



MARKETING DRIVERS OF SHOPPING MALL PERFORMANCE: A BIBLIOMETRIC REVIEW OF RESEARCH ACROSS DECADES

**Faerozh Madli*, Ag Kaifah Riyad, Ahmad Shakani Abdullah, Stephen Laison
Sondoh, Shaierah Gulabdin, Yuzainy Janin, Khairunisah Kamsin, Dean Nelson
Mojolou**

*Faculty of Business, Economics and Accountancy, Universiti Malaysia Sabah, Kota
Kinabalu, Malaysia*

**Corresponding author's email: faerozhmadli@ums.edu.my*

ABSTRACT

The performance of shopping malls has become an increasingly important concern in the evolving retail environment, where competition from e-commerce and changing consumer expectations require more effective marketing strategies. Although previous studies have examined retailing and consumer behaviour, understanding of the marketing drivers influencing shopping mall performance remains fragmented, creating the need for a systematic review. This study applies a bibliometric approach to examine the intellectual structure, research trends, and emerging directions of research on the marketing drivers of shopping mall performance. Data were retrieved from the Scopus database using an advanced search strategy based on the keywords “marketing” and “shopping mall performance.” A total of 494 publications were identified and processed using OpenRefine for data cleaning and standardisation, while bibliometric performance analysis and network visualisation were conducted using VOSviewer and the Scopus analyser. The findings reveal a substantial increase in publications, particularly after 2015, indicating growing scholarly interest in this field. Citation analysis identifies influential studies focusing on consumer behaviour and digital commerce, whereas keyword co-occurrence analysis highlights dominant themes including consumer behaviour, customer satisfaction, and retailing, together with emerging topics such as the Internet of Things (IoT), machine learning, and sustainability. Country-level analysis further shows that China, the United States, and Australia remain the leading contributors with strong collaborative networks, while emerging economies demonstrate increasing participation. Overall, this study provides a comprehensive overview of the field and identifies future research opportunities for developing integrated, technology-driven, and context-specific marketing strategies to improve shopping mall performance.

JEL classification: D12, L25, L81, M31

Keywords: bibliometric analysis; marketing; shopping mall marketing

Received: May 2, 2026

Revised: June 2, 2026

Accepted: June 23, 2026

1. INTRODUCTION

Shopping malls have evolved from simple collections of stores into complex retail ecosystems where design, tenant mix, services, and experiences jointly shape performance. In an era of e-commerce, omnichannel shopping, and post-pandemic shifts, malls survive and succeed when they attract visits, stimulate spending, and build loyalty rather than merely providing space for transactions (Kumar et al., 2024; Nanda et al., 2021). Research now views mall performance as the outcome of multiple marketing drivers: mall image and attractiveness, atmospherics and experience design, promotions, tenant and site decisions, and the integration of offline and online channels (Gomes & Paula, 2017; Tandon et al., 2016). These drivers operate within changing consumer motives that blend utilitarian and hedonic goals and increasingly emphasize emotions, social interaction, and leisure (Das & Varshneya, 2017; Krey et al., 2022).

The concept of mall image/attractiveness is central. Systematic reviews show four decades of fragmented work on mall image, with its foundations tracing back to retail location theory as well as store image theory, yet using varied attribute sets, which complicates comparison and generalization (Zhou et al., 2024). Common attributes include accessibility, parking, tenant mix, facilities, atmosphere, and entertainment; these shape satisfaction, patronage intentions, and perceived value (Zhou et al., 2024; Gomes & Paula, 2017). Empirical studies in different countries confirm that the composition of tenants and the overall ambience of a shopping mall rank among the strongest determinants of perceived attractiveness, while accessibility and parking matter but often less once shoppers are on-site 5106. Bibliometric syntheses further cluster mall research around atmospherics, spatial wayfinding, consumer differences, as well as mall consequences. These syntheses subsequently develop conceptual frameworks that connect experiential components with performance-related outcomes, including customer loyalty and retail sales performance (Zhou et al., 2024).

Atmospherics and experiential design are consistently highlighted as critical marketing drivers. Research shows that high-quality in-store atmospherics increase in-store spending and also enhance loyalty intentions toward the mall as a whole, mediated by perceived atmosphere and moderated by the shopper's experiential orientation 11. Environmental factors such as building structure, sounds and music, and scents are positively related to buying behaviour in malls (Mok & Cai, 2021). Studies on mall attractiveness in emerging markets find that atmosphere, facilities management, and entertainment potential significantly influence perceived experience, although entertainment may be a weaker predictor of overall experience where economic motives remain dominant (Gomes & Paula, 2017; Madli et al., 2025a). Emotional responses, pleasure and arousal are shaped by human and spatial crowding, alongside promotional events, as well as co-visitors, and these affective states subsequently encourage re-patronage intentions and favourable word-of-mouth communication, thereby emphasising the significance of social and promotional cues in mall performance (Das & Varshneya, 2017).

Promotions, services, and tenant decisions provide additional levers for driving traffic and sales. Customer-based evaluations of common mall promotions reveal pronounced separation between factors that drive visitation and those that stimulate purchasing behaviour, with mall-wide discount campaigns as well as hybrid strategies combining price incentives and experiential entertainment proving especially

effective in stimulating both visits and spending, whereas traditional events like fashion shows often underperform (Li et al., 2021; Madli et al., 2025b). Longitudinal transaction data show that shopping duration is shaped by mall size and promotion intensity, and that longer visits increase spending in the immediate term, over a longer horizon; they can be associated with diminishing spending levels as consumers' familiarity grows, even though visit frequency increases (Parsons, 2003). Service-related and administrative factors, including personal service, pricing, advertising, tenant mix, anchor tenants, and entertainment, also influence consumers' purchase behaviour, though their impact can be weaker than environmental and location factors in some contexts (Abghari & Hanzae, 2011; Mok & Cai, 2021). Research on tenant mix demonstrates that a well-balanced mix, supported by strong merchandise range and value, is pivotal for satisfaction, retention proneness, and patronage intentions, making tenant strategy a core marketing driver of agglomeration performance (Teller & Reutterer, 2008).

Finally, digitalization and changing shopper typologies reshape how marketing drivers work. Studies of omnichannel and e-commerce trends argue that physical retail is not disappearing but must reposition its role in a multi-channel journey, emphasizing experience, social interaction, and integrated services rather than pure transaction efficiency (Abghari & Hanzae, 2011; Helm et al., 2020; Nanda et al., 2021). Resilient shopping centres increasingly adopt formats that emphasize the urban experience, mixed uses, density, as well as walkability to stay relevant alongside online retail (Rao, 2019). New retail models that integrate physical stores, e-commerce, and logistics affect site selection priorities, with accessibility, experiential potential, and surrounding business diversity gaining weight (Zhou et al., 2024). Shopper segmentation using self-determination theory suggests that motives related to competence, relatedness, and autonomy drive how customers perceive mall attributes and choose channels, implying that customer-centric, need-based marketing strategies are essential for sustainable performance (Li et al., 2021). Across the body of literature, shopping mall performance is driven by an interplay of image and attractiveness, atmospherics and emotional experience, promotions and services, strategic tenant and location decisions, and the capacity to adapt to omnichannel consumer behaviour.

2. RESEARCH QUESTION

RQ1: How has the trajectory of scholarly output on marketing drivers of shopping mall performance evolved over the period from 1977 to May 2026?

RQ2: Which publications constitute the most influential contributions to marketing drivers of shopping mall performance, as evidenced by their citation impact?

RQ3: What core and emerging research themes can be identified within marketing drivers of shopping mall performance based on keyword co-occurrence patterns?

RQ4: What patterns of international scholarly collaboration are evident in marketing drivers of shopping mall performance, as revealed through country-level co-authorship networks?

3. METHODOLOGY

Bibliometric analysis is understood as a structured methodology for gathering, systematizing, and examining bibliographic records originating from academic publications (Alves et al., 2021; Assyakur & Rosa, 2022; Verbeek et al., 2002). In

addition to relying on standard descriptive metrics such as publication outlets, temporal patterns of scholarly output, and prominent contributors within a field (Wu & Wu, 2017), this form of analysis further integrates more sophisticated procedures, including co-citation analysis at the document level, to reveal the underlying intellectual architecture of a discipline. Conducting a thorough literature review requires a cyclical and rigorously grounded methodological sequence, which involves the deliberate identification of keywords, extensive extraction of data from academic databases, and detailed interpretive evaluation. This type of systematic procedure supports the development of a well-constructed bibliographic dataset while simultaneously strengthening the dependability and validity of the resulting insights (Fahimnia et al., 2015). Within this framework, the current investigation gives precedence to publications of substantial scholarly impact, considering their pivotal function in constructing the theoretical and conceptual foundations of the field under study. To uphold the precision and reliability of the dataset, the Scopus database was selected as the principal repository for data retrieval (Al-Khoury et al., 2022; Di Stefano et al., 2010; Khiste & Paithankar, 2017). In addition, to preserve academic rigor and methodological consistency, the inclusion criteria were restricted exclusively to peer-reviewed journal articles, thereby excluding books and lecture notes (Gu et al., 2019). Leveraging the broad indexing scope of Elsevier's Scopus database, all pertinent publications published between 1977 and May 2026 were comprehensively identified and systematically assembled for further analytical processing.

3.1 Data search strategy

Table 1 presents the bibliometric dataset used in this study, which was systematically extracted from the Scopus database through a structured and reproducible search strategy. The search string, TITLE-ABS-KEY (Marketing AND Shopping Mall), was employed to capture publications in which the core concepts are explicitly addressed within the title, abstract, or keywords, thereby enhancing the relevance of the obtained records. To maintain strong disciplinary coherence with the research objectives, the query was further refined with subject area filters, encompassing fields such as social sciences; business, management and accounting; decision sciences; economics, econometrics and finance; arts and humanities; environmental science; health professions; multidisciplinary; computer science; and engineering. Additionally, only English-language publications were retained to ensure uniformity in both interpretation and analytical procedures. Through this multi-stage filtering approach, the dataset was ultimately refined to a final corpus of 494 documents, forming a concentrated yet still extensive collection of literature relevant to marketing and shopping mall research.

Subsequently, a rigorous screening procedure was implemented, as detailed in Table 2, to uphold the dataset's quality, uniformity, and suitability for analytical purposes. To be included, documents were required to be written in English and fall within the predefined subject areas aligned with the study's interdisciplinary scope. Conversely, publications categorized outside these domains, as well as those in non-English languages, were omitted in order to reduce conceptual uncertainty as well as maintain methodological coherence. This screening procedure ensured that the final dataset comprised studies with substantive contributions to the targeted research

domains, thereby strengthening the validity and reliability of subsequent bibliometric analyses.

Table 1: The search string

Scopus	TITLE-ABS-KEY (Marketing AND Shopping Mall) AND (LIMIT-TO (SUBJAREA , "BUSI") OR LIMIT-TO (SUBJAREA , "SOCI") OR LIMIT-TO (SUBJAREA , "ECON") OR LIMIT-TO (SUBJAREA , "DECI") OR LIMIT-TO (SUBJAREA , "ENVI") OR LIMIT-TO (SUBJAREA , "ARTS") OR LIMIT-TO (SUBJAREA , "HEAL") OR LIMIT-TO (SUBJAREA , "PHAR") OR LIMIT-TO (SUBJAREA , "MULT") OR LIMIT-TO (SUBJAREA , "NEUR") OR LIMIT-TO (SUBJAREA , "COMP") OR LIMIT-TO (SUBJAREA , "ENGI")) AND (LIMIT-TO (LANGUAGE , "English"))
--------	--

Table 2: The selection criterion is searching

Criterion	Inclusion	Exclusion
Language	English	Non-English
Subject	Business, Management and Accounting, Computer Science, Social Sciences, Economics, Econometrics and Finance, Decision Sciences, Environmental Science, Arts and Humanities, Health Professions, Multidisciplinary	Others

3.2 Data analysis

VOSviewer is a broadly utilized and highly user-oriented instrument for bibliometric investigation, created by Nees Jan van Eck and Ludo Waltman at Leiden University (van Eck & Waltman, 2010; van Eck & Waltman, 2017). The software is purpose-built for the mapping and examination of scholarly literature, offering sophisticated capabilities for the generation of network visualizations, the grouping of interconnected elements into clusters, and the production of density-based visual representations. Its analytical versatility enables the investigation of a wide range of bibliometric interconnections, such as co-authorship structures, co-citation patterns, and keyword co-occurrence networks, thereby allowing a thorough and multidimensional mapping of scholarly domains. When combined with an interactive user interface and ongoing software refinement, VOSviewer supports the rapid and scalable examination of extensive bibliometric datasets. Its ability to derive bibliometric metrics, customize visualization outputs, and synthesize data from multiple sources further strengthens its position as a powerful instrument for academic inquiry.

A key advantage of VOSviewer is its capacity to convert intricate bibliometric frameworks into visual forms that are both coherent and readily interpretable. The software demonstrates particular proficiency in network-oriented analysis, encompassing the grouping of interconnected items, identification of patterns in keyword co-occurrence, and construction of density-based mapping visualisations. Its user-friendly architecture serves both beginners and advanced practitioners, supporting the systematic interpretation of research trends and intellectual structures. Continuous updates ensure that VOSviewer remains methodologically relevant, offering adaptable analytical capabilities across a wide range of bibliometric fields, including co-authorship as well as citation networks.

In the present study, bibliographic records comprising publication year, article title, author information, source journals, citation metrics, as well as keywords were retrieved in Plain Text format from the Scopus database, spanning the timeframe from

1977 to May 2026. The resulting dataset was then processed using VOSviewer (version 1.6.20). By employing VOS-based mapping and clustering methodologies, the software facilitated the structured development and analytical interpretation of bibliometric networks. As an alternative to Multidimensional Scaling (MDS), the VOS methodology arranges elements in a reduced-dimensional representation so that the distances between items correspond as closely as possible to their level of relatedness (van Eck & Waltman, 2010). While it shares a conceptual foundation with MDS (Appio et al., 2014), VOS differs in its underlying procedure by relying on specialized normalization techniques designed for co-occurrence datasets, with particular emphasis on the association strength measure (AS_{ij}), formally expressed as follows (van Eck & Waltman, 2007):

$$AS_{ij} = \frac{C_{ij}}{W_i W_j} \quad (1)$$

Which is defined as the ratio of the empirically observed co-occurrence frequency C_{ij} between items W_i and W_j and the frequency of co-occurrence that would be anticipated if statistical independence between W_i and W_j were assumed (van Eck & Waltman, 2007).

4. RESULT AND DISCUSSION

There are 4 research questions being discussed in this section.

4.1 How has the trajectory of scholarly output on “Marketing Drivers of Shopping Mall Performance” evolved over the period from 1977 to May 2026?

As presented in Figure 1 and Table 3, the longitudinal distribution of publications on “Marketing Drivers of Shopping Mall Performance” reveals a clear evolutionary trajectory characterized by three distinct phases. The early period (1977-early 2000s) is marked by infrequent and modest levels of academic production, with the majority of years yielding merely one to three published works. This constrained output may be explained by the then-emerging understanding of shopping malls as deliberate marketing environments, where early studies primarily focused on retail location theory and consumer behaviour in traditional settings rather than integrated mall performance. A gradual increase emerges from the mid-2000s onward, reflecting the growing recognition of shopping malls as complex experiential and service ecosystems. This shift aligns with broader developments in marketing theory, particularly the transition toward experiential marketing and consumer-centric strategies, which positioned malls not merely as transactional spaces but as destinations offering value-added experiences.

A pronounced acceleration is observed from approximately 2015 onwards, culminating in peak outputs in 2023 (35 publications, 7.09%), followed by consistently high contributions in 2020, 2022, and 2025. This surge can be justified by several converging factors. First, the intensification of competition from e-commerce platforms has compelled scholars to investigate the strategic marketing drivers that sustain mall attractiveness and performance. Second, the COVID-19 outbreak during the 2020 to 2022 period appears to have stimulated academic inquiry into resilience, consumer behaviour shifts, and adaptive marketing strategies within

physical retail environments. Third, the integration of digital technologies, omnichannel retailing, and data-driven marketing has expanded the research scope, attracting interdisciplinary contributions. The slight decline in 2024 and the low count for 2026 are likely attributable to indexing lag and incomplete yearly data instead of any real decrease in scholarly interest. Taken as a whole, the trend indicates a maturing and increasingly dynamic research domain, with sustained scholarly attention driven by ongoing structural changes in the retail and marketing landscape.

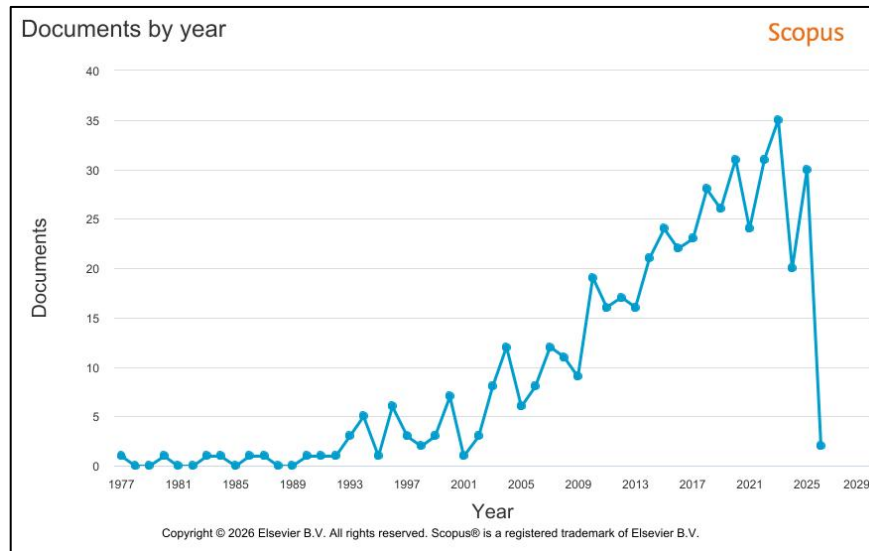


Figure 1: Trend of research in marketing drivers of shopping mall performance by years

Table 3: Trend percentage of research in marketing drivers of shopping mall performance by years

Year	Number of publications	Percentage (%)
2026	2	0.40
2025	30	6.07
2024	20	4.05
2023	35	7.09
2022	31	6.28
2021	24	4.86
2020	31	6.28
2019	26	5.26
2018	28	5.67
2017	23	4.66
2016	22	4.45
2015	24	4.86
2014	21	4.25
2013	16	3.24
2012	17	3.44
2011	16	3.24
2010	19	3.85
2009	9	1.82
2008	11	2.23
2007	12	2.43
2006	8	1.62
2005	6	1.21

Year	Number of publications	Percentage (%)
2004	12	2.43
2003	8	1.62
2002	3	0.61
2001	1	0.20
2000	7	1.42
1999	3	0.61
1998	2	0.40
1997	3	0.61
1996	6	1.21
1995	1	0.20
1994	5	1.01
1993	3	0.61
1992	1	0.20
1991	1	0.20
1990	1	0.20
1987	1	0.20
1986	1	0.20
1984	1	0.20
1983	1	0.20
1980	1	0.20
1977	1	0.20

4.2 Which publications constitute the most influential contributions to “Marketing Drivers of Shopping Mall Performance”, as evidenced by their citation impact?

As presented in Table 4, the most highly cited articles within this domain are dominated by foundational and cross-cutting studies in marketing, consumer behaviour, and digital commerce, rather than works narrowly confined to shopping mall contexts. For instance, the seminal contributions by Brown and Dacin (1997), published in the *Journal of Marketing*, have accumulated the highest citation count (2621). This figure signals their far-reaching theoretical significance in elucidating corporate associations as well as consumer responses. Similarly, early investigations into online consumer behaviour, such as Jarvenpaa and Toad (1996), as well as Lynch and Ariely (2000), demonstrate exceptionally high citation impact due to their pioneering role in shaping the understanding of e-commerce and digital consumer decision-making. This pattern suggests that the scholarly basis of research on shopping mall performance is firmly embedded within broader marketing and technology-driven consumption theories, which are widely applicable across multiple retail contexts and therefore attract significantly higher citations.

Furthermore, Table 4 highlights a strong presence of interdisciplinary and technology-oriented studies, particularly those addressing social commerce, online reviews, and Internet of Things (IoT) applications. Articles such as Stephen and Toubia (2010), along with works on online-offline integration and consumer trust, underscore the increasing convergence between physical retail environments and digital ecosystems. The inclusion of studies like Sadowski and Spachos (2018) on indoor localization further reflects the growing importance of smart retail technologies in enhancing mall performance through data-driven insights and customer experience optimization. The relatively lower citation counts for more recent publications, such as those post-2015, can be attributed to citation lag rather than limited impact. Overall, the distribution of highly cited works indicates that influential studies in this domain is distinguished by theoretical generalizability, early

entry into emerging research streams (e.g., e-commerce), and interdisciplinary relevance, all of which contribute to sustained citation accumulation over time.

Table 4: Most cited author

No	Authors	Title	Year	Source title	Cited by
1	Brown and Dacin (1997)	The company and the product: Corporate associations and consumer product responses	1997	Journal of Marketing	2621
2	Jarvenpaa and Toad (1996)	Consumer reactions to electronic shopping on the World Wide Web	1996	International Journal of Electronic Commerce	1041
3	Lynch and Ariely (2000)	Wine online: Search costs affect competition on price, quality, and distribution	2000	Marketing Science	712
4	Stephen and Toubia (2010)	Deriving value from social commerce networks	2010	Journal of Marketing Research	679
5	Sadowski and Spachos (2018)	RSSI-based indoor localization with the Internet of Things	2018	IEEE Access	518
6	Culnan (1993)	"How did they get my name?": An exploratory investigation of consumer attitudes toward secondary information use	1993	MIS Quarterly: Management Information Systems	485
7	Ahn et al. (2004)	The impact of the online and offline features on the user acceptance of Internet shopping malls	2004	Electronic Commerce Research and Applications	476
8	Balasubramanian (1998)	Mail versus mall: A strategic analysis of competition between direct marketers and conventional retailers	1998	Marketing Science	440
9	Maniatis (2016)	Investigating factors influencing consumer decision-making while choosing green products	2016	Journal of Cleaner Production	249
10	Lee et al. (2011)	The different effects of online consumer reviews on consumers' purchase intentions depending on trust in online shopping malls: An advertising perspective	2011	Internet Research	242

4.3 What core and emerging research themes can be identified within marketing drivers of shopping mall performance based on keyword co-occurrence patterns?

The co-occurrence network illustrated in Figure 2 reveals a well-defined core structure dominated by high-frequency and high-link-strength keywords, such as marketing (63 occurrences), shopping mall (57), and consumer behaviour (50). The prominence of these terms indicates that the research domain is strongly anchored in consumer-centric marketing perspectives, where understanding behavioural responses is central to evaluating shopping mall performance. Notably, consumer behaviour exhibits the greatest total link strength, indicating that it functions as the primary integrative construct connecting multiple research streams. The co-presence of related terms such as shopping centres, retailing, and customer satisfaction further reinforces the traditional focus on physical retail environments and experiential value creation. This pattern implies that, despite evolving retail dynamics, the core scholarly discourse continues to emphasize how marketing strategies influence consumer perceptions, satisfaction, and behavioural outcomes within mall settings.

At the same time, Figure 2 highlights a significant shift toward technological and interdisciplinary themes, as demonstrated by the aggregation of keywords including Internet of Things (IoT), machine learning, indoor localization, beacon, and recommendation systems. The emergence of these terms, alongside online shopping, electronic commerce, and social media, reflects the growing integration of digital technologies into shopping mall ecosystems. This trend suggests that contemporary research increasingly conceptualizes malls as “smart” and data-driven environments, where real-time analytics alongside location-based services are employed to elevate operational efficiency as well as customer experience. Additionally, the presence of terms such as green marketing, sustainability, and geographically specific keywords (e.g., China, India, South Africa) indicates expanding research diversity and contextualization across regions and sustainability concerns. The relatively lower occurrence but meaningful link strength of these emerging topics implies that they are rapidly developing niches, driven by global shifts toward digitalization, environmental awareness, and localized consumer insights, thereby reshaping the future trajectory of shopping mall marketing research.

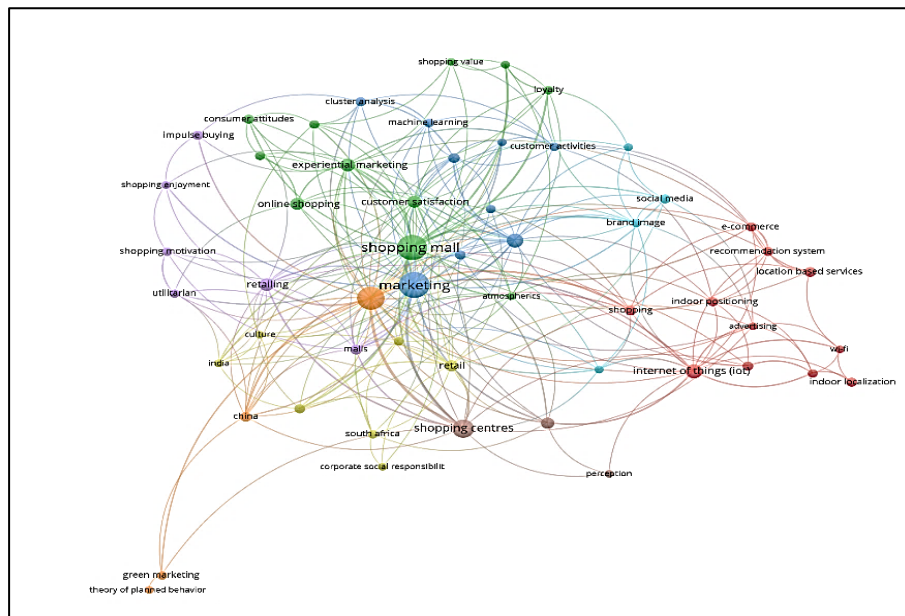


Figure 2: Network visualization map of keywords' co-occurrence

4.4 What patterns of international scholarly collaboration are evident in marketing drivers of shopping mall performance, as revealed through country-level co-authorship networks?

The country co-occurrence network presented in Figure 3 demonstrates a clear concentration of scholarly influence among a small group of leading economies, with the United States occupying a dominant position (88 documents; 4,965 citations). This prominence is not only reflected in publication volume but also in citation impact and network connectivity, indicating strong international collaboration and intellectual leadership. Similarly, countries such as China and Australia exhibit high total link strengths, suggesting their central roles in global research collaboration networks. The

comparatively elevated citation figures observed in nations such as Canada as well as the United Kingdom further substantiate the argument that developed economies, with strong academic infrastructures and funding mechanisms, are key drivers of high-impact research in this domain. This pattern can be justified by their early adoption of advanced retail systems, digital technologies, and data-driven marketing practices, which provide fertile ground for both empirical and theoretical contributions.

In comparison, emerging economies such as India, Malaysia, and Indonesia are exhibiting rising levels of engagement in research activity, although their citation influence remains relatively lower and their positioning within collaborative research networks is less strongly integrated. For instance, while India records a high number of documents (48), its citation count and link strength remain modest, indicating limited global visibility and collaboration. Similarly, Indonesia's negligible total link strength (0) suggests minimal integration into international research networks despite its relevance as a rapidly developing retail market. This disparity may be attributed to differences in research funding, institutional capacity, and international collaboration opportunities. Nevertheless, the presence of diverse nations such as Saudi Arabia, the United Arab Emirates, as well as South Africa indicates a gradual globalization of the research field. Overall, Figure 3 highlights an uneven yet expanding international landscape, where established economies dominate influence while emerging markets are increasingly contributing context-specific insights, particularly in response to rapid urbanization and retail transformation.

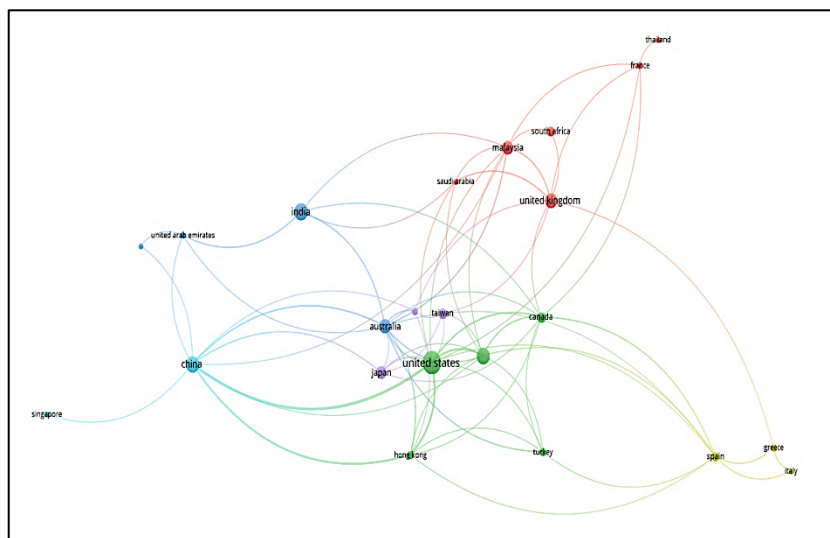


Figure 3: Network visualization map of countries' co-occurrence

5. CONCLUSION

The objective of this study was to deliver a systematic and wide-ranging mapping of the scholarly domain concerning “Marketing Drivers of Shopping Mall Performance” by examining its development, influential contributions, thematic evolution, and international collaboration patterns. The analysis was guided by four key questions focusing on publication trends over time, dominant and emerging research themes, highly cited works, as well as country-level research networks. Utilizing a bibliometric methodology applied to a corpus of 494 publications, the research sought

to clarify how the field has evolved and to identify its current direction and future potential.

The results suggest that investigation in this field has progressed from a fragmented and limited early stage into a more mature and rapidly expanding domain, particularly after 2015. Influential works are largely rooted in consumer behaviour and digital commerce, reflecting the strong theoretical dependence on broader marketing and technology frameworks. Keyword analysis highlights the continued importance of core constructs such as consumer behaviour, customer satisfaction, and retailing, while also revealing a shift toward emerging topics including digital technologies, data-driven marketing, and sustainability. In addition, the analysis of international collaboration shows that research output and influence are concentrated in developed economies, whereas emerging countries demonstrate increasing participation but lower integration within global networks. These patterns suggest that the field is becoming more interdisciplinary, with growing attention to technological integration and contextual diversity.

This study adds to the existing body of literature by presenting an integrated view of the intellectual framework and the developmental trajectory of research in this domain. It extends existing knowledge by linking traditional retail marketing concepts with contemporary developments such as digitalization and smart retail environments. The findings also provide practical implications by indicating that shopping mall performance is increasingly shaped by experiential, technological, and customer-centric strategies. Practitioners may benefit from focusing on integrated marketing approaches that combine physical and digital elements, enhance customer experience, and respond to evolving consumer expectations.

Several constraints warrant consideration. The scope of the analysis was limited to a single database and further narrowed by the inclusion of only English-language publications, which could limit the comprehensiveness of the dataset. In addition, bibliometric methods rely on quantitative indicators and may therefore be insufficient in representing the full richness and theoretical depth of scholarly contributions. Subsequent studies could broaden this framework by drawing on multiple databases, integrating mixed-method approaches, or exploring specific sub-themes such as sustainability, smart retail technologies, or regional market differences. Further investigation into collaboration patterns and cross-country knowledge transfer may also provide deeper insights into the global development of the field.

In conclusion, this work illustrates that bibliometric analysis functions as a robust and effective methodology for mapping the development as well as the structure of research on marketing drivers of shopping mall performance. The findings highlight a transition toward more integrated, technology-oriented, and globally diverse research directions. Continued scholarly attention in this area is essential to support both theoretical advancement and practical adaptation in an increasingly complex retail environment.

ACKNOWLEDGEMENTS

This research was supported by the Bahagian Kepimpinan dan Pembangunan Bakat, Universiti Malaysia Sabah and Pusat Penyelidikan & Inovasi, Universiti Malaysia Sabah. The funding provided by the Bahagian Kepimpinan dan Pembangunan Bakat, Universiti Malaysia Sabah and Pusat Penyelidikan & Inovasi, Universiti Malaysia Sabah, enabled the implementation of this study and the preparation of this

manuscript. The authors would also like to express their sincere appreciation to the Bahagian Kepimpinan dan Pembangunan Bakat, Universiti Malaysia Sabah and Pusat Penyelidikan & Inovasi, Universiti Malaysia Sabah, for their continuous support and commitment to advancing research.

REFERENCES

- Abghari, M., & Hanzae, K. (2011). Investigation of the effects of stores' tenant mix and internal and external environmental conditions on customer satisfaction from shopping centers in Iran. *International Journal of Marketing Studies*, 3(4), 158-164.
- Ahn, T., Ryu, S., & Han, I. (2004). The impact of the online and offline features on the user acceptance of Internet shopping malls. *Electronic Commerce Research and Applications*, 3(4), 405-420.
- Al-Khoury, A., Hussein, S. A., Abdulwhab, M., Aljuboory, Z. M., Haddad, H., Ali, M. A., Abed, I. A., & Flayyih, H. H. (2022). Intellectual capital history and trends: A bibliometric analysis using Scopus database. *Sustainability*, 14(18), 11615.
- Alves, J. L., Borges, I. B., & de Nadae, J. (2021). Sustainability in complex projects of civil construction: Bibliometric and bibliographic review. *Gestão & Produção*, 28(4), e5389.
- Appio, F. P., Cesaroni, F., & Di Minin, A. (2014). Visualizing the structure and bridges of the intellectual property management and strategy literature: A document co-citation analysis. *Scientometrics*, 101(1), 623-661.
- Assyakur, D. S., & Rosa, E. M. (2022). Spiritual leadership in healthcare: A bibliometric analysis. *Jurnal Aisyah: Jurnal Ilmu Kesehatan*, 7(2), 355-362.
- Balasubramanian, S. (1998). Mail versus mall: A strategic analysis of competition between direct marketers and conventional retailers. *Marketing Science*, 17(3), 181-195.
- Brown, T. J., & Dacin, P. A. (1997). The company and the product: Corporate associations and consumer product responses. *Journal of Marketing*, 61(1), 68-84.
- Culnan, M. J. (1993). "How did they get my name?": An exploratory investigation of consumer attitudes toward secondary information use. *MIS Quarterly*, 17(3), 341-361.
- Das, G., & Varshneya, G. (2017). Consumer emotions: Determinants and outcomes in a shopping mall. *Journal of Retailing and Consumer Services*, 38, 177-185.
- Di Stefano, G., Peteraf, M., & Veronay, G. (2010). Dynamic capabilities deconstructed: A bibliographic investigation into the origins, development, and future directions of the research domain. *Industrial and Corporate Change*, 19(4), 1187-1204.
- Fahimnia, B., Sarkis, J., & Davarzani, H. (2015). Green supply chain management: A review and bibliometric analysis. *International Journal of Production Economics*, 162, 101-114.
- Gomes, R. M., & Paula, F. (2017). Shopping mall image: Systematic review of 40 years of research. *The International Review of Retail, Distribution and Consumer Research*, 27(1), 1-27.
- Gu, D., Li, T., Wang, X., Yang, X., & Yu, Z. (2019). Visualizing the intellectual structure and evolution of electronic health and telemedicine research. *International Journal of Medical Informatics*, 130, 103947.

- Helm, S., Kim, S. H., & van Riper, S. (2020). Navigating the 'retail apocalypse': A framework of consumer evaluations of the new retail landscape. *Journal of Retailing and Consumer Services*, 54, 101683.
- Jarvenpaa, S. L., & Toad, P. A. (1996). Consumer reactions to electronic shopping on the world wide web. *International Journal of Electronic Commerce*, 1(2), 59-88.
- Khiste, G. P., & Paithankar, R. R. (2017). Analysis of bibliometric term in Scopus. *International Journal of Library Science and Information Management (IJLSIM)*, 3(3), 81-88.
- Krey, N., Picot-Coupey, K., & Cliquet, G. (2022). Shopping mall retailing: A bibliometric analysis and systematic assessment of Chebat's contributions. *Journal of Retailing and Consumer Services*, 64, 102702.
- Kumar, M., Gahlawat, N., Singh, S., Kala, D., & Paliwal, M. (2024). Elucidating research trends in omnichannel shopping using a bibliometric and network visualization analysis. *The International Review of Retail, Distribution and Consumer Research*, 35(2), 182-208.
- Lee, J., Park, D-H., & Han, I. (2011). The different effects of online consumer reviews on consumers' purchase intentions depending on trust in online shopping malls: An advertising perspective. *Internet Research*, 21(2), 187-206.
- Li, L. H., Cheung, K. S., & Tse, W. S. (2021). Understanding the shoppers' perception in retail shopping malls: A self-determination theory perspective. *Journal of Strategic Marketing*, 31(1), 58-73.
- Li, X., Dahana, W. D., Ye, Q., Peng, L., & Zhou, J. (2021). How does shopping duration evolve and influence buying behavior? The role of marketing and shopping environment. *Journal of Retailing and Consumer Services*, 62, 102607.
- Lynch, J. G. J., & Ariely, D. (2000). Wine online: Search costs affect competition on price, quality, and distribution. *Marketing Science*, 19(1), 83-103.
- Madli, F., Salleh Wahab, M. S., Mojolou, D. N., Janin, Y., Riyad, A. K., Lada, S., Wolor, C. W., & Kamsin, K. (2025a). The symbiotic evolution of AI and media: A technological leap in knowledge sharing and decision-making. *Journal of Advanced Research Design*, 145(1), 27-41.
- Madli, F., Kamsin, K., Wolor, C. W., Riyad, A. K., Janin, Y., Jafar, A., Mojolou, D. N. & Lasuin, C. A. (2025b). Introducing the concept of marketing in the era of artificial superintelligence: Preparing for the next global shift. *Journal of Advanced Research in Computing and Applications*, 40(1), 143-156.
- Maniatis, P. (2016). Investigating factors influencing consumer decision-making while choosing green products. *Journal of Cleaner Production*, 132, 215-228.
- Mok, K. M. M., & Cai, Q. Q. R. (2021). An empirical study of factors influencing consumers' purchasing behaviours in shopping malls. *International Journal of Marketing Studies*, 13(1), 14-25.
- Nanda, A., Xu, Y., & Zhang, F. (2021). How would the COVID-19 pandemic reshape retail real estate and high streets through acceleration of E-commerce and digitalization? *Journal of Urban Management*, 10(2), 110-124.
- Parsons, A. (2003). Assessing the effectiveness of shopping mall promotions: Customer analysis. *International Journal of Retail & Distribution Management*, 31(2), 74-79.
- Rao, F. (2019). Resilient forms of shopping centers amid the rise of online retailing: Towards the urban experience. *Sustainability*, 11(15), 3999.

- Sadowski, S., & Spachos, P. (2018). RSSI-based indoor localization with the Internet of Things. *IEEE Access*, 6, 30149-30161.
- Stephen, A. T., & Toubia, O. (2010). Deriving value from social commerce networks. *Journal of Marketing Research*, 47(2), 215-228.
- Tandon, A., Gupta, A., & Tripathi, V. (2016). Managing shopping experience through mall attractiveness dimensions. *Asia Pacific Journal of Marketing and Logistics*, 28(4), 634-649.
- Teller, C., & Reutterer, T. (2008). The evolving concept of retail attractiveness: What makes retail agglomerations attractive when customers shop at them? *Journal of Retailing and Consumer Services*, 15, 127-143.
- van Eck, N. J., & Waltman, L. (2007). Bibliometric mapping of the computational intelligence field. *International Journal of Uncertainty, Fuzziness and Knowledge-Based Systems*, 15(5), 625-645.
- van Eck, N. J., & Waltman, L. (2010). Software survey: VOSviewer, a computer program for bibliometric mapping. *Scientometrics*, 84, 523-538.
- van Eck, N. J., & Waltman, L. (2017). Citation-based clustering of publications using CitNetExplorer and VOSviewer. *Scientometrics*, 111, 1053-1070.
- Verbeek, A., Debackere, K., Luwel, M., & Zimmermann, E. (2002). Measuring progress and evolution in science and technology – I: The multiple uses of bibliometric indicators. *International Journal of Management Reviews*, 4(2), 179-211.
- Wu, Y. C. J., & Wu, T. (2017). A decade of entrepreneurship education in the Asia Pacific for future directions in theory and practice. *Management Decision*, 55(7), 1333-1350.
- Zhou, R., Wang, C., Bao, D., & Xu, X. (2024). Shopping mall site selection based on consumer behavior changes in the new retail era. *Land*, 13(6), 855.