward purchasing green products," and "consumers' intention for purchasing green food products" to investigate the dominant effect of the GPV attribute on consumer behaviors in the context of food industries. The hypothesized framework presented in Figure 1 was developed with theoretical underpinnings of GPV and consumer behaviors; further, constructs from the literature to ensure the reliability and content validity of the instrument were adopted in this study (e.g. Chen and Chang, 2012; Holbrook, 2006; Lin and Huang, 2012; Maioli and Menichetti, 2012; Sanchez et al., 2006; Sangroya and Nayak, 2017; Schulema et al., 2013; Shetti et al., 1991; Suki, 2016)	Therefore, one of the current study's purposes is to deal with the multidimensional construct of GPV, consisting of functional value, conditional value, social value and emotional value. Even though Sangroya and Nayak (2017) developed a GPV scale, they did not find the relationship GPV and consumer behaviors. Thus, this study hypothesizes that green attitude is a moderating influence on consumers' behavioral intention, which is a key determinant of food-purchasing behavior in the food industry.	Thus, the authors examined the factors influencing people's decision to purchase green food, and reported that the respondents' considerations about environment pollution and/or deforestation can lead a higher probability of purchasing green foods	Although the current study contributes to the theoretical development of the relevant literature and has some practical implications, it has some limitations. First, the study uses an online survey platform, which is essentially a convenience sampling technique. All respondents were internet users; hence, the sample may not reflect the general population. Therefore, future research could replicate the study using a probabilistic sampling frame. Additionally, although consumers' attitude and intention in the research fields is represented by the most important predictor of behavioral intention to purchase products or services, predictors are not always equivalent to their actual behaviors. Hence, future works should explore consumers' actual buying behaviors by means of observation or interviews.	administrative, validation is done online	The proposed model in this study was both reliable and valid. Further, the findings of the study showed that all sub-constructs of GPV (i.e. functional value, conditional value, social value and emotional value) were significant, influencing factors of consumers' attitude toward purchasing green products, and thus, significantly influencing consumers' purchase intention. In particular, GPV (functional value: β ¼ 0.309, t ¼ 3.53, conditional value: β ¼ 0.206, t ¼ 2.48, social value: β ¼ 0.173, t ¾ 3.30, and emotional value: β ¼ 0.246, t ¼ 2.36) had a significantly positive effect on consumer attitudes, while consumer attitudes (β ¼ 547, t ¼ 7.33) positively affected consumers' purchase intention. Also, the significant indirect relationship between GPV and purchase intention were found. The findings regarding these relationships are theoretically consistent with those in previous studies (e.g. Chen and Chang, 2012; Hur et al., 2013; Sangroya and Nayak, 2017). Sangroya and Nayak (2017) revealed that the multidimensional construct of GPV can enhance the attitude of consumers toward green behaviors and enhance their purchase intentions. Furthermore, as argued by Hur et al. (2013), such functional, social and emotional values, perceived by consumers influence customer purchase behaviors to obtain the physical and psychological benefits of green products. More specifically, the effect of functional value on consumer attitudes (β ¾ 0.309) is the strongest in the model. In this study, functional value represented the value for money, price and quality standard. Considering consumers' intention to buy green food products, this study showed that those incentives and advantages may be implemented to promote the respondents' decision making. According to previous studies (Han et al., 2017; Schulema et al., 2013), functional value can be seen as one of crucial influences on consumer choices, because this value originates from the tangible attributes that consumers can obtain utilities and benefits from
12	Understanding consumers' willingness to use ride-sharing services: The roles of perceived value and perceived risk	https://www.sciencedirect.com/science/article/pii/S0969698919301692	Wang, Yu Gu, Jiaao Shanyong, Wang, Jing	2019	In order to popularise the sustainable transport innovation of ride-sharing, it is critical for service providers and policymakers to understand the factors affecting ride-sharing willingness of potential users. This research explores the drivers of non-users' willingness to use ride-sharing services from the perspectives of perceived value and perceived risk, where perceived value and perceived risk are both conceptualised as formative second-order constructs constituted by their first-order value components and risk components. The data was collected in China through an online questionnaire from 378 respondents who had never used a ride-sharing platform. Partial least squares structural equation modelling (PLS-SEM) is used to verify the research model and hypotheses. The empirical results reveal that perceived value is positively associated with consumer willingness to participate in ride-sharing, but perceived risk is negatively related to consumers' ride-sharing intention. Contrary to expectations, perceived risk positively moderates the effect of perceived value on consumers' ride-sharing intention. This study contributes to a deeper understanding of the effects of consumers' value perception and risk perception on their acceptance of internet-based ride-sharing services. Measures to promote ride-sharing include maximising consumers' value of ride-sharing and their perception of value as well as reducing potential risks in ride-sharing process.	These risks may involve privacy, personal and property security, expected performance, and accident compensation (Hong, 2017). Moreover, it is worth noting that the transition from non-users to users is a gradual process of change, in which correctly positioned encouragement, guidance, and support from facilitators and policymakers may be particularly important in attracting consumers who have never had a ride-sharing experience (Liao et al., 2015). It is thus crucial to understand the factors influencing future ride-sharing adoption from the point of view of non-users and to put forward corresponding regulatory strategies.	Furthermore, in the Internet context, consumers may be concerned that acceptance behaviour does not meet expectations, because of consumer risk perception (Chen and Dubinsky, 2003). Kahneman and Tversky (2013) indicated that the interaction between risk and value determines how consumers make decisions under risks. Research that studies the relationship between perceived value, perceived risk, and consumer intention to use e-services has not only proved perceived risk's direct influence on purchase intention, but also confirmed that risk has a significant moderating role in the relationship between the users' value perception and their adoption intention (Featherman and Fuller, 2003; Chiu et al., 2014). Therefore, it is also necessary to analyse the variation in the relationship between perceived value and consumer willingness to use ride-sharing services as a result of perceived risk changes. Through this research, a better understanding of the relationship among perceived value, perceived risk, and usage willingness can be gained.	Ride-sharing, the forerunner of the sharing economy in the transportation sector, brings benefits to passengers, traffic, society, and the environment. This research explores the influencing factors of potential users' willingness to ride-share from the perspective of value and risk.	Our research has some limitations despite the interesting results and implications. Firstly, in ride-sharing as in any other activity, the consumers' willingness to participate, which is what was explored in this research, is not the same as the consumers' actual behaviour. Therefore, in the future research, we hope to focus on the consumers' actual acceptance behaviour of ride-sharing services. Secondly, in our research, majority of the 378 respondents are young people between the ages of 20 and 30 years (approximately 80%), and most of them have a final education of at least an associate degree (over 80%). Although the profiles of the respondents to our survey matches that of the early adopters of ride-sharing services, our sample is relatively homogeneous and does not fully represent the actual population of China. In subsequent studies, we will distribute additional questionnaires to different groups of people to collect data that is more representative of the entire society. Thirdly, the effects of value perception and risk perception on consumers' ride-sharing willingness may be significantly different between users with ride-sharing experience and the non-users who lack that experience. In this study, our analysed results about consumer ride-sharing willingness were limited to users who have never used a ride-sharing service. In future research, we should separately analyse the acceptance behaviour of this sustainable innovation from the perspective of users and non-users, and compare the results to get more valuable insights, opinions, and suggestions. Lastly, with the development of AV technology, innovative dynamic ride-sharing options in the context of shared autonomous vehicles (SAVs) has aroused more and more concern. However, previous research on user acceptance of dynamic ride-sharing of SAVs is insufficient and limited research has focused on this issue (Krueger et al., 2016; Stoiber et al., 2016; Gurumurthy and Kockelman, 2018). Thus, in the future, we can further analyse the determinants of user acceptance of this innovative mobility options (e.g., individual characteristics, perception and belief factors).	shared rides	Considering other practical measures, effective control of the potential risk of ride-sharing is also crucial, and the consumers' perception of risk of ride-sharing services can be reduced by improving security, privacy, and financial danger. Ride-sharing service providers should implement efficient driver-tracking systems, effective driver-rating systems, train drivers professionally, and conduct strict audit of driving qualifications. These safety measures should be employed by ride-sharing service providers and publicised to reduce consumer concerns about personal safety, property safety, and performance acquisition in the ride-sharing process. Then to decrease consumer perceived conflict risk, comprehensive compensation mechanisms for accidents and failure should be developed and improved, and adequate insurance coverage should be guaranteed for drivers and passengers. It is worth noting that we consider it very necessary to inform consumers of the specific compensation mechanisms, procedures, and insurance coverage. In addition, the security mechanism for safeguarding the privacy information of ride-sharing services should be perfected. Simultaneously, policymakers should take steps to enhance control over the management and use of private information by ride-sharing service providers.
13	Service quality evaluation and the mediating role of perceived value and tourist satisfaction in customer loyalty	https://www.emerald.com/insight/content/doi/10.1108/TTH-06-2017-0044/full/html?jumpSession=1&utm_medium=email&utm_campaign=Emerald%20Insight%20Tourism%20Management%20Perspectives%20%28%29%20Issue%20Alert%20%28Vol%20%2F%20Issue%20%29&utm_content=1&utm_source=Emailer&utm_term=1

14	The effects of consumers' perceived values on intention to purchase upcycled products	file:///C:/Users/user1/Downloads/sustainability-11-01034.pdf	Yu, S. Lee, J.	2019	As concerns around today's environmental problems increase, there is a growing need for consumers to accelerate their sustainable behaviors relating to product disposal such as product reuse and product life extension. The purpose of this study was to investigate consumers' value perceptions and their intentions to purchase upcycled products. This study identified the total perceived utility of upcycled products as six values that influence different levels of product attitude, which, in turn, affect purchase intention. In addition, the study examined the moderating role of purchase experience in the relationship between perceived value and product attitude. Survey data from 413 people in the United States were used to test our hypotheses. We found that three values (i.e., green, emotional, aesthetic) had a significantly positive effect on both product attitude and purchase intention. The moderating effect of purchase experience was found only on the paths between green and functional values and product attitude. The findings offer implications for academics, practitioners, and policymakers in designing strategies that encourage people to purchase upcycled products. We conclude that organizations should design strategies that maximize the emotional and aesthetic values of upcycled products using varied and engaging content, such as storytelling, based on each product's background.	However, despite such marketing trends in response to consumer interest, consumer perceptions or evaluations of upcycled products have been rarely studied in the consumer behavior literature [9,10]. Among the few, Wei and Jung's study [11] addressed the total perceived utility of sustainable fashion products, including their general product value (i.e., functional, emotional, social) and green value. They examined the impact of perceived values and the role of psychological factors (e.g., face-saving) on consumer intention to purchase sustainable fashion products. Considering that upcycling is a way of giving a product a whole new life by adding unique ideas and designs to discarded material beyond simple recycling [5], upcycled products are expected to deliver more product value compared to general environmental products. Therefore, the main aim of this study was to examine in-depth the role of consumption values in upcycled products. Our research model could provide a theoretical basis based on Fishbein's multiattribute model, more specifically the attitude-toward-object model. According to this model, the attitude of a consumer to a product is assumed to be determined by some salient beliefs perceived by the consumer about various pieces of information about the object (product, ideas), and by the importance evaluation of the product attribute. Consumers have a belief in the product feature after undergoing a cognitive process and form a positive or negative attitude through such a formed belief [12]. Therefore, we investigated the impact of product values on consumer attitudes and upcycled product purchase intention based on this theory.	An online survey was conducted using the Google Forms tool to collect data for the empirical analysis. The survey was conducted in April 2018. A total of 413 individuals residing in the United States were recruited via Amazon Mechanical Turk (M Turk), a crowdsourcing marketplace. In recent years, M Turk has emerged as a practical way for recruiting a large number of respondents for online experiments from a reasonably wide cross-section of the general public, considerably more diverse than the traditional recruitment pool of university undergraduates [65]. We analyzed data from 401 respondents who completed the entire survey. In this study, males comprised 53.6% of the respondents, while 42% were between 30 and 39 years, followed by 23.8% between 20 and 29 years, 16.3% between 40 and 49 years, 14.8% between 50 and 59 years, and 3.3% over 60. In addition, their occupations included office workers (28.4%), salespeople (16.5%), engineers (18.2%), professionals (18.2%), the self-employed (8.0%), and students (2.5%). Finally, we asked respondents to indicate their upcycle buying experience and buying period. In response, 211 replied that they had purchased upcycled products. Most of these had purchased within one year, and the products they bought were furniture (27.2%), a bag/purse (25.3%), accessories (17.1%), home decoration (14%), office supplies (8.9%), and clothing (7.4%), among others.	As serious waste disposal problems threaten mankind, there is an increasing social awareness of the need to conserve resources and reduce greenhouse gas emissions and landfills. Reflecting the social concerns of these serious environmental issues, consumers are increasingly urged to accelerate sustainable actions related to product disposal, such as product reuse and product life prolongation. Meanwhile, as part of this effort to reduce waste, a small but growing number of companies have begun trying to reduce waste by planning for a product's potential recycling or reuse at the end of its life before it is even made, and this process is known as "designing out waste" [1]. Wasting less can also improve profit and be expected to gain a positive corporate image as an ethical company. This need has created the popular trend of upcycling, which is considered a greener version of recycling [2]. Upcycling is defined as a process to "reuse discarded objects or materials in such a way as to create a product of higher quality or value than the original" [3] (p. 146). Since upcycled products are the result of converting old or discarded materials into something useful and often beautiful [4,5], recently, several emerging companies have been selling upcycled products as a means for future growth in the context of sustainable production or design [6]. The upcycling market worldwide is worth 150 million dollars, and upcycling has especially shown significant growth across the United States. For example, the number of products tagged with "upcycled" increased to 30,000 in 2011, an increase of 275% year over year, and as of 2013, that number stood at 263,685, an additional increase of 879% [7].	demographics, lifestyle, values, knowledge, and perceived behavioral and situational factors, might explain the intention–purchase gap	However, despite our several contributions, this study had some limitations that point to areas for future research scope. This study verified that consumers purchased upcycled products for practical or internal purposes, looking at various product categories such as furniture, office supplies, ornaments, and fashion. According to a prior study [84], consumer perceived value varies depending on product type, and thus, future studies are needed to deepen understanding of the other values related to the upcycled product. Specifically, it would be meaningful to examine the role of economic value in determining attitude and purchase intention toward upcycled products. Second, the role of social value was not supported in this study. This implies that an upcycled product, made of abandoned materials, is not recognized as a trendy image or worth showing off. Consumers may have concerns about how these will be accepted. Therefore, a further study is needed to explore how this risk negatively affects the purchasing intent of upcycled products. Third, we applied an attitude-toward-object model, which is the basic model of Fishbein to explain our research model. Considering that the most appropriate theory to explain action from attitude is the theory of reasoned action (TRA) [85], the applied theory of our research was limited in predicting consumers' actual behavior. Therefore, further research on upcycled products based on the TRA, which includes subjective norms and attitudes, is needed, thereby addressing the ethical purchasing gap. Fourth, the measurement scales of purchase intention in this study could have been a limitation. The current study used general versions of the scale of purchase intention with no time inference. If there is no time reference point, the intention–behavior gap may increase [38], so a time reference point (e.g., "I might purchase upcycled products in the next month") in the statement is needed. Therefore, in order to accurately predict behaviors of consumers, future research is needed to measure purchase intention with a time reference point. Next, the current study focused on a consumer's purchase experience as a moderating variable in the relationship between value and attitude. Although other consumer characteristics such as education level and income can be regarded as important variables, those variables were not included in this study. For example, many prior studies have found that level of education is an important demographic variable that has been linked to environmental attitudes and behavior [86]. Thus, it would be interesting to examine how upcycling value perceptions and attitudes differ by the level of education. Finally, future studies should replicate this research using samples from the U.S. to test its generalizability. By doing this, we believe that we can obtain more confirmed findings and provide evidence for external validity. In addition, as environmental awareness appears to be influenced by culture [87], it would be interesting to explore and examine cross-cultural comparisons between individualism and collectivism cultures.	Academics, professionals and legislators	Our study contributes to the literature stream on upcycling by enhancing our understanding of the effects of consumer perceived values on such products. Existing studies on upcycling have mainly focused on the concept of upcycling, the manufacturing process of upcycling, or product design issues adopting the upcycled technology. Research on consumer perceptions or behaviors toward commercial upcycled products has been limited. In this study, we identified the main consumption value dimensions of upcycled products and examined the relationship between product attitude and purchase intention using U.S. consumer samples who were familiar with upcycled products. We proved that green value, as an environmental aspect, was a significant predictor when forming a positive attitude and making a purchase decision. Moreover, in particular, emotional and aesthetic value, as hedonic values, had a strong influence as well. These results may be interpreted in that upcycled products can attract consumers to better meet aesthetic and emotional, as well as green, value of upcycled products by emphasizing unique design approaches, maintaining environmental value compared to recycled products that emphasize only environmental values with low-growth orientation and lack of aesthetic pursuit [31]. In other words, we propose the necessity of a comparative study of recycled products and upcycled products by demonstrating that recycled products and upcycled products have different consumption values even if they are the same eco-friendly products. From a managerial point of view, organizations such as businesses, industry associations, and governments associated with the upcycling business can use this information to apply to promotional and relevant marketing communication strategies. For example, they can promote awareness among consumers of the importance of their contribution to environmental and resource conservation as a member of society by purchasing upcycled products. Moreover, practitioners can design strategies that maximize the emotional and aesthetic values of the upcycled product through varied and engaging content, such as storytelling, based on the product's background, offering experiential marketing where consumers can create such products themselves through upcycling, as well as collaboration with local designers.
15	The impact of value co-creation on hotel brand equity and customer satisfaction	https://www.sciencedirect.com/science/article/pii/S026151771930086X	González-Mansilla, Óscar. Berenguer-Contrí, Gloria b. Serra-Cantallops, Antoni c.	2019	Value co-creation with customers has emerged as a relevant topic at both academic and managerial level. Considering the positive outcomes derived from value co-creation, firms should learn how to properly manage this process which requires active customer involvement and this paper demonstrates that the level of customer participation (CP) depends to a large extent on their perception of how the hotel favours the process of value co-creation (CcV). Our model also proves the customer perception of the hotel's process of value co-creation has a positive impact on the hotel's brand equity (BE) whereas customer participation positively affects the customer's perceived value (PV). Additionally, both brand equity and perceived value are positively linked with customer satisfaction (CS). The findings indicate the moderating effect of customers' prior experience with the hotel chain in reference to some of the relationships considered (CcV→BE→CS and PV→CS).	The importance of delivering superior customer value in the hospitality industry is widely recognized as a potential source of competitive advantage and an antecedent to customer satisfaction, loyalty, future purchase intentions (Kashyap & Bojanic, 2000; Mohd-Any, Winklhofer, & Ennew, 2015; Petrick, 2004) and recommendations (Hosany et al., 2017). In such a highly competitive environment, like the hotel industry one, creating superior value for customers is or should be the core objective of any hospitality firm. As service firms where close interaction with the customer takes place constantly, hotels can have an important partner or ally, namely the customers themselves. In other words, value can also emerge from the interaction between the hotel and the customer through a process of value co-creation in order to design unique or tailor-made guest experiences leading to higher levels of customer satisfaction.	A personal survey, conducted in the hotel complex itself, was used to collect the information. It consisted of a structured questionnaire comprising various scales adapted from literature to which a series of questions were added in order to characterize the sample, which was made up of 604 customers. In all cases, the latent variables analysed were measured on a Likert-type response scale with 7 anchor points where 1 represented 'strongly disagree' and 7 'strongly agree'. Three versions of the questionnaire were used, in English, German and Spanish, all translated by native speakers (back translation was used to verify the accuracy of the translations). Furthermore, the scales were pre-tested during a pilot phase. Regarding the demographic profile of the sample, 54.8% of the customers interviewed were women and 44% men, with an average age of 40.91 years. The breakdown by nationality of the sample is as follows: 25.7% were German, 23.5% Spanish and 16.9% from the UK, whilst other nationalities comprised the remaining 33.9%. Although for 84.9% of respondents it was the first time they had stayed at one of the hotels included in the study, 36.8% had stayed at one of the chain's hotels on a previous occasion. A mere 4.1% were travelling alone, compared with 38.4% who were accompanied by their partner, 43.2% as a family and 14.1% in a group. Regarding their booking habits, 36.1% had reserved their stay less than a month beforehand, 32.3% between 1 and 2 months, 13.6% between 2 and 3 months and 16.7% more than 3 months in advance. Finally, 52.2% of tourists booked the hotel via a traditional travel agency, whilst the rest booked online.	Based on these reflections, in addition to the value co-creation perception-customer brand equity-customer satisfaction relationship chain, our analyses also address a second, equally interesting series of relationships, namely value co-creation perception-customer participation-value perception-customer satisfaction. In both cases, a final point of analysis is the role the relationship chains play in terms of customer satisfaction. Finally, a further key issue for consideration is customers' previous experience with the hotel, due to its potential to impact on both relationship chains described in the preceding paragraph, moderating the relationships posed. In this sense, our results point to the need to consider the heterogeneous nature of customers' previous experience as a factor for consideration in order to further understand both constructs, opening up interesting lines of future research.	Customer satisfaction is one of the key objectives of major hotel company management teams, as it is directly linked to factors such as reputation or profitability. For this reason, it is the principal result variable considered in this study, and can be determined by multiple elements. Two factors have been identified as antecedents for it within the context of the hotel industry, namely brand equity and perceived value	Our findings are based on a sample of real customers from a single hotel chain. Considering the characteristics of the selected hotels we do think they are representative of the holiday market segment. However, this could constitute a limitation of research if some unknown factors might introduce some bias in the results. For that reason, we think it is worth replicating similar studies in other hotel service contexts in order to confirm the model. Particularly, it could be interesting to check if similar results are obtained in the hotel business market segment.	The research was carried out at two beachfront 4 star hotels belonging to the Iberostar chain situated on Playa de Palma de Mallorca (Spain).	Regarding managerial implications and considering the relative importance of the variable *risk* in order to improve customer perception of the co-creation of value process, its seems advisable for hotel managers to offer the customer as much information as possible related to risk mitigation, like comprehensible information allowing the advantages and disadvantages of the services to be assessed by the customers, ensuring guests receive full details of the pros and cons of the services, offering clear and accessible information about all the features of the services they will be receiving, repeatedly urging guests to familiarise themselves with the possible risks involved in using the services (fire prevention, accidental falls at the swimming pool, wet floors, no glass in wet zones …) and offering many possibilities to submit complaints regarding any problems that may arise during the service.
16	Value get, value give: The relationships among perceived value, relationship quality, customer engagement, and value consciousness	https://freepaper.me/PDF/?pdfURL=aHR0cHM6Ly9mcmVlcGFwZXIubWUvbi9iX1dzYzBHUzVpYzFKc0RiWUJ3SnhBL1BERi85NC85NGUyZWQ3ZjU4YmVmYThkMTRjZTk0YzM0ZWYzN2YxYy5wZGY=&doi=10.1016/j.ijhm.2019.01.014	Omar S. Itani. Abdul-Nasser Kassar. Sandra Loureiro	2019	In today's market, firms expect customers to not only consume their offerings, but also to market these offerings indirectly through different engagement behaviors. This study is conducted to examine factors that may drive customers to engage with restaurants. The research builds on the theory of engagement and relationship marketing literature to propose that customer perceived value (CPV) and relationship quality (RQ) are antecedents of CE. In addition, a mediated relationship between CPV and CE through RQ is examined to better understand the effects of CPV on CE. Customer value consciousness (CVC) is incorporated into the model as a boundary condition of the hypothesized positive impacts of CPV on CE and RQ. Findings demonstrate support to the relationships hypothesized. Further, the study develops the 'value get, value' framework to extend research on customer relationship and engagement. Findings are discussed in detail with implications for theory and practice.	Engaged customers account for growth in revenues, while disengaged ones are found to decrease revenues according to a recent study conducted by Gallup5 . CE is an abstract concept and defined "as a second-order construct consisting of four dimensions: customer purchases, customer references, customer influence, and customer knowledge/feedback" (Kumar and Pansari, 2016, p. 505). Kumar et al. (2010) argue that firms will overvalue or undervalue their customers if CE is not accounted for. Through their current and future purchases, engaged customers directly contribute to firms' performance (Kumar, 2008; Kumar and Pansari, 2016). Also, engaged customers can indirectly contribute to the firms' business success through the new customers they refer, social influence they act upon, and knowledge and feedback they share back with firms (Pansari and Kumar, 2017). Prior studies suggest that CE holds favorable impacts on key business outcomes. Accordingly, CE is said to boost the firm's long-term reputation (Verhoef et al., 2010) and help decrease customer attrition (Chathoth et al., 2016; Hollebeek, 2011), a problem restaurants face more frequently (Kim et al., 2005; Pizam and Ellis, 1999). Restaurants, cafes, and hotels need to boost CE (Romero, 2017) for the benefits it holds for firms operating within the hospitality sector (So et al., 2014).	For this study, an online survey was utilized to collect information using convenience sampling method from dinners who had experience with different restaurant-brands across the United States. According to the National Restaurant Association (2017), the restaurant industry is one of the biggest in the U.S. with projected sales of $ 798.7 billion in 2017 employing around 10% of the U.S. workforce.7 On the other side, competition between restaurants is skyrocketing with the fast growth in the industry leading to more pressure for survival (Han et al., 2016), which in turn is forcing restaurants to look for new strategies to remain competitive. Before collecting the data, the survey was first examined by two marketing researchers expert in survey research and two experienced practitioners working in the restaurant industry. After receiving the feedback, we added slight changes to improve the wording of some items. Before the final launching of the questionnaire, a pretest was conducted with twenty-two respondents to check the clarity of the questionnaire. Pretest respondents were not included in the final sample.	The main objective of this study is to empirically examine the role CPV and RQ play in relation to CE in the restaurants sector while taking into consideration the different value consciousness levels between customers. We conduct this study to understand some of the mechanisms through which CPV can impact CE through the lens of relationship marketing. This is important as value and relationships are essential to increase the direct and indirect benefits to customers, who can bring back things of value to restaurants. In our research, we take into consideration the boundary condition role of CVC, which is suggested to moderate the effects of CPV on RQ and CE. This study helps better understand the tactics restaurants can use to drive more CE. The model proposed in this study is mainly based on the theory of engagement (Kumar et al., 2010; Kumar and Pansari, 2016; Pansari and Kumar, 2017) and relationship marketing literature (Crosby et al., 1990; Palmatier et al., 2006). Further, we suggest on the basis of the norm of reciprocity that the value customers receive from a firm will drive them to create some kind of value and benefits to the firm in return through engagement behaviors. We refer to this customer-related concept (Fig. 1) as "value get, value give", which is facilitated by the value-laden exchange customer-firm relationship (Kotler and Armstrong, 2010) and the sense of relationship-based reciprocity (e.g., Bowden, 2009a).	customer purchases, referrals, social influence and knowledge sharing	CVC is found as a boundary condition to the positive impacts CPV holds. Future studies are always encouraged to discover some of the boundary conditions to the relationships they test. Some of these boundary conditions may be related to customers' personality traits and specific setting/context characteristics as suggested in the 'value get-value give' framework. Testing different boundary conditions is important to the theory and can be critical to practice. Future studies are encouraged to examine additional mechanisms and multiple boundary conditions of the direct relationships hypothesized in this study using moderated mediation or moderated moderation analysis10 . Researchers are highly encouraged to find solutions to overcome the negative effects of value consciousness. For example, having customers take additional part in the service process through co-participation may be a solution. From the practical side, a related question arises on whether targeting value-conscious customers is a cost-effective strategy or not. Value-conscious customers are more demanding and require more from firms' resources. Thus, it is important for researchers to examine the return on serving value-conscious customers.	Restaurant brands in the United States	In this study, only RQ — satisfaction, trust, and commitment — was tested as a mechanism through which CPV drives CE with restaurants. Researchers are encouraged to examine additional mechanisms through which CPV can impact CE. This could be done by discovering new outcomes of CPV. Also, the focus on one type of CPV limits the findings. While CPV is found to play a key role in driving CE with restaurants, it is vital to further examine this role in detail while testing different types of customer value (e.g., utilitarian and hedonic) that can be related to CE. Outcomes of different customer value types take place at the customers' cognitive, conative, and affective states. Some of these outcomes (e.g., arousal, customer identification, brand love, and switching barriers) can be said to mediate the relationship between CPV and CE. The "value get, value give" framework (Fig. 1) provides many research ideas, specifically, when it comes to possible outcomes of customer value. Moreover, researchers examining CE are asked to find additional drivers (e.g., customer self-expression) and outcomes (e.g., psychological ownership) of CE. The relationships found should be tested in different settings, countries, and cultures for generalizability. Despite that, we believe that the relationships found will hold in major services settings.
17	The effects of service quality, perceived value and trust in home delivery service personnel on customer satisfaction: Evidence from a developing country	https://fardapaper.ir/mohavaha/uploads/2022/03/The-effects-of-service-quality-perceived-value-and-trust-in-home-delivery-service-personnel-on-customer-satisfaction-Evidence-from-a-developing-country.pdf	Uzir, Md. Uzir Hossain. Al Halbusi, Hussam . Thurasamy, Ramayah. Thiam Hock, Rodney Lim i. Aljaberi, Musheer . Hasan, Najmul k. Hamid, Mahmud I.	2021	The rapid growth of online purchasing in recent years has emphasized the accompanying role of home delivery service provided by delivery personnel in ensuring customer satisfaction. On-time delivery, better service, generating positive customer perceived value, and trust towards service providers are influential factors that contribute to customer satisfaction. The aim of the study was to investigate the effects of service quality of home delivery personnel and perceived value on customer satisfaction, with trust playing an intervening role. It was conducted in Dhaka, Bangladesh, a less developed country with a new but rapidly growing digital sector. Data was collected from 259 respondents who received home delivery service, using a structured questionnaire. The conceptual model was analysed using partial least square structural equation modelling (PLS-SEM) with SmartPLS tool. The findings revealed that service quality, customer perceived value, and trust influenced customer satisfaction. The relationship between service quality and customer satisfaction and the relationship between customer perceived value and satisfaction were both partially mediated by trust. The findings contribute to the development and validation of a trust-based satisfaction model by extending the SERVQUAL model to incorporate perceived value in the presence of trust, while complying with expectation disconfirmation theory This study provides insights for managers to develop reliability and build trust in their service delivery personnel.	Clearly, home delivery service providers need to meet customers' expectations, in terms of on-time delivery, special handling of perishable products, pleasant interactions with the delivery person, proper instructions and documentation, assuring convenience and so on. During the COVID-19 pandemic, online purchasing has sharply increased. According to Ozturk (2020), customers have exhibited different purchase patterns and purchase volumes during the Covid-19 pandemic. These differences are especially pronounced for food items, including those from food courts and restaurants (Brewer and Sebby, 2021). In many countries, where restrictions have been imposed to limit social interactions, including the suspension of dine-in services, drive-through, takeout, and home delivery service have become important options that allow retail businesses to remain in operations (Wida, 2020). This is seen in the increased volumes of online food orders (Brewer and Sebby, 2021) through the Internet (Dixon et al., 2009) and mobile apps (Kumar and Shah, 2021). Within a short time period, interest in online food services has gained prominence among business researchers, practicing managers, and retail businesses alike (Prasetyo et al., 2021). Critical to the success of such a business is the effectiveness of the delivery service personnel in bridging the service quality gap between customers' expectations and the firm's actual service delivery performance, in order to secure customer satisfaction (Kim, 2021).	The study followed a two-step data analysis procedure, namely structural equation modelling (SEM) as suggested by (Anderson and Gerbing, 1988). SEM is a popular and widely used data analysis technique in behavioral science (Zhou et al., 2021). In the first step, the outer model, or measurement model, was examined to check construct reliability, convergent validity and discriminant validity. The second step focused on evaluating the inner model, or structural model, to investigate the relationships between the independent and dependent variables. These tests utilized partial least square structural equation modeling (PLS-SEM) via SmartPLS 3.3 version. Cassell and Bickmore (2000) reported that variance base PLS-SEM is superior to covariance-base SEM due to its robustness to collinearity and data distribution. As PLS is nonparametric, it can overcome these two limitations of multiple regression (Fornell, 1982). He further mentioned that PLS supports a variety of constructs and explains complex relationship models and eliminates inadmissible solutions and factor indeterminacy. Data non-normality is a vital issue in multiple regression. However, PLS-SEM is able to handle non-normal data (Hair et al., 2011) and test hypotheses for their relationships among constructs (Ashraf et al., 2018).	Therefore, this study aims to examine the impact of service provided by delivery personnel on customer satisfaction in the case of online purchases within the context of the Covid-19 pandemic. Customer satisfaction of home delivery service depends on the service quality of the delivery personnel, the perceived value of the service, and customers' trust in the service. Service quality can result in three possible outcomes in relation to customer satisfaction: if the actual service delivered is below expectation, customers will be dissatisfied; if the actual service delivered is equivalent to expectations, customers will be satisfied; and if the service exceeds the customer's needs, they would be pleased or extremely satisfied (Uzir et al. 2020, 2021). Customers' perceptions of the service level can affect their satisfaction as well. They compare the service with their expectation and the cost they expend for this service. If the customer values the service more than the cost, satisfaction will occur (Yi et al., 2021). Therefore, customers' perceived value is posited as a significant predictor of customer satisfaction.	On-time delivery, better service, the generation of positive perceived value by the customer and trust towards service providers are influential factors that contribute to customer satisfaction.	This study has a few limitations in terms of the methodology, sample size, sampling technique, and constructs. First, it was based on a cross-sectional approach where data was collected within a single time frame. Such an approach does not guarantee that the chosen time frame for the snapshot is representative nor does it allow behaviors to be analysed over a period of time. Thus, further studies should consider a longitudinal approach to ascertain if customer satisfaction prevail over a period of time. Second, this study utilized data collected from 259 respondents in one city in Bangladesh. Future studies can expand the sampling to varying locales, such as rural versus urban areas, utilize larger sample sizes and target other developing countries to account for geo-cultural difference, in order to increase generalizability of the findings. Third, future studies may examine which dimension of SERVQUAL has the most effect on customer satisfaction. Fourth, the moderating effect of product types of ordered goods and/or location can be included to examine the relationships. Finally, customer experiences can be added to the model to examine the effect on satisfaction.	online shopping in Dhaka, the capital of Bangladesh	Combining this present research's outcomes with the results of previous studies establishes the service quality of delivery personnel as a salient feature of the expectation-confirmation paradigm in satisfying customers. In practice, a buyer expects the delivery personnel to serve accurately, reliably and timely. In addition, the behavior, dressing, communication ability, and caring attitude of delivery personnel can have an effect on the recipients' perceptions of the company or seller. Delivery personnel should be conscious of the effects of delays in delivery on customers' perceptions of the service. They should show patience and be attentive while serving their customers. In cases of large and costly items, where the buyer or recipient takes time to check the items, the delivery personnel should lend assistance without complaining or rushing them. In food delivery, customers expect certain food items to be served hot and others to be served cold. For electronics and electrical goods, careful handling by the delivery personnel is of utmost importance to satisfy buyers and maintain the brands' goodwill. In adverse situations, such as an occurrence of damage, fracture, or perishing of a purchased item, the delivery personnel must show empathy, provide assurances and suggest possible solutions and guidelines. They must not aggravate the situation but ease the minds of buyers. They should bear in mind that the home delivery service they provide allow customers to save time, reduce physical inconveniences and add value over in-store purchases.
18	¿Does price tolerance depend upon the type of product in e-retailing? Role of customer satisfaction, trust, loyalty, and perceived value	https://www.tandfonline.com/doi/full/10.1080/0965254X.2019.1569109	Pandey, N. Tripathi, A. Jain, D. Roy, S.	2020	With the vast amount of information available to online shoppersat a simple click of mouse and touch in smartphones, the pricecomparison has become a very easy task. However, it has alsoincreased the difficulty of online retailers to attract and retainprice-sensitive buyers. This research looks into factors that influ-ence price tolerance of buyers while buying different categories ofproducts online. This study uses the analytic hierarchy process todetermine the weightages of all the influencing factors and thendetermine their relative importance for next-stage survey. Thisstudy found that impact of customer satisfaction, trust, loyalty,and perceived value on price tolerance varied according to thenature of products. These results show that the buyers are moreprice tolerant to foreign-owned e-retailers for buying electronicgoods in comparison to Indian start-up e-retailers, probablybecause of belief in standards. The study has implications for themanagers, as it finds that trust and loyalty are more importantfactors than customer satisfaction and perceived value for e-retail-ing. Also, the trust and satisfaction are quite significant factors fore-retailing electric items in comparison to nonelectric items	Trust is another importantfactor for successful transactions. It is essential for the development of long-termrelationships and triggering online purchase intentions of customers (Jarvenpaa,Tractinsky, & Saarinen, 1999). The trust is the confidence in a trading partner's honestyand reliability and is acceptance by buyers (Morgan & Hunt, 1994). Regarding onlinetrust, website interaction is one of the necessary factors of successful transactions,especially in the B2C website (Winch & Joyce, 2006). Trust, customer satisfaction, andperceived value together have a direct impact on loyalty and relationship quality(Hennig-Thurau, Gwinner, & Gremler, 2002). If the customer possesses a loyalty anda positive attitude toward a particular company, price tolerance for that enterprise mayincrease accordingly.	The study was conducted with the help of 120 respondents selected through conve-nience sampling. The respondents were students of a reputed business school inMumbai, India (mean age 25.4 years, 37 females). Apart from this, several experts'inputswere taken at various steps of ranking and implementing the analytic hierarchy process(AHP) in this study.Three categories of e-commerce website were chosen through expert consultations:foreign-owned most popular e-commerce website, Indian start-up most popular e-com-merce website, and auction-based most popular e-commerce website. Thus, the e-com-merce websites chosen were Retailer K, Retailer L, and Retailer M, respectively. For thisstudy, a total of four products (from two categories: two from electronic/electric cate-gory and two from nonelectronic category) that were most relevant to respondentsstaying in hostels of residential management college were chosen based on consultationwith two marketing professors and two hostel wardens –8 GB pen drive, black curvedumbrella, bucket, and a three-socket spike guard. Interview with a few target respon-dents revealed that chosen products were generic products for which the respondentswere usually not brand conscious and hence could make an optimal purchase decision.The AHP is beneficial in the structuring of the problem. It enhances the understand-ing of the decision to be attained, the criteria to be utilized, and the alternatives to beassessed (Saaty, 1990). Since different criteria would have varied levels of importance,thus, the AHP process supports decision-making by deriving the relative priorities orweights for the criteria which are measured with respect to each other	The ability to increase the perceived value for the customers (Grewal, Monroe, &Krishnan, 1998; Pandey & Maheshwari, 2017) has become a differentiation tool that aidsto customer retention and satisfaction (Ravald & Grönroos, 1996). Moreover, customersatisfaction also plays an important role in establishing the long-term transactionalrelationship with the customers (Patterson & Spreng, 1997). Trust is another importantfactor for successful transactions. It is essential for the development of long-termrelationships and triggering online purchase intentions of customers (Jarvenpaa,Tractinsky, & Saarinen, 1999). The trust is the confidence in a trading partner's honestyand reliability and is acceptance by buyers (Morgan & Hunt, 1994). Regarding onlinetrust, website interaction is one of the necessary factors of successful transactions,especially in the B2C website (Winch & Joyce, 2006). Trust, customer satisfaction, andperceived value together have a direct impact on loyalty and relationship quality(Hennig-Thurau, Gwinner, & Gremler, 2002). If the customer possesses a loyalty anda positive attitude toward a particular company, price tolerance for that enterprise mayincrease accordingly.	Trust and loyalty emerged as more important factors than customer satisfaction and perceived value for online purchase scenario. The domestic e-retailers should focus on enhancing consumer's trust in their corporate brands, especially in high-involvement categories like electrical and electronic goods.	This study has certain limitations. First, the study was done using a student samplewhich limits the choice of products and generalization. However, the products chosen inthis study were most relevant to respondents; therefore, to some extent, this limitationwas overcome. The future studies on price tolerance may be conducted on otherproduct categories which are more relevant to the general public. The sample size,though small, was of enough size for applying AHP, ANOVA test, independent-samplest-test, correlations, and regression to draw meaningful insights. However, as the samplesize of this study might limit generalization, future studies may be conducted usinga larger sample. This study did not examine the mediating role of other variables such ascustomer reciprocity upon which customer satisfaction, trust, loyalty, and perceivedvalue may act to impact price tolerance. Also, future studies may conducta longitudinal study on buyers'price tolerance during seasonal (festival) sales versusduring regular sales for a period of around three to five years.	Students of a business school in Mumbai	This study has important implications for the managers. First, the buyers are more tolerable to higher prices offered by foreign-owned e-retailers for buying electronic goods as compared to Indian start-up e-retailers. It may be because buyers believe that the foreign-owned e-retailers maintain the similar higher standard as they offer in western countries. This is well reflected when buyers do not show any difference in price tolerance between foreign-owned most popular e-commerce website and Indian start-up most popular e-commerce website while purchasing nonelectronic category items
19	Impact of Service Quality and Perceived Value on Customer Satisfaction and Behavioral Intentions: Evidence from Convenience Stores in Vietnam	https://koreascience.kr/article/JAKO202026061031378.page	Van Dat TRAN. Nhat Minh Trang LE	2020	This research investigates the relationship among product quality, service quality, perceived value, customer satisfaction, and behavior intentions. Validated measurements were identified from a literature review. The measurement model and the conceptual model depicting hypothesized relationships were evaluated based on responses from 220 customers using confirmatory factor analysis and structural equation modeling. The testing results show that, for the direct path, product quality has a significant, positive influence on customer satisfaction, and behavioral intentions. Also, perceived value directly influences customer satisfaction and behavioral intentions and satisfaction is an antecedent of behavioral intentions. For the indirect path, service quality has a significant, positive influence on behavioral intentions through the customer satisfaction. The major finding of this study suggest that service quality easily attract more customers, especially the young consumers. About the sale personnel, communication skills, knowledge and ways of treatment to customers are crucial to retailers to gain competitive advantage over competitors. Therefore, it should have clear and consistent processes, procedures with criteria that create the best condition for organization and individual to open this kind of retailing store. Furthermore, product quality improvement is essential; all products must have clear originality; and diversifying products and services is also the way to appeal more consumers.	With the purpose to find out what factors affecting consumer behavioral intention in retailing industry, if success, it is significant and vital for performance improvement of convenience store in harsh competition with both domestic and foreign rivalries. Moreover, through clearly classify which factors are favorable, which are unfavorable and the detailed degree of them from most to least effect, the retailer also have right strategies to satisfy customers. Findings result in this study will help retailers of convenience store find ways to differentiate themselves to others such as supermarkets, traditional market, etc. to win their customers.	In data collection process, a total of 220 questionnaires are given out to respondents by paper questionnaires. However, 20 questionnaires	Cronin, Brady, and Hult (2000) clarified the relationships between quality, value, satisfaction, and behavioral intentions. The findings indicate that both service quality and service value are important determinant lead to satisfaction. Besides, the empirical results presented here indicate that the value of a service product is largely defined by perceptions of quality. Moreover, value, and satisfaction directly influences behavioral intentions. However, this study still has the limitations. For example, this model is not designed to include all possible influences on consumer decision-making for services. Ryu, Lee and Kim (2012) shows that customer perceived value is indeed a significant determinant of customer satisfaction, and customer satisfaction is a significant predictor of behavioral intentions.	About sales people, communication skills, knowledge and ways of dealing with customers are crucial for retailers to gain a competitive advantage over competitors	this model is not designed to include all possible influences on consumer decision-making about services. It shows that customer perceived value is, in fact, an important determinant of customer satisfaction, and customer satisfaction is an important predictor of behavioral intentions.	The surveys were given to all men and women in different convenience stores in Vietnam.	Young consumers are the target market in the retail industry everywhere, managers must drive all retail strategies to attract young people. Also, retailers that can win young customers can eventually tap into the hearts of the parents or grandparents of those young customers. Therefore, when retailers can reach the youth segmentation, they can reach the general market simultaneously.
20	Customer value proposition for E-Commerce: A case study approach	https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3428500	Satar, N.S.M. Ma'arif, M.Y. Dastane, O.	2019	E-Commerce tools have become a human needeverywhere and important not only to customers but to industryplayers. The intention to use E-Commerce tools amongpractitioners, especially in the Malaysian retail sector is notcomprehensive as there are still many businesses choosing to useexpensive traditional marketing. The research applies academicmodels and frameworks to the real life situation to develop avalue proposition in the practical world by considering 11Streetas the company under study and comparing it with Lazada as aleading competitor in the market. The objectives include identification of customers' perception of a value for E -Commerce Businesses, followed by critical evaluation of existingvalue proposition of 11Street with Lazada to identify gap andfinally to propose a new value proposition for 11street. Thispaper first identifies customer perceived value of E-Commercefollowed by critical review of existing value proposition of11Street and then comparing and contrasting with the leadingplayer Lazada. By the end of this research, a new consumer valueproposition proposal for 11Street proposed for consideration in matching with the Malaysian consumers' value criteria	Rocket Internet has founded that Lazada Group, an e-commerce company based in South East Asia and later in2016, Alibaba Group acquired it. Since 2014, the LazadaGroup has had its operation in the following countries: Indonesia,Malaysia, Philippines, Singapore, Thailand, and Vietnam. In acustomer behavioral perspective, customer satisfaction oftenviewed as a function of transaction-specific satisfaction andmultiple transaction- specific's satis faction. This perspectivemay be viewed as decisions made by customers about theservice quality, product quality and price [8]. The values thatthe customer observe shows their attitude towards productselection, especially when the product is intangible. LazadaGroup had raised around US$647 million from TemasikHoldings, Tesco, Summit Partners, JP Morgan Chase,Investment AB Kinnevik and Rocket Internet. In March 2012,it sites was launched with a business model of selling inventoryto customers from its own warehouses. In 2013, it added amarketplace model, which allowed third-party retailers to selltheir products via Lazada's site; later the marketplaceaccounted for 65% of its sales by the end of 2014. Customerengagement in the business is a new term in marketingliterature, which has received considerable attention fromresearchers to better reflected the strength of a relationshipestablished between parties in a relationship. Scholars arguedthat customer engagement has a greater explanatory power toindicate the relationship strength as it does not only encompassthe emotional, cognitive and behavioral components, but alsoexist because of a two-way exchange between partners [	To achieve the objectives, we have employed case studyapproach method by selecting 11street.com.my as E-Commerce company under study and leading competitor asLazada.com.my. We follow reporting style demonstrated by[10] as it being suitable, critical and concrete in naturecovering all aspects of case development. To achieve firstobjective of identification of customer perceived valuedimensions, we have applied model as in [1]. By collectingsecondary qualitative data from peer reviewed published journal articles, identification of CPV elements and respectivedimensions is carried out. We have implemented value proposition framework developed by [2], [3] andrecommended by [10] to compare and contrast value proposition of both companies under consideration. Finally,framework as in [4] is used to develop a framework for newvalue proposition. We then proposed a systematic structure thatE-commerce businesses can utilize to benchmark against, inorder to develop value proposition for their customers.	Electronic Commerce or e-commerce defined as all aspectsof business and market processes enabled by the Internet. E-commerce is rapidly becoming a viable means of conducting business, as evidenced by the tremendous amounts of moneyspent online. E-commerce is a web-based platform that isgaining popularity and becoming increasingly important,enabling various types of economic transactions to beconducted and facilitated on the web. E-commerce has growninto a dynamic set of technologies, through which applicationsand businesses are radically shifted to the digital form anddelivered through the internet [5]. E-commerce industry inMalaysia expected to reach USD 3.2 Billion by 2019 and growat a CAGR of 19.5% from 2014 to 2019. In which online travelis the largest segment of E-commerce in Malaysia, followed byretails and deal sites [6]. Some of the famous online retailers inMalaysia are Agoda, Airasia, Zalora, Lazada, Mudah.my andLelong.com.my. According to [7], Malaysian at large rankedLazada.com.my, Mudah.my and 11Street.my as the top 3 e-commerce site in the country	consumer electronic commerce	This study has a limitation like other research. In order tostrengthen this study, future research should consider thefollowing suggestions: First, several organizational and personal characteristics should be further explored to show thecustomer perspective and characteristic to influence the proposed value proposition implementation plan. Second, astrong research designs like longitudinal studies should beutilized to collect data and describe the patterns of change tosee the causal relationships amongst variables of interest.Third, to understand the effect of service quality on customer perception and behavior, by conducting a survey to the variousrespondents in a specific area of the study.	Malaysian consumers	In conclusion, this research has successfully identified thevalue proposition for 11 Street.my as well as evaluated how11street.my to meets consumers perceived value and finallyhow the value proposition can be modified to ensure success ofthe business in the future. However, this research paper onlyrepresents a brief of the current value related with e-commerce business of 11street. Therefore, the value proposition should befurther investigated and frequently reviewed to remaincompetitiveness of customer needs.Equally important, 11st street.my should obtain continuousresponses from the staff, incorporating their mind into the new process of change to ensure the internal processes are smoothlyrunning according to the plan. By ensuring that 11st Streetstrictly follows these recommendations and adopts therecommended value proposition and implementation strategy,11street.my should stimulate a competitive advantage, whichnot only will help mitigate the competitive threat ofLazada.my, yet shall escalate the 11street.my brand image asthe leader in e-commerce sector.Currently, 11Street.my has met these customers' values and how its value proposition can be altered to ensure futuresuccess of the e-commerce business in Malaysia. In thiscompetitive era of e-commerce, customer perceived values isimportant and no company can deny significant of customer perceived values. The head-to-head summary of customer perceived values on both e-commerce providers also hasshown that e-commerce provider must be focus and align their product and services to be customer focus.

21	Customer retention and the mediating role of perceived value in retail industry	https://iranarze.ir/wp-content/uploads/2018/02/E5903-IranArze.pdf	Hanaysha, Jalal Rajeh	2018	Purpose: This paper examines the effect of corporate social responsibility, social media marketing, sales promotion, and store environment on perceived value and customer retention in the retail industry. It also aims to provide a significant contribution to existing literature by examining the mediating effect of perceived value between the stated factors and customer retention. Design/methodology/approach: A quantitative research approach was utilized, collecting data from customers of department stores in east coast Malaysia. In total, 278 valid questionnaires were used in the analysis of data using structural equation modelling. Findings: The findings indicate that perceived value has a significant positive effect on customer retention. The outcomes also showed that social media marketing has an insignificant effect on perceived value, whereas its effect on customer retention is positive and statistically significant. Additionally, the results confirmed that corporate social responsibility and store environment have significant positive effects on perceived value and customer retention. Moreover, the findings showed that sales promotion has a significant positive effect on perceived value, but its effect on customer retention is insignificant. Finally, the results revealed that perceived value mediates the relationships between all of the independent variables and customer retention. Originality/value: The results of this study increase our understanding of how these factors affect customer retention in the retail industry.	As specified above, this paper focuses on examining the direct and indirect effects of social media marketing, corporate social responsibility, sales promotion, and store environment on customer retention mediated by perceived value. The respondents of this study are comprised of the customers of department stores in East Coast Malaysia, particularly in Pahang, Kelantan, and Terengganu. Based on the objectives of this research, the quantitative research design was employed for data collection and obtaining customers' responses. Due to the large number of population in this part of Malaysia, a total of 384 questionnaires are considered to be sufficient for surveying the targeted respondents based on the recommendations of Krejcie and Morgan (1970) for determining sample size. In order to ensure the randomness of survey distribution, convenience sampling procedure was employed during data collection process. Additionally, the participants were provided in clear explanations about the objectives of this research and asked for their permission to complete in the survey. Meanwhile, the respondents were met at different times in each day during data collection process in order to avoid response bias issues.	In total, 278 valid questionnaires were used in the analysis of data using the structural equation modeling.	The findings indicate that perceived value has a significant positive effect on customer retention. The outcomes also showed that social media marketing has an insignificant effect on perceived value, whereas its effect on customer retention is positive and statistically significant. Additionally, the results confirmed that corporate social responsibility and store environment have significant positive effects on perceived value and customer retention. Moreover, the findings showed that sales promotion has a significant positive effect on perceived value, but its effect on customer retention is insignificant. Finally, the results revealed that perceived value mediates the relationships between all of the independent variables and customer retention.	Previous studies examined several factors and predictors of customer retention in different industry contexts. However, the nature of these factors tends to be different from industry to industry. This study focuses on Malaysian retail sector to explore customer retention and its antecedents as the majority of previous studies on this topic were investigated in western cultures and only few were done in Asian countries, particularly in retail sector.	Although this paper provided significant contributions to the theory and practice on customer retention and its antecedents in retail context, there are some limitations which can be addressed in future researches. First, this paper has mainly focused on retail industry with empirical data from consumers in Malaysia. Therefore, future researches are recommended to test the variables in other industry or country contexts and employ larger sample sizes to confirm the results and reach at better conclusions. Another limitation appears in testing only four antecedents of perceived value and customer retention in retail context. Thus, future research may incorporate other factors, such as distribution intensity and price. Future studies may also examine various dimensions of corporate social responsibility such as the Downloaded by UNIVERSITY OF NEW ENGLAND (AUS) At 08:58 15 December 2017 (PT) stakeholder's approach which could yield interesting insights. Finally, a survey method was utilized for data collection in this study; hence, future researches may adopt qualitative techniques with unstructured questions to gain further insights on what drives customer retention and how retail brands can add values to their customers in the presence of competition.	warehouses on the east coast of malaysia	The findings of this paper showed that social media marketing plays an important role in affecting customer retention, whereas sales promotion influences consumers' perceptions of brand value in the positive direction. Therefore, marketers should utilize social media tools to build brand awareness and create sustainable customer relationships by taking into consideration various types of promotions and attractive advertisements, which can stimulate consumer's perception and brand value. Social media is a powerful tool for communicating with customers and building close relationships with them to clearly understand their needs and expectation which are necessary for branding strategies. The findings also showed that corporate social responsibility can enhance perceived value and customer retention which could in return lead to greater financial outcomes. Thus, retailers are advised to focus on social responsibility programs to gain economic benefits as well as favourable brand image. Additionally, the results suggest that retail organizations should develop corporate social responsibility strategies according to the preferences of consumers to ensure their effectiveness and usefulness to business stakeholders.
22	Mediated-moderated effects: High and low store image, brand awareness, perceived value from mini and supermarkets retail stores	https://www.sciencedirect.com/science/article/pii/S0969698919308793	Graciola, Ana Paula a, De Toni, Deonir b. Milan, Gabriel Sperandio. Eberle, Luciene.	2020	This paper addresses how different store formats moderate the relationship between store image and purchase intention, mediated by brand awareness and perceived value. Questionnaire data was collected through face-to-face interviews with retail customers on the streets of a city in southern Brazil. Hypotheses testing were performed using the partial least squares structural equation modeling, supported by Smart-PLS and the Bootstrapping procedure run in the Process software. The model's sample included 298 retail customers for each store format (supermarket and mini-market). Results showed that store image positively impacted customer purchase intentions and the mediators, perceived value and brand awareness, which had a distinct effect on the direct relation of store image and purchase intention. Store format presented moderation effects on the relation between store image and brand awareness for both store formats: the higher the perception of store image, the greater the consumer's brand awareness. However, store format did not present a moderating effect on the relationship between brand awareness and purchase intention. Store image was found to be an important independent construct that improves brand awareness and increases perceived value. The number of mini-markets in Brazil is increasing, indicating that they are supplying a need unmet by supermarkets. The study design's implementation in the city streets, respondents were requested to imagine store image, which may have affected some of the parameters. The model integrated store image as an important construct influencing purchase behavior and this study presented a mediated-moderated model with managerial implications.	Since 2016, customers have adapted their spending habits as a result of the economic crisis. In this environment, neighborhood convenience stores (mini-markets) have shown growth (USDA, 2018). Hence, this study focused on two store formats: the supermarket and the mini-market. "Supermarkets" comprise environments of 300 to 5000 square meters with more than six payment check-outs and a wide variety of products for sale. "Mini-markets," meanwhile, are establishments of up to 300 square meters with a maximum of six check-outs that predominantly sell varied food products (e.g., fresh produce) in urban neighborhoods (Catuogno and Gutierres, 2015). Nowadays, "new channels" or store formats are placed in urban markets to compete with drug stores and convenience stores. Furthermore, the online retailer Amazon has started building brick-and-mortar convenience stores (Wall Street Journal, 2016; Koschmann and Isaac, 2018). In this context, a new store format is not always successful. In the context of geographical extension, some retailers keep the same store format but without focusing on the parent brand's store format (Koschmann and Isaac, 2018).	Data collection accrued 315 questionnaires. Before entering the data from the questionnaires in the statistical software, six respondents were excluded because visually much of the questionnaire was not completed. Due to missing data verification seven respondents were excluded (respondents 60, 66, 90, 148, 225, 238, and 303), because these respondents presented more than 10% of missing data between both store formats. Four respondents were eliminated using an outlier test (respondents 7, 132, 258, and 278) using the software IBM® SPSS® Statistics 20.0. Furthermore, the variables' distributions and relationships were verified through normality analysis, which presented adequate values with an accuracy between −1.764 and 0.455 for asymmetry, and between −1.375 and 2.839 for kurtosis. The Pearson correlation coefficient test presented adequate values for linearity, from 0.998 to 0.432. The Box's M test presented significant values for homoscedasticity ($p < 0.000$). Finally, the multicollinearity test, based on the tests of tolerance and inflation factor of the variance, revealed that all variables presented acceptable multicollinearity. After these tests were completed, 298 cases were considered valid (Hair et al., 2014; Kline, 2011). Furthermore, to validate a reflective measurement model, it is necessary to understand the internal consistency (Cronbach's alpha and composite reliability), convergent validity (loadings, average variance extracted), and discriminant validity (Hair et al., 2017). Internal consistency reliability of the measurement items was tested via Cronbach's alpha, and all variables were higher than 0.70 (see Table 2). Composite reliability (CR) varies between 0 and 1, with higher values indicating higher levels of reliability and values between 0.70 and 0.90 regarded as satisfactory. Values above 0.95 are not desirable because they indicate that all variables are measuring the same phenomenon (Hair et al., 2017). In this analysis, all values for CR were equal to or below 0.95.	The main aim of this study was to examine the relationship between the dimensions of store image and purchase intention in food retailing, mediated by the perceived value and brand awareness. In particular, this study also sought to examine: (i) the direct effect of store image on purchase intention; (ii) the indirect influence of store image and perceived value on purchase intention; and (iii) the indirect impact of store image and brand awareness on purchase intention. In addition, this study verified the whole moderating effect of store format on the proposed conceptual model.	attitudes, product price, quality, perceived value, and store image	Due to the study design's implementation in the city streets, respondents were requested to imagine store image, which may have affected some of the parameters. Future studies could perform experiments to examine the relationships of the latent variables investigated in this study using a cross-sectional design modified for a longitudinal study in order to investigate the impact of changing a retailer's existing store image in relation to the customers' perceptions as well as those of managers, owners, and employees. Furthermore, future studies can examine the store image as unidimensional construct, as well as the relationship between store image with satisfaction and loyalty, in different contexts as green products usage (Suki, 2017). Also, future studies can replicate this study and apply its methodology to other retail sectors.	supermarket and mini-market	he relationship between brand awareness and purchase intention was supported. According to the f-square effect size test, it presented a low effect. Even though the relationship was found to be significant, it had a low effect on brand awareness concerning purchase intention. That is, brand awareness had an impact on purchase intention, but with a low effect. Therefore, as theoretical and managerial implication, other constructs with greater effects may better explain purchase intention in supermarkets. The inability to confirm this hypothesis contradicted the findings mentioned by other authors in the references section of this study. However, a question remains as to whether the significant findings would also be found to have significant effects after performing the tests for f2 effect size and adequate R2 values. Regarding the integrated mediation and moderation model, brand awareness played the role of mediator in conjunction with the moderation (store format) on the direct relationship between store image and brand awareness. This confirmation of brand awareness mediation was in line with the findings of Mazursky and Jacoby (1986), who argued that a strong store image improves associations with brand awareness. Already, a damaged (weak) store image can be connected with poor brand perception.
23	The effect of service quality and customer satisfaction on customer loyalty: The mediation of perceived value of services, corporate image, and corporate reputation	https://www.researchgate.net/publication/336374025_The_effect_of_service_quality_and_customer_satisfaction_on_customer_loyalty_The_mediation_of_perceived_value_of_services_corporate_image_and_corporate_reputation	Özkan, Pınar. Süer, Seda. Keser, İstem Köymen. Kocakoç, İpek Deveci	2019	Purpose The purpose of this paper is to investigate the impact of customer satisfaction, service quality, the perceived value of services, corporate image and corporate reputation on customer loyalty and their relationship in the Turkish banking industry. Mediation effects of the perceived value and corporate image and reputation are also studied. Understanding the relationships between the determinants of customer loyalty toward the bank helps management to use corporate image and reputation more effectively in its strategy, thus enhancing the institution's position in the minds of consumers. Design/methodology/approach	Study the mediation effects of perceived value and corporate image and reputation.	A model is proposed to explore the relationships of service quality and customer satisfaction with a perceived value and their effect on transforming the corporate image and corporate reputation into the form of customer loyalty toward the bank. A survey is designed within this framework and SEM analysis is conducted in order to study the nature of relationships between variables of interest hypothesized to affect customer behavior and customer loyalty. Mediation tests for perceived value and corporate image and reputation are also conducted. Findings The findings of the survey indicate that corporate image and corporate reputation can be used as a common marketing benchmark to measure a bank's performance.	Understanding the relationships between the determinants of customer loyalty towards the bank helps management to use corporate image and reputation more effectively in its strategy, thus improving the position of the institution in the minds of consumers.	customer behavior and loyalty	The study was conducted in Izmir, the third biggest city of Turkey. The sample is composed of regular customers, and the sample size is enough for the study but more studies are needed to generalize the results.	relationships of service quality and customer satisfaction	The paper studies the determinants of customer loyalty in the Turkish banking industry and considers the effects of corporate image and corporate reputation as measured by customer satisfaction, service quality and perceived value, on customer loyalty toward banks in Turkey. This model is not studied in bank marketing in Turkey and also in the banking literature.
24	Consumer perceived value, involvement, trust, susceptibility to interpersonal influence, and intention to participate in online group buying	https://www.sciencedirect.com/science/article/pii/S0969698919302607	Sharma, Varinder M. Klein, Andreas b.	2020	Postulating consumer involvement as crucial to online group buying, this study deploys consumer perceived value, perceived trust, and susceptibility to interpersonal influence to provide a closer look at consumer intention to participate in online group buying. The results of the proposed model, tested using structural equation modeling on a sample of 553 respondents, show that consumer involvement plays a central role in explaining intention to participate in online group buying. Consumer perceived value, perceived trust, and susceptibility to interpersonal influence all show a significant relationship with consumer involvement. Consumer perceived value also exhibits a strong relationship with perceived trust, which, in turn, exhibits a significant relationship with intention to participate in online group buying. The results furnish significant contributions to the theory and practice of online group buying and retailing. The limitations of the study and implications for future research in online group buying are discussed.	Apparently learning from its failure and adapting to the US consumers, OGB re-emerged as a 'daily deal' platform through Groupon in 2008. Groupon introduced a substantially large number of deeply discounted product categories, essentially becoming a category busting deep discount site. Also, Groupon eliminated price uncertainty by offering daily deals with fixed final prices and fixed discount for each deal. Finally, Groupon minimized the deal time uncertainty by taking over the responsibility of group formation. Essentially, Groupon functions on both the consumer and the supplier side to achieve timely group formation for these deals. On the consumer front, Groupon informs millions of patrons about the upcoming deals through mobile apps. Website visitors can also see the number of people who have bought into specific deals. Groupon uses social media to spread e-WOM among potential participants in various geographical areas, using the Groupon partner network to participate in deals. In short, Groupon uses CI in forming groups for deals in major cities, which, in turn, help local businesses to increase their patronage. Such actions create a herd mentality among consumers; as a result, most of the deals become fully subscribed within an hour of opening (Liu and Sutanto, 2012). According to Zhang et al. (2013), Groupon has achieved high popularity among consumers, who exhibit high return intentions. On the supplier side, Groupon empowers deal providers with mobile apps to monitor deal progress. According to Halliwell (2012), merchant satisfaction with Groupon is quite high. Above all, consumers are highly satisfied with the deal suppliers (Shiau and Luo, 2012; Hsu et al., 2014). Groupon merchants see jump in their reviews and ratings (Byers et al., 2012). With high consumer and supplier satisfaction, Groupon has become the epitome of successful re-emergence of the OGB phenomenon, and the current OGB sites have essentially become Groupon clones (e.g., LivingSocial, Scoopon or Woot) that act like typical corporate retail websites.	The data was gathered using a paper-based questionnaire in two waves at the end of 2016 and beginning of 2017 to obtain a sizable dataset. After a careful review of the returned questionnaires, we found 553 questionnaires complete for data analysis.	Regardless of the underlying business model, the OGB studies have regularly used the concepts of perceived trust (PT) and consumer perceived value (CPV), and conformity to pressure from other OGB buyers and/or virtual community members—often discussed as susceptibility to interpersonal influence (SIPI)—though less frequently, in these studies. Inclusion of CI in OGB modeling appeared only in Tseng and Wu (2017), although CI should have found a place of central importance in consumer-centric OGB models as it is a central determinant of consumer behavior (Laaksonen, 1994; Broderick and Mueller, 1999), and the OGB sites use CI in deal subscription. Therefore, inclusion of CI as a central variable in OGB modeling should provide a realistic view of consumer ITP in OGB; the OGB literature is in pursuit of catching up with OGB sites.	website reputation, structural assurance, and website quality	The study uses student data from a convenience sample. According to Calder et al. (1981) and Bello et al. (2009), this type of data is appropriate for the objectives of the study. Since senior level university students also represent millennials, one of the main beneficiaries of OGB, their responses further boost the appropriateness of the data for the study. However, as with any empirical research work, this study has some limitations, too. One limitation can be seen in relation to this sampling technique, as such the data limits the generalizability of the results to a larger universe of websites and audiences. Limitation aside, this study furnishes several opportunities in theory and practice of online retailing as mentioned before. Additional opportunities for future studies stem from using representative random samples of OGB shoppers to enhance the generalizability of results to a larger universe of OGB websites in respective countries as well as across countries. We regard our study as a starting point for shifting the scholarly focus toward giving due importance to CI in OGB studies as well as using modular approach to model building.	undergraduate business majors of a large university in the eastern part of the United States	Based on the findings of our study, we conclude that CI, and most likely, the troika of CPV, PT, SIPI in relationship with CI play the most important role in forecasting ITP in OGB. While most studies in OGB have considered these constructs in part only, this study provides a theoretical framework that simultaneously estimates the importance of all these constructs. This endeavor enabled us to find that though CPV, PT, and SIPI are important predictors of ITP in OGB, presence of CI changes the scenario. Therefore, CI must be taken seriously into account in building OGB models as well as successful websites. By keeping CI high, the OGB websites and retail websites in general can succeed in not only converting website visitors into potential buyers but also keep them interested and make them repeat buyers.
25	Evaluar la relación entre el valor percibido y la lealtad de los clientes de tiendas de autoservicio en el contexto de la COVID-19	https://pirhua.udep.edu.pe/bitstream/handle/11042/5015/T_ADS_003.pdf?sequence=1&isAllowed=y	Campos Amaya, Adrian Antonio	2020	El objetivo principal de este estudio es evaluar la relación entre el valor percibido de las tiendas de autoservicio y la lealtad del cliente en el contexto de la COVID-19, con el fin de comprender los nuevos comportamientos de los consumidores y sus nuevas preferencias de compra para el hogar, durante la coyuntura del estado de emergencia. El presente trabajo de investigación se desarrolló en el contexto de las tiendas de autoservicios de los distritos de Lima Metropolitana. El estudio se realizó entre los meses de abril a diciembre del 2020. La investigación utiliza las variables de valor percibido en base a Sweeney y Soutar (2001) y lealtad de los clientes por Oliver (1999). Los resultados mostraron que la conveniencia de la tienda con respecto a su ubicación y facilidades de uso, son factores que los clientes consideran esenciales ante la toma de decisión con respecto al formato de tienda elegida. El estudio mostró que mientras mayor sea el valor que perciben los clientes por los servicios de la tienda, mayor será el valor de lealtad. Existe una relación positiva considerable y estadísticamente significativa entre el valor percibido y la lealtad del cliente en el contexto de la COVID-19. La relación es positiva tanto con la fase afectiva, como con la fase actitudinal de la lealtad	Desde hace aproximadamente seis meses el mundo convulsionó con el brote de la COVID-19, enfermedad ocasionada por el Coronavirus de tipo 2. Esta crisis viene afectando a distintos sectores económicos. En el Perú, uno de los más afectados es el sector de comercio minorista, que ha estado creciendo a lo largo de estos últimos años, posicionándose como uno de los sectores más fuertes en el mercado peruano y con mayor proyección de expansión. Dentro de este sector, las tiendas de autoservicio están conformadas principalmente por: los supermercados, tiendas de conveniencia y bodegas. Según Hugo Rodríguez, experto en el sector retail (comercio minorista), la llegada de la COVID-19 ha generado diferentes efectos tanto en los comercios de tiendas de autoservicio, como en los clientes. Entre los efectos más importantes están: el impacto en la relación con los clientes debido al aislamiento social; y la escasez de productos debido a la falta de liquidez (principalmente en las bodegas). En este contexto, el comportamiento del consumidor ha cambiado de manera drástica, el temor de los consumidores por ir a comprar es ascendente, por lo que son más exigentes en la elección del proveedor. Ahora los atributos determinantes para el consumidor están relacionados con: la seguridad de higiene, confianza en protocolos de salubridad, entre otros. En consecuencia, el valor que perciben los clientes también se ha visto modificado, hay aspectos que se valoran más que antes. Debido a este cambio de percepción las tiendas de autoservicio han empezado a innovar en sus métodos de atención al consumidor para crear y/o fortalecer el vínculo que se tenía con el cliente, garantizando su seguridad y ganando su confianza.	una encuesta para obtener información sobre la percepción de los clientes de tiendas de autoservicio respecto a la lealtad y el valor percibido. Se consideró una muestra de cincuenta (50) participantes por condición experimental	El objetivo principal de este estudio es evaluar la relación entre el valor percibido de las tiendas de autoservicio y la lealtad del cliente en el contexto de la COVID-19 para comprender los nuevos comportamientos de los consumidores y sus nuevas preferencias de compra para el hogar, durante la coyuntura actual del estado de emergencia. El capítulo 1, Fundamentación, abarca un análisis acerca de los motivos por los cuales se realiza la presente investigación. Es por ello, que se ha definido el planteamiento del problema, los objetivos, la justificación y la delimitación del estudio. El capítulo 2 trata del Marco teórico y explica los conceptos claves que se utilizarán como guía y apoyo a la investigación. En este capítulo se encuentran los antecedentes de la investigación, en donde se han revisado diferentes trabajos anteriores, publicados en los últimos cinco (05) años, relacionados con las variables del presente estudio. Además, se presentan las bases teóricas, que incluye el concepto y definición operativa de cada variable, así como la formulación de la hipótesis de investigación. El capítulo 3, se denomina Marco metodológico e introduce la metodología de la investigación. Por ello, se propuso el tipo y diseño del estudio. Población, muestra y muestro; técnica o método de recolección de datos; y proceso de validez y confiabilidad. El capítulo 4 se denomina Resultados de la investigación. En este apartado se analizan estadísticamente los resultados con el objetivo de atender los objetivos de la investigación y validar la hipótesis planteada en el presente estudio.	Satisfacción y lealtad en el comercio minorista	Una oportunidad para futuras investigaciones es realizar un estudio post pandemia sobre el comportamiento del consumidor comparándolo con el estudio actual. Esto permitirá apreciar las variaciones, de haberlas, con respecto al cliente hacia el formato de tienda elegida durante la pandemia y pasada la pandemia.	Clientes de tiendas de autoservicio en Lima Metropolitana que hayan asistido de manera presencial en los últimos tres meses durante el período de estado de emergencia	Dentro de las variables de estudio de la presente investigación, el valor percibido obtuvo un puntaje promedio de 5.62 y el de la lealtad fue de 5.72. Estos, puntajes que son considerablemente altos, sin embargo, aún existen oportunidades para que las tiendas de autoservicio mejoren sus atributos para tener una mayor valoración por parte de sus clientes. Los aspectos del valor funcional con mayores puntajes son los relacionados con la conveniencia, la disponibilidad y la adecuada selección de productos, que obtuvieron valores promedio entre 5.7 y 5.9. Esto refleja la que los clientes reconocen que encuentran fácilmente los productos que necesitan en las tiendas de autoservicio. El aspecto de valor funcional con menor puntaje es el relacionado con la seguridad que brinda la tienda ante la COVID-19, el cual obtuvo un valor de 5.3. Es necesario que los gestores de estas tiendas refuercen la aplicación de protocolos y acciones necesarias para que sus clientes tengan una experiencia que los haga sentirse seguros en sus tiendas. En relación a la lealtad de los clientes, la fase actitudinal obtuvo la mayor valoración, con un puntaje promedio de 5.8. Esto refleja la voluntad del consumidor para volver a realizar sus compras en el formato de tienda elegida y recomendarla a otras personas. Esta fase es impulsada por el puntaje de 5.6 ha obtenido por la fase afectiva relacionada con la satisfacción de los clientes. En el contexto de la COVID-19, existe una correlación positiva estadísticamente significativa entre el valor percibido y la lealtad del cliente. Esta relación es positiva tanto con la etapa emocional como con la actitudinal.