

## Indexes

### A

Accessibility,, 21  
Amenities,, 21  
Analytic Hierarchy Process,, 21  
Attractions, 21

### B

Big Data, iii, iv, 14, 15, 16, 18, 19, 20  
Buying Interest, iii, iv, 40, 44, 45

### C

Credit Risk, iii, iv, 1, 4

### I

Impulse Buying, iii, iv, 50, 52, 53, 55, 56, 57, 58, 59, 61  
Inovation, 14

### L

Liquidity, iii, iv, 1, 3, 4, 8, 11, 12

### M

Market Capitalization, iii, iv, 1, 3, 10, 11, 13  
Marketplace, iii, iv, 40, 42

### O

Online Customer Reviews, iii, iv, 40, 41, 46

### P

Price, 3, 12, 44, 46, 48, 49, 61  
Profitability, iii, iv, 1, 3, 4, 8, 11, 13

### S

Sales Promotion, iii, iv, 40, 42, 44, 46, 48, 50, 52, 61  
Store Atmosphere, iii, iv, 50, 51, 52, 53, 55, 56, 57, 58,  
59, 61, 62  
SWOT Analysis,, 21

### V

Value Creation, iii, iv, 14, 17, 20