EXPLORATION OF SHOPPING MALL CUSTOMER VALUE PROPOSITIONS IN THE EXPERIENCE ECONOMY

This study provided a new technique to verify customers' responses in terms of the attribute-consequence-value relationship in the consumers' shopping mall experience. Based on the field survey in 192 shopping malls, the results of SEM analysis revealed that apart from the traditional method of price competition, other factors such as the variety of services, the frequency of promotional activities as well as the attractiveness of products were the key factors that contributed to the increase of customers' perceived value, and thus enhanced the competitive advantage of a shopping mall.

Keywords: customer value, value proposition, means-end chain, shopping mall.