ENTERTAINMENT - A LEVERAGE OR A DISTRACTION FOR THE RETAIL OUTLETS IN SHOPPING MALLS

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ABSTRACT

*The concept of including entertainment and experience into the retail mix has been recently catching on very fast into the market. It has been termed as "Retail-tainment". The trend has picked on in the last few years and accelerated during the economic slowdown as retailers, showroom keepers, and malls were looking for ways to attract customers into purchasing from their stores. Hence report has been prepared on the topic "**Entertainment - A leverage or a distraction for the retail outlets in shopping malls**". We have set objectives of examining the effect of age and gender on buying behavior in malls and to also examine how the entertainment in the malls influences the buying behavior of the customers. In order to determine the factors affecting the buying behavior and cause of it we have conducted a study between 20 to 60 age group of people, in Pune. The study was conducted on 137 people of various age groups and different professions and the questionnaire was prepared accordingly with objective questions seeking their opinion. In conclusion, we can say that entertainment in-fact aids the retail in the malls rather than being a distraction. The young people are more prone to impulse buy things then the older generation which is more or less due to the presence of the entertainment present in the malls, it was seen that higher percentage of males preferred having entertainment zones near retail as compared to females who segregated shopping from entertainment. The malls should mainly focus on having more entertainment zones near the retailers as it helps in increased footfalls which leads to a higher tendency of purchase. The younger generation is more prone to this compared to the older generation as their purchase is highly impulsive whereas in case of older generation the shopping is more planned and pre decided.*

***Keywords** – retail entertainment, impulse buying, buying behaviour*

INTRODUCTION

The concept of including entertainment and experience into the retail mix has been recently catching on very fast into the market. It has been termed as "Retail-tainment". The trend has picked on in the last few years and accelerated during the economic slowdown as retailers, showroom keepers, and malls were looking for ways to attract customers into purchasing from their stores.Retail is constantly advancing, and for a considerable length of time, our practice has been at the bleeding edge of that advancement.

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Our work has changed the course of the business, changing how individuals shop and setting up retail as a basic bit of flourishing urban communities and town focuses. Our retail and diversion specialists have assumed a part in making probably the most energizing, persevering and beneficial shopping and recreation destinations on the planet—puts that capacity as augmentations of the day by day lives of their buyer. With consumers buying online more and more it has become more difficult for the brick and mortar stores to attract such customers. Retailers have been usingentertainment as a leverage to attract customers but as technology has advanced and customers are ordering more and more online it has almost become a necessity for the retailers to provide something more than just a shopping experience, customers are also looking for as to how they can enjoy the process rather than making it a monotonous process.The entertainment and leisure offer is in a perfect world piece of a more extensive technique, perceiving that a genuinely captivating shopping background corresponds with customers by means of every one of their faculties. This is retail as theater, a relaxation experience all through the visit, where brand cooperation gets to be stimulation, and the shopping center's own recreation offices bolster this. The enticement may be to site these offices in less lucrative areas (the storm cellar or the third floor), however this may not expand the chance to build stay times. Setting the stimulation and relaxation offices where they add to the general showy element can give the best rate of profitability.

OBJECTIVES

1. To examine the effect of age and gender on customers as to how they perceive entertainment in a mall: A distraction or an aid

2. To examine if entertainment zones helps the retailers in a mall

LIMITATIONS OF THE STUDY

a) The study is limited to Pune city only.
b) The study is limited to people of age group between 20-60 years.

REVIEW OF LITERATURE

1) Mr. White, Randy, CSM, CEO of White Hutchinson Leisure & Learning Group, in the year 2012, conducted a research on "**The Grounded Consumer: Changing the Paradigm of shopping center Entertainment".** The main objective of the research was to identify a paradigm shift in the behavior of consumers in terms of buying in a retail store and improve their buying experience. The main findings of the research were that many shopping center developers in the past shied away from entertainment anchors but now along with restaurants, entertainment is becoming the new anchor and increase aggregate retail sales. The main learning for us was that there is a big challenge in making a paradigm shift and make shopping centers (malls) more entertaining and enriching destination experiences with a true sense of place for the new grounded consumers.

2) Mr. Sit, Jason, University of Southern Queensland and Mr. Merrilees, Bill, Griffith University, in the year 2005, conducted a research on "**Understanding Satisfaction**

Formation of Shopping Mall Entertainment Seekers: A Conceptual Model". The main objective of this research was to present a research model which aimed to understand shopper satisfaction with entertainment consumption which comprises five key constructs namely hedonic motives, functional evaluation, affection evaluation, overall satisfaction and behavioral loyalty. The main findings of this paper were that affective experiences are also likely to be influenced by functional attributes relative to entertainment consumption. The impact of hedonic motive on overall satisfaction will be mediated by both functional and affective evaluation. The main learning from the research is that an overall satisfaction of Entertainment seekers should result in positive behavioral loyalty.

3) Eastlick, Mary Ann, Ph.D. (Assistant Professor), Lotz, Sherry, Ph.D. (Assistant Professor) and Shim, Soyeon, Ph.D., Professor, Retailing and Consumer Studies, The University of Arizona, Tucson, Arizona, in the year 1996, conducted a research on "**Retail-tainment: Factors Impacting Cross-Shopping in Regional Malls".** The main objective of this research was to find the answers to the following questions:
(a) what drives the pursuit of cross-shopping vs. non cross-shopping in the context of shopping malls? Specifically, to what extent do consumers' freedom of choice, shopping and entertainment motivations and/or degree of psychological involvement in the respective activities influence within-retail shopping (non cross-shopping), within-entertainment (non cross-shopping), and cross-shopping between retail and entertainment venues?
(b) To what extent do consumers' freedom of choice, shopping and entertainment motivations and/or degree of psychological involvement in the current mall activity influence future mall patronage intentions?
(c) How do cross-shoppers and non-cross-shoppers differ in terms of their (i) level of expenditure at the mall, (ii) time spent at the mall, (iii) size of shopping party, (iii) mall activities, (iv) shopping behaviours, and (v) future mall patronage intentions? Their main findings of this research were that introducing entertainment venues into traditional retail mix of regional shopping centers may be problematic in that the entertainment –retail mix may not produce the synergistic elements (ex. Compatibility of and proximity to similar offerings) needed to facilitate cross shopping. This may even suggest us that cross-shopping between entertainment and retail based formats maybe severely hampered, thereby restricting opportunities to develop customer markets and increase sales volume which is our learning from this paper.

4) Kumar, Anil, LLB MBA MPhil PhD, Arora, Mani, M.Com, UGC Net, PhD, May 2012, **A Study On Retail Space Analysis Of Entertainment Industry**, Their study presented a survey on the entertainment forms in different malls and the preferences that the customers have. This was done to assess the preferences that the customers and retail mall manager on the problems and opportunities for growth with regards to the entertainment in the mall. They researched 200 customers and 10 different mall managers through emails, face to face interviews and telephonic interviews.
Their findings were as follows –

a. Different mall tap into different entertainment forms like – multiplex theatres, food court with lots of variety, large gaming arenas (children as well as for adults), and good shopping ambiance.
b. Various marketing tactics are employed to retain customers like loyalty cards that work across various entertainment and retail outlets.
c. All malls surveyed had a different perception in the minds of the visitors. i.e. why they visit a Particular mall for maximum utility (shopping v/s enjoyment).
Their conclusion was that malls have become a well-known place for consumers who want entertainment along with shopping experience and will visit different malls according to their wants.

5) Kim, Iksuk, California State University B Los Angeles, Christiansen, Tim, University of Arizona, Feinberg, Richard, Purdue University, Choi, Hyunjip, KyongGi University, 2005, **Mall Entertainment and Shopping Behaviours: A Graphical Modelling Approach**, Their research sample was 485, and respondents were residents within 15 miles of each mall targeted. They found that there were two groups of visitors to malls, the "layout visitors, and the "getting-out" group. The layout visitors visited malls with a proper shopping layout which facilitates the shopping they have come for, and the getting-out group saw the mall as a place to meet-and-greet other people and thus looked out for malls which have options for entertainment.
They concluded that today's shopper is gratified by entertainment but also has to accommodate it within the time constraint that has developed with the hectic lifestyle and thus sometimes sees shopping as a to-do task instead of the earlier impression of being a pleasurable activity in itself.

6) Sit, Jason, Merrilees, Bill, Prof. and Birch, Dawn, HoD Marketing faculty of business and commerce, University of Southern Queensland, 2005, researched on the topic of "**Entertainment Seeking Shopping Center Patrons: The Missing Segment**", Their research was conducted on how the entertainment has become an integral part of the marketing strategy used by the shopping centers to lure customers. The studies showed that the contribution of entertainment has not been explored. It was seen that the 3 attributes that were missing in every shopping center studies were: Food, Entertainment and Security.

7) Mr. Krishnamoorthy Gunasekaran Hemalatha and Kuthalingam Ravichandran. In the year 2009, conducted a research on "**Mall Visit Behaviour of Older Generation –Y Consumers**". The main objective of the research was to identify the organized retail development in the nation which has been activated by colossal increment in shopper spending, which is fuelled by the increase in the disposable income. Mall activity, which was prior, just a part of the urban communities, has begun permeating down to smaller urban communities and towns. These 19-25 year olds, the more seasoned fragment of generation Y constitute a scaffold between youths furthermore grown-ups purchasing conduct is experiencing significant change. The target of this exploration was to research the relationship between hedonic inspirations for going to shopping centers and demographic components of more established generation Y customers. It would help retailers to inspect present and potential supporters, along these lines giving direction to store plan and showcasing correspondences system.

8) Singh, Mandeep, Dr. and Kaur, Harvinder, Dr., in the year 2013, conducted a research on "**Contemporary Retailing Scenario in India: General View**". The main objective of this research was to present a research model that shows the retail scene of the nation is changing at a fast pace with shopping centers and multiplexes mushrooming in all real urban communities. Indeed, having arrived at a generous limit at Tier-1 areas, the sorted out retail upset is currently permeating to Tier II and III urban communities. Retail has unmistakably been seeing a change from neighbourhood-shopping to the idea of shopping centers furthermore family stimulation focuses. Diversion and experience are getting to be essential parts of shopping. Worldwide industry examiners have regularly affirmed the nation's potential as one of the most appealing developing retail destinations on the planet. It stays to be seen whether this guarantee is meant add further profundity to the Indian economy. The present examination paper is an endeavour to dissect the quickly changing retail situation in India.

9) Zacharias, John and Schninazi, Victor in the year 2000, conducted a research on "**The Impact of Entertainment Retrofit on the Performance of Shopping Center**". The main objective of this research was to understand and comprehend the spatial behaviour and trip characteristics of 729 individuals who used the shopping center for the purpose of retail to the characteristics the 722 individuals before the entertainment center was opened. Motivation trip planning and evaluation was probed with a questionnaire applied to 283 individuals. The estimated contribution to the shopping malls of visitors that have been distracted by the entertainment centers was around 5%. This encourages the entertainment center operators to try new retailing combinations to lure the visitors and increase their clientele.

METHODOLOGY

Selection of Topic – Retail-tainment is the idea of adding entertainment to the retail blend. The pattern began various years prior yet has quickened amid the economic recession as retailers, strip malls and shopping centers search for better approaches to redo themselves to draw in the New Consumer.

Selection of Sample- For our sample we selected random individuals so as to capture the essence of the universal sample. We had our respondents fill out the questionnaires online to save us time as well as money.

Pilot Study – To test the feasibility of the tool of research, a pilot study was conducted. This was done by making a draft questionnaire and administering it to 10 respondents. From the results obtained a few modifications were made in the questionnaire and the final questionnaire was prepared.

Hypothesis - H0: Entertainment in malls is a **distraction** to retail shopping

H1: Entertainment in malls is an **aid** to retail shopping

Data collection:

Primary data: Data was collected by preparing a questionnaire and getting it filled online with the help of Google doc with the objective of generating response from the chosen sample. There were 137 respondents.

Analysis of the data: The data collected has been presented in the form of tables and graphs Appropriate statistical tools were have been applied to test the hypothesis and establish correlation/regression among the variables.

RESULT & DISCUSSION

Table1: **General information of the respondents**

Gender	**N=137**	**Percentage (%)**
Male	79	57.66
Female	58	42.34
Income		
1-5 Lakhs	37	27.01
5-8 Lakhs	20	14.60
8-12Lakhs	14	10.22
Above 12	11	8.03
NA	55	40.15
Age		
15-22	44	32.12
23-29	69	50.36
30-39	14	10.22
40 above	10	7.30

Table 2: Frequency of mall visit

How often do you go to the mall?	N=137	Percentage (%)
More than once a week	14	10.22
Once a week	59	43.07
Once in 2 weeks	28	20.44
once a month	36	26.28

Table 3: Preference of company for mall visit

Who do you prefer to go to the mall with?	N=137	Percentage
Friends	43	31.39
Family	17	12.41
Family & Friends	77	56.20

Table 4: **Top ranking reason to visit a mall**

What is the primary reason of visiting the malls?	N=137	Percentage
Entertainment	11	8.03
Hang out	15	10.95
Shopping	20	14.60
Shopping & Entertainment	91	66.42

Table 5: Mall trip duration variation

How long does your mall trip generally last?	N=137	Percentage
1hr - 2hrs	42	30.66
2hrs - 3hrs	66	48.18
3 hrs and above	25	18.25
Less than 1hr	4	2.92

Table 6: **Agreeability on the fact that shopping gets included in the visit originally meant for movies, eating out, or gaming**

Q10:Watching a movie/eating/gaming is generally accompanied by shopping	N=137	Percentage
Agree	57	41.61
Disagree	24	17.52
Neutral	39	28.47
Strongly Agree	16	11.68
Strongly Disagree	1	0.73

Table 7: **Type of shopping preferred in malls**

What is the nature of your shopping in malls	N=137	Percentage
Impulsive	52	37.96
Planned Shopping	57	41.61
Window Shopping	28	20.44

Table 8: **Amount spent per trip to the mall**

How much money do you generally spend per mall trip?	N=137	Percentage
□ 0-1500	49	35.77
□ 1500-3000	49	35.77
□ 3000-5000	29	21.17
More than □ 5000	10	7.30

Table 9: **Agreeability on the presumption that entertainment activities are a distraction to the serious shopper**

Entertainment in the malls are a distraction to you while shopping	N=137	Percentage
Strongly Agree	2	1.46
Agree	15	10.95
Neutral	42	30.66
Disagree	68	49.64
Strongly Disagree	10	7.30

Table 10: **Agreeability on the fact that close proximity of entertainment zones aids shopping**

Entertainment zones near stores will aid shopping	N=137	Percentage
Strongly Disagree	2	1.46
Disagree	27	19.71
Neutral	36	26.28
Agree	66	48.18
Strongly Agree	6	4.38

Analysis based on Demographics (Sex)

Table 11a: Top ranking reason to visit a mall

What is the primary reason of visiting the malls?			
Row Labels	**Female**	**Male**	**Grand Total**
Entertainment	3	8	11
Hang out	9	6	15
Shopping	12	8	20
Shopping & Entertainment	34	57	91
Grand Total	**58**	**79**	**137**

Table 11b: Agreeability on the fact that shopping gets included in the visit originally meant for movies, eating out, or gaming

Watching a movie/eating/gaming is generally accompanied by shopping			
Row Labels	**Female**	**Male**	**Grand Total**
Strongly Agree	6	10	16
Agree	21	36	57
Neutral	20	19	39
Disagree	10	14	24
Strongly Disagree	1		1
Grand Total	**58**	**79**	**137**

Table11c: Agreeability on the presumption that entertainment activities are a distraction to the serious shopper

Entertainment in the malls are a distraction to you while shopping			
Row Labels	**Female**	**Male**	**Grand Total**
Agree	6	9	15
Disagree	26	42	68
Neutral	19	23	42
Strongly Agree	1	1	2
Strongly Disagree	6	4	10
Grand Total	**58**	**79**	**137**

Table 11d: **Agreeability on the fact that close proximity of entertainment zones aids shopping**

Entertainment zones near stores will aid shopping			
Row Labels	**Female**	**Male**	**Grand Total**
Agree	19	47	66
Disagree	17	10	27
Neutral	17	19	36
Strongly Agree	3	3	6
Strongly Disagree	2		2
Grand Total	**58**	**79**	**137**

Analysis based on Demographics (Age)

Table 12a: **Top ranking reason to visit a mall**

What is the primary reason of visiting the malls?					
Row Labels	**15-22**	**23-29**	**30-39**	**40 above**	**Grand Total**
Entertainment	2	8	1		11
Hang out	6	6	2	1	15
Shopping	7	8	2	3	20
Shopping & Entertainment	29	47	9	6	91
Grand Total	**44**	**69**	**14**	**10**	**137**

Table 12b: **Agreeability on the fact that shopping gets included in the visit originally meant for movies, eating out, or gaming**

Watching a movie/eating/gaming is generally accompanied by shopping					
Row Labels	**15-22**	**23-29**	**30-39**	**40 above**	**Grand Total**
Agree	20	22	9	6	57
Disagree	10	10	3	1	24
Neutral	11	24	2	2	39
Strongly Agree	2	13		1	16
Strongly Disagree	1				1
Grand Total	**44**	**69**	**14**	**10**	**137**

Table 12c: Agreeability on the presumption that entertainment activities are a distraction to the serious shopper

Entertainment in the malls are a distraction to you while shopping.					
Row Labels	**15-22**	**23-29**	**30-39**	**40 above**	**Grand Total**
Agree	2	11	1	1	15
Disagree	23	33	7	5	68
Neutral	14	20	4	4	42
Strongly Agree		1	1		2
Strongly Disagree	5	4	1		10
Grand Total	**44**	**69**	**14**	**10**	**137**

Table 12d: **Agreeability on the fact that close proximity of entertainment zones aids shopping**

Entertainment zones near stores will aid shopping					
Row Labels	**15-22**	**23-29**	**30-39**	**40 above**	**Grand Total**
Strongly Agree	2	2	1	1	6
Agree	20	35	7	4	66
Neutral	13	17	4	2	36
Disagree	7	15	2	3	27
Strongly Disagree	2				2
Grand Total	**44**	**69**	**14**	**10**	**137**

CONCLUSION AND RECOMMENDATIONS

Conclusion

The survey has proved that majority of the population believes that the entertainment facilities in the mall is not a distraction towards the purpose of shopping.The major focus of the retailers now is that with the grounded consumers who have been introduced to a different experience all together, giving them a shopping experience along with entertainment, food courts, gaming zones, all of it at the same place, throws upon them a big challenge alongside a bundle of opportunities i.e. Giving them beyond their expectations, is resulting in a positive pull towards all the retail therapy that they need.

In the hypothesis we assumed that the entertainment facilities in the malls tend to be a distraction, i.e. the null hypothesis states the fact that entertainment is a distraction for the retail in the mall, but from the survey and the market survey we can safely reject the null hypothesis and accept the alternate hypothesis and come to a conclusion that entertainment facilities in fact help the retailers in the mall. The population tends to believe that have entertainment zones near retail stores will help them shop rather than distract them from the purpose of shopping.

Recommendations

The retail stores should be near the entertainment zones as that helps the stores to get higher footfall to the stores. It can also be recommended that having entertainment in all the malls will only help the stores, therefore to beat the online stores, brick and mortar stores can take the help of the entertainment facilities such as food court, gaming, movies etc.

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