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Service utopia: Impact of hypermarket service extensions on corporate brand value based on consumer experience and brand personality (Article)

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Abstract

Hypermarket retailing is very well accepted by most people, especially those who are living in urban areas with a high population density. Parallel to the high acceptance, **hypermarket** retailers are continuously enhancing the retailing operation by offering better facilities for **consumers** within a modern self-**service** shopping concept as a **service utopia**. This conceptual research proposes the possible empirical study concerning the **value** of **hypermarket service extensions** that are offered through **consumer** shopping **experience** and **brand personality**. This research is mainly **based** on secondary findings through a review of the literature as well as through general observation at selected **hypermarket** retail outlets. It is expected that there is a correlation between **consumer experience** and **brand personality**. Both **consumer experience** and **brand personality** are expected to influence the **hypermarket** to offer **service extension** facilities, which will also stimulate the overall **corporate brand value** of a **hypermarket**. The proposed conceptual framework through this paper is expected to provide a solid path for discovering new knowledge within this field. It is also expected that this conceptual research will strengthen future empirical findings. © 2015 American Scientific Publishers. All rights reserved.

Author keywords

Brand; Consumer; Experience; Extension; Hypermarket; Personality; Service; Value

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