

ROLE OF ENTERTAINMENT IN CROSS-SHOPPING AND IN THE REVITALIZATION OF REGIONAL SHOPPING CENTERS

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Overview

Recently, with the emergence of innovations and shifts in market share, the shopping center industry has undergone unprecedented changes. Competition from a variety of retail formats, such as discount retailers, superstore and factory outlet centers, has taken shopper traffic away from regional shopping centers. Revitalization of regional centers entails reshaping the tenant mix and reconsidering the destination attractions. In fact, the shopping center industry has started using entertainment as the key strategy for luring "cocooning" consumers away from the electronic delights of the home, and the industry expects to reverse the long-term decline in the amount of time spent shopping. One important rationale behind the inclusion of more entertainment in the mall is that entertainment can substantially increase *cross-shopping*, a phenomenon that occurs when a consumer patronizes multiple types of retail outlets on a single trip and that, in turn, will increase revenues for tenant retailers at the shopping center. In this study we attempted to examine the relationship between the existence and degree of various types of entertainment and consumers' cross-shopping behavior at regional centers.



■ Introduction

In recent years, with the emergence of innovations and shifts in market share, the shopping center industry has undergone unprecedented changes. Regional shopping centers, in particular, have been experiencing radical changes from their widespread development days of the 1950s. In predicting the future of regional shopping centers, industry experts have openly and frequently made such grim remarks as calling them "mega-industry on the brink of mega-decline" (Turchiano, 1990, p.37). The decline in their popularity, as clearly evidenced in various statistics (e.g., adult Americans are shopping an average of four hours a month in 1992 compared to 12 hours in 1984), has resulted in a glut of retail floor space and a decline in production for larger shopping center stores (Ping, 1994). In fact, some observers have even speculated that growth in retail sales in the future is likely to take place outside of shopping centers and not in them (Gruen, 1995).

A wide spectrum of factors has contributed to this phenomenon. Competition from a variety of retail formats, such as discount retailers, superstores and factory outlet centers, has taken shopper traffic away from regional shopping centers. Further competition has become even more intensified by the expanding market share of convenience-emphasizing nonstore retailing provided through catalogs, television, and, more recently, the Internet (Eldridge, 1993). However, despite all the changes and projections, developers say that regional shopping centers will continue to play a key role in the modern marketing distribution system as long as owners are willing to adapt them to the ever-changing retail scene (Finn and Louviere, 1996). This retail scene is understood as reflecting today's consumers' shopping value—consumers want to maximize their satisfaction from each of their shopping trips. For example, we have noticed that more time-pressed consumers are seeking one-stop, hassle-free shopping for both products and services and that, in addition, today's consumers are much more value-conscious and shop where they can obtain the desired goods at the most reasonable price; yet, on the other hand, we have also noticed that an increasing number of consumers view shopping as an important source of entertainment. Faced with these considerations, many regional shopping centers, in order to sustain a competitive edge, have been realizing an urgent need for major renovation and revitalization of their aging facilities.

Revitalization of regional centers entails reshaping the tenant mix and reconsidering the destination attractions. Many industry experts no longer view the traditional anchor department store as a mall's primary draw. Instead, many facilities that themselves can create appropriate ap-

peal are viewed as destination attractions (Roulac, 1994). For example, it has been noted that entertainment centers can function not only as anchors in malls but also as traffic generators that do not compete with smaller specialty stores (Patterson, 1994), and that entertainment centers can also lengthen shopper stays, which in turn will lead to a greater amount of money being spent.

In fact, the shopping center industry has been effectively using entertainment as the key strategy for luring "cocooning" consumers away from the electronic delights of the home, and the industry expects to reverse the long-term decline in the amount of time spent shopping (Donnelly, 1995). Therefore, it is not surprising that, to increase traffic flow, many mall owners and developers have resorted to incorporating the concept of family entertainment centers (FEC) into their shopping centers through such facilities as amusement park rides, miniature golf courses, theme museums, laser-tag rooms and virtual reality games (Patterson, 1994).

One important rationale behind the inclusion of more entertainment in the mall is that entertainment can substantially increase *cross-shopping*, a phenomenon that occurs when a consumer patronizes multiple types of retail outlets on a single trip (Ingene, 1984) and that, in turn, will increase revenues for tenant retailers at the shopping center. Unfortunately, however, a thorough review of the literature reveals that, except for Haynes and Talpade's (1996) work, no empirical research on cross-shopping in relation to entertainment has been conducted.

Haynes and Talpade (1996) reported some useful findings for the shopping center industry: (a) a fairly low percentage of shoppers was drawn to malls primarily by an entertainment center; (b) a significantly lower percentage of this group visited department stores or other mall shops, although when they did visit either of these kinds of stores, they tended to spend as much money as other shoppers; and (c) the entertainment-oriented shoppers also spent comparatively less time shopping, although the total amount of time spent at the center was higher because of their time spent at the entertainment center. Although Haynes and Talpade have made an important contribution to the assessment of the impact of entertainment, their study findings have limited implications because their study focused on a common area FEC defined as a "concentrated, centralized entertainment area of at least 30,000 square feet located in a regional mall of at least 700,000 square feet" (p. 36).

However, in contrast to the focus of Haynes and Talpade's study, today's consumers are seeking entertainment in a much broader sense and want to receive maximum satisfaction from their trip to a shopping center via various pleasant shopping experiences—not just by having fun at concentrated, centralized entertainment areas, but by engaging in various

activities and enjoying interesting sights, pleasing sounds and even perhaps appealing scents, all available to consumers within the shopping center. In fact, as can be seen in Table 1, this broad concept of entertainment is well illustrated in the typology of entertainment developed by the International Council of Shopping Centers (1995).

■ Purpose of the Research

Although entertainment has become a more important component of today's consumers' shopping experiences because it increases cross-

TABLE 1. SHOPPING CENTER ENTERTAINMENT TYPOLOGY (ICSC, 1995)

Retailer-Driven Entertainment	Center Entertainment	Food (e.g., food courts; specialty/theme restaurants; and locally based upscale restaurants)
		Non-Food Common Area (e.g., amusement park retailers) In-Line (e.g., movie theaters; providers of hardware and software for video games; virtual reality stations; and other technology-based entertainment such as Sony, Edison Brothers, or Pocket Change)
	Shopping Experience	Merchandise/Service Providing Entertainment (e.g., bookstores such as Barnes & Noble; computer and electronics stores such as Radio Shack; toy and "gadget" stores such as FAO Schwarz; sporting goods stores such as Herman's; and music/video stores such as Tower Records)
		Entertainment Industry-Based Merchandise/Services (e.g., Sesame Street; Warner Brothers; and Disney)
		Other Merchandise/Services (e.g., Crate & Barrel; The Museum Store; the Nike town concept store; The Body Shop; and The Nature Company)
Owner/ Developer-Driven Entertainment	Permanent (e.g., carousel, and small play areas) Programmatic (e.g., a limited or temporary time span of operation including art exhibits, antique shows, fashion shows, taking pictures with Santa Claus, etc.)	

shopping for consumers and boosts revenues for center developers and retailers, there is a lack of empirical studies that investigate the nature of the impact that various types of entertainment have on cross-shopping. In this study, we attempted to fill this research gap by examining the relationship between the existence and degree of various types of entertainment and consumers' cross-shopping behavior at regional centers, which are still the dominant form of shopping center in the U.S.

■ The Life Cycle of Shopping Centers

Understanding the concept of a life cycle not only provides a useful explanation for the emergence and decline of different shopping center formats but also offers an opportunity for developers and retailers to plan their strategies for adjusting to the changing conditions of the shopping center industry (Lowry, 1997). Industry experts often view the life cycle of shopping centers as a four-stage process—*innovation*, *growth*, *maturity* and *decline*.

During the *innovation* phase of a new form of shopping center, only a few centers of a similar nature compete with each other. As other shopping center developers become aware of the success of the new centers, they begin constructing similar ones, and with an increasing number of shoppers purchasing goods in a fresh retailing environment, the sales volume of these new centers grows rapidly. During the *growth* stage, the number of similar types of shopping centers grows rapidly. Developers are attracted to a popular format that generates solid revenues, and retailers vie to lease the retail space in those centers. The *maturity* stage is characterized by the existence of a large number of centers of the same type.

Construction of new centers that have overlapping market areas with other centers creates sharp competition among them that jeopardizes any further sales growth. If an older center has no significant renovations, filling its vacant retail space becomes difficult. Intense competition from other similar centers and newer types of centers with attractive stores and fresh offerings causes a *decline* in traffic and sales volume for older centers (Lowry, 1997).

Since the first ones were built in the late 1940s, shopping centers have grown in number and changed a great deal, with new and different types ever changing. In fact, shopping centers have been around long enough for us to observe the growth, maturity, decline, and even the rebirth of certain types. Table 2 summarizes the types of shopping centers in the contexts of major consumer benefits and different center life cycle stages.

Small neighborhood shopping centers were the first ones built in the

**TABLE 2. THE LIFE CYCLE OF SHOPPING CENTERS
(ADAPTED FROM LOWRY, 1997)**

Shopping Center Type	Major Benefit	Life Cycle Stage			
		Innovation	Growth	Maturity	Decline
Neighborhood Center	Convenience	late 1940s	-present		
Community Center	Assortment Convenience	early 1950s	1960s-1980s	mid 1990s	-present
Regional Center	Assortment Entertainment	mid 1950s	1960s-1980s	mid 1990s	-present
Superregional Center	Assortment Entertainment	early 1970s	-present		
Theme/ Festival Center	Entertainment	mid 1970s	mid 1980s	mid 1990s	-present
Outlet Center	Value Assortment	early 1980s	-present		
Fashion/ Specialty Center	Fashion Assortment	early 1980s	mid 1980s	-present	
Power Center	Value Convenience	mid 1980s	-present		

late 1940s; as the size of suburban markets increased, developers found it feasible to build larger community shopping centers. A rapid expansion of suburban population in the mid 1950s led to the rapid growth of regional shopping centers in the three-decade era from the 1960s to the 1980s. Those situated in growing markets were often expanded into super-regional shopping centers. However, as the 1990s approached, we recognized the overexpansion of malls, a lack of understanding of changes in consumer shopping values and the emergence of new competitive forms of retailing. Consequently, since the beginning of the 1990s, the rate of new mall development slowed and many well located and maintained malls are struggling to stay fully occupied.

The theme/festival shopping center, which combines the reconstruction of a historic site with unusual shops and restaurants in an entertaining atmosphere, started in 1977 with The Rouse Company's Faneuil Hall in Boston. In an effort to differentiate their shopping centers from others, some developers in the early 1980s built upscale fashion malls that featured pricey, fashion-oriented retailers. The next innovation in the shopping center, made in the early 1980s, was the factory outlet. Since they offer a variety of national-brand goods at greatly reduced prices, factory

outlet centers siphoned value-conscious consumers who desired brand-name goods away from regional shopping centers.

More recently, the shopping center industry has witnessed yet another innovation, the power center. Since the early 1990s, when regional mall construction came to a virtual standstill, the growth of power centers, typically including tenants such as category killer stores and discounters, has continued its upward trend due to such factors as consumers' convenience and value orientation stressing the depth and breadth of merchandising offerings, quality (national branded merchandise), service and everyday low pricing.

Overall, successful concepts for shopping centers have responded well to the benefits that today's consumers are seeking: the "neighborhood center" emphasizes convenience; the "superregional center," entertainment and assortment; "factory outlets," value and assortment; and "power centers," value and convenience. The questions are: "Have regional centers simply passed their prime?" and "What strategies for regional centers will ensure that they retain their vitality in approaching the 21st century?"

■ Role of Entertainment in Cross-Shopping and in the Revitalization of Regional Shopping Centers

Traditionally, consumers were attracted to malls because of the availability of a wide assortment of stores and merchandise in a single location. In the 1990s, however, came a new era with new challenges. Developers and owners had to realize that (a) regional shopping centers had entered the decline stage of their life cycle; (b) today's value-conscious consumers no longer go to regional malls that offer full-price, discretionary merchandise; (c) the acceptability of regional centers as shopping destinations had diminished; and (d) they should act more vigorously if they were to revive and retain regional centers' vitality. Certainly, developers and owners have made concerted efforts to understand better what will attract today's consumers and to determine how to provide those attractions; furthermore, many are on the lookout for future consumer trends and are willing to be on the forefront of implementing ongoing changes.

Indeed, to stay in line with changes and trends, many center developers and owners have added or expanded such entertainment components as food courts, theme restaurants, multiplex theaters and valet parking to their centers. For example, there has been a growing recognition in the industry that fun and games, if done properly, not only attract

shoppers but also improve the bottom line. Forrec International of Toronto, Canada, reports that major amusements can draw mall shoppers by as much as five times the current industry averages (Minter, 1991). A study conducted by America's Research Group found that 70% of shoppers who had experienced entertainment in a retail store or shopping center would return for another visit, and that of that same group three in 10 shopped at an average of 4.5 stores during that visit (Reda, 1995). All these reports suggest that the more enjoyable the shopping experience, the longer shoppers are likely to stick around and the greater the possibility of their engaging in cross-shopping activity.

In order to understand more clearly the role of entertainment in cross-shopping and in the revitalization of regional shopping centers, we must consider several points. First, it is clear that the distinctions between shopping and entertainment are becoming blurred and that entertainment is becoming a more integral part of the overall shopping experience. In fact, some argue that in recent times the shopping experience rather than the product per se has been the major emphasis of those shoppers who are making a substantial part of consumer goods purchases (Roulac, 1994). This shift toward a more social function of shopping reiterates the significance of incorporating entertainment in regional centers.

At the same time, as an increasing number of consumers are seeking a convenient way to do combined-purpose shopping, regional centers should provide consumers with a way to complete several goals simultaneously (e.g., social interaction, browsing, purchasing, entertaining, etc.). Finally, it is essential to understand that consumers want to maximize their shopping benefits and minimize their shopping costs (money, time and energy) from each of their shopping trips (Kim and Kang, 1997). The offering of entertainment will certainly encourage consumers to do more cross-shopping, which will provide them with an efficient way to shop across a wide assortment of products and a comparison-shopping opportunity for value and quality products.

In sum, entertainment in regional shopping centers is believed to have a great impact on cross-shopping that leads to several other benefits today's consumers are seeking: value, convenience, assortment and enjoyment. Therefore, entertainment and its effectiveness on cross-shopping can be used as the unique strength of regional centers that cannot be copied easily by their competitors (i.e., value- or convenience-oriented power centers and outlet malls). Clearly, the tasks here are, first, to determine the degree to which entertainment increases cross-shopping and, second, to identify the desirable tenant mix for maximizing cross-shopping opportunities that will improve center performance.

■ Research Questions and Hypotheses

Thus, this study was designed to examine the effects of such entertainment factors on cross-shopping behavior. Specifically, the following research questions were posed: (a) What differences exist between shoppers drawn to a center primarily for shopping and those drawn primarily for entertainment in terms of their mall consumption? (b) What differences exist between shoppers who show a high level of cross-shopping and those who show a low level of cross-shopping? (c) How does this difference vary by type of entertainment and by demographics? Subsequently, we tested the following hypotheses:

H1: There exist significant differences in demographic characteristics for those who are high versus low on (a) entertainment as motivation for shopping and (b) perceived level of enjoyment of various entertainment types.

H2: There exist significant differences in mall consumption and cross-shopping for those who are high versus low on (a) entertainment as motivation for shopping and (b) perceived level of enjoyment of various entertainment types.

■ Methodology

Data Collection

Data were collected from three different regional centers located in three different geographic regions in the U.S. First, a list of U.S. cities with a population between 300,000 and one million was compiled. Second, 10 cities were randomly selected from among the qualified cities included in the list. Third, among the 10 selected cities, the cities of San Diego, Cleveland and Atlanta, which were determined to be most comparable in terms of population and socio-economic characteristics yet also dispersed across the U.S., were chosen as our sampling frame. For each city, employing the ICSC definition, a list of regional shopping centers was developed. Then, one regional shopping center was randomly selected from the list for each city. The geographic locations of these three centers in different regions of the U.S. warrant some degree of generalizability for our results.

Shopper intercept surveys were conducted at each shopping center. The survey data were collected from 200 shoppers at each shopping center, a total of 600 shoppers. Although respondents were chosen on a "catch as catch can" basis (Blair, 1983), with interviewers approaching the

next available shopper either at exit areas or parking lots, shoppers were screened for completion of shopping—shoppers were qualified to participate only if they completed the day's shopping and were ready to leave. In addition, in order to ensure adequate sample diversity, data collection was implemented at a variety of times and days of the week in accordance with Blair's (1983) suggestions. To secure participation, respondents were offered a \$2 cash payment.

Survey Instrument

Demographic Characteristics. Respondents were asked for their gender, age, ethnicity, marital status, household income, educational attainment, employment status, number of children under age of 18 and home zip code. In addition, respondents were asked to indicate their perceived level of time pressure in terms of work/school and home situations, using a five-point Likert scale (1 = "Strongly Disagree" to 5 = "Strongly Agree").

Entertainment as Motivation for Shopping. The perceived level of entertainment as motivation for shopping was evaluated using the statement, "The main reason I visited *this type of business* was:" The response was rated on a five-point scale (1 = "A: for shopping or for finding what I needed," 3 = "for both A and B," 5 = "B: for experiences or environments that are enjoyable and entertaining," and n/a = "I did not visit this type of business"). This statement was asked for each of the 19 different types of businesses, which were classified by modifying the ICSC typology (1995) presented in Table 1.

Perceived Level of Enjoyment of Entertainment. The perceived level of enjoyment of entertainment was measured by asking, "My experience in *this type of business* was enjoyable and entertaining." The response was rated on a five-point Likert scale (1 = "Strongly disagree," 5 = "Strongly Agree," n/a = "I did not visit this type of business"). Again, this statement was asked for each of the 19 different types of businesses available at the selected shopping center.

Mall Consumption. Mall consumption was measured in terms of the number of stores visited, the amount of time spent at the mall, and the amount of money spent at each of the 19 different types of businesses each respondent visited.

Cross-Shopping. Cross-shopping data were indirectly obtained by cross-comparing the 19 different types of businesses each respondent visited.

The Sample

Selected demographic characteristics of the 600 respondents, including age, marital status, household income, employment, educational attain-

ment and ethnicity are presented in Table 3. The average age of participants was 28 years old. About 41% of respondents were male, and about 77% of them were single. A majority of respondents were either white (56%) or black (31%). Approximately 70% of respondents indicated an educational level of a high school degree or more. There were 56% of respondents who were currently employed, and most of them (78%) had a household income level below \$50,000 per year.

■ Results

Entertainment as Motivation for Shopping

In terms of our first independent variable, entertainment as motivation for shopping, the respondents were classified as a *high* entertainment motivated shopper if the response to the question "The main reason I visited this type of business was" was 5 (B: "for experiences or environments that are enjoyable and entertaining"), 4, or 3 ("for both A and B"), and as a *low*

TABLE 3. DEMOGRAPHIC CHARACTERISTICS OF THE SAMPLE

Demographics	n (%)	Demographics	n (%)
Age		Employment	
less than 20	262 (43.8%)	Employed	330 (55.6%)
20-29	133 (22.2%)	Unemployed	186 (31.4%)
30-39	92 (15.4%)	Homemaker	45 (7.6%)
40-49	64 (10.7%)	Retired	14 (2.4%)
50-59	25 (4.2%)	Student	18 (3.0%)
60 or older	24 (3.6%)	Educational Attainment	
Marital Status		Some high school	182 (30.4%)
Married	138 (23.2%)	High school	151 (25.4%)
Single	456 (76.8%)	Some college	137 (22.9%)
Household Income		Two year college degree	58 (9.7%)
Less than \$10,000	121 (20.9%)	Bachelor's degree	48 (8.0%)
\$10,000-\$19,999	88 (15.2%)	Graduate degree	22 (3.7%)
\$20,000-\$29,999	120 (20.7%)	Ethnicity	
\$30,000-\$39,999	75 (13.0%)	White	330 (55.6%)
\$40,000-\$49,999	45 (7.8%)	Black	186 (31.4%)
\$50,000-\$59,999	38 (6.6%)	Hispanic	45 (7.6%)
\$60,000-\$69,999	35 (6.0%)	Asian	14 (2.4%)
\$70,000-\$79,999	18 (3.1%)	Other	18 (3.0%)
\$80,000-\$89,999	15 (2.6%)	Gender	
\$90,000-\$99,999	5 (0.9%)	Male	242 (40.5%)
\$100,000 or more	19 (3.3%)	Female	356 (59.5%)

entertainment motivated shopper if the response was 2 or 1 (A: "for shopping or for finding what I needed").

The Hypothesis 1(a), "There exist significant differences in demographic characteristics for those who are high versus low on entertainment as motivation for shopping," was tested using Chi-square analysis. Demographic characteristics tested in the study included age, gender, marital status, employment status, ethnicity, educational attainment and household income. Since for each of the demographic characteristics, 19 Chi-square tests were conducted, here we report only the findings with statistical significance of the probability level of .10 or better.

Age. The association between age and the level of entertainment as motivation for shopping was examined; however, no significant effects were found. Therefore, we conclude that there was no significant difference in age for those who were high versus low on entertainment as motivation for shopping.

Gender. Entertainment as motivation for shopping was found to be significantly associated with gender in terms of four types of retail businesses (women's/men's apparel specialty stores, children's apparel/toy specialty stores, crafts/housewares/home furnishings, and cinema). Table 4 reports, for each of the four types of businesses, a frequency distribution of male and female respondents who were in low and high entertainment motivation level. For women's/men's apparel specialty stores, more male respondents than female respondents indicated a low level of entertainment as motivation for shopping, and more female respondents than male respondents indicated a high level of entertainment as motivation for shopping. Similar outcomes were also found for children's apparel/toy specialty stores, crafts/housewares/home furnishings, suggesting that female shoppers visiting these types of stores tend to have a higher level of entertainment as motivation for shopping compared to their male counterparts.

Marital Status. For the shoe stores, music/electronics/books stores, and gifts/cards stores, the levels of entertainment as motivation for shopping were significantly associated with marital status (Table 5). For shoppers visiting the shoe stores, significantly more married respondents indicated a low level of entertainment as motivation for shopping, whereas the apparent contrast was not seen for single respondents. However, for retail businesses carrying music/electronics/books and gifts/cards, the pattern was somewhat different. Specifically, although, like the shoe store shoppers, more married respondents tended to visit these two types of businesses with a low level entertainment motivation, unlike the shoe store shoppers, a significantly higher proportion of single respondents visiting these two types of businesses indicated a high entertainment motivation level, with especially prominent contrast seen with gifts/cards store shoppers.

TABLE 4. ENTERTAINMENT AS MOTIVATION FOR SHOPPING: GENDER

	Gender (n)		χ^2
	Male	Female	
Women's/men's apparel specialty stores			3.11†
Low	49	69	
High	37	84	
Children's apparel/toy specialty stores			3.29†
Low	33	38	
High	26	55	
Crafts/housewares/home furnishings			3.74*
Low	24	24	
High	19	41	
Cinema			7.96**
Low	20	12	
High	29	57	

†p < .10 *p < .05 **p < .01

TABLE 5. ENTERTAINMENT AS MOTIVATION FOR SHOPPING: MARITAL STATUS

	Marital status (n)		χ^2
	Married	Single	
Shoe stores			5.37*
Low	32	94	
High	13	87	
Music/electronics/books			8.45**
Low	28	66	
High	14	93	
Gifts/cards			13.00**
Low	26	24	
High	16	60	

*p < .05 **p < .01

Employment Status. Data from this study showed that there were certain patterns of association between shoppers' employment statuses and their entertainment as motivation for shopping with regard to nine select types of businesses: women's/men's apparel specialty stores, shoe stores, accessories/fashion jewelry stores, crafts/housewares/home furnishing stores, beauty/personal care, coffee shops/tea houses, food court/fast food, cinema and mall common areas. The cross-tabulated distribution of the respondents as well as Chi-square test results are presented in Table 6.

Although the pattern of association was rather complex due to the relatively unbalanced cell sizes and the larger number of employment status categories, there were certain findings that call for our attention. For food court/fast food, cinema and mall common areas, a significantly higher proportion of employed and student respondents indicated a generally high level of entertainment as motivation for shopping. The difference was generally more apparent among the employed respondents.

Even though the total number of retired respondents was relatively small, it should also be noted that there were consistently more retired respondents showing a low entertainment motivation level across all of these nine retail store types. It was also interesting to note that more homemakers had a high level of entertainment as motivation for shopping

TABLE 6. ENTERTAINMENT AS MOTIVATION FOR SHOPPING: EMPLOYMENT STATUS

	Employment Status (n)					χ^2
	Employed	Unemployed	Homemaker	Retired	Student	
Women's/men's apparel specialty						9.26*
Low	68	13	4	3	30	
High	49	17	5	1	49	
Shoe stores						9.28*
Low	67	10	6	4	39	
High	44	18	4	0	37	
Accessories/fashion jewelry						8.11†
Low	59	10	3	4	18	
High	53	9	4	2	39	
Crafts/housewares/home furnishings						10.36*
Low	26	4	1	7	10	
High	29	5	7	1	28	
Beauty/personal care						10.29*
Low	36	8	5	5	13	
High	44	6	6	0	29	
Coffee shops/tea houses						12.92*
Low	20	2	0	5	16	
High	28	4	4	0	9	
Food courts/fast food						11.37*
Low	18	4	0	5	5	
High	30	3	4	0	10	
Cinema						13.78*
Low	13	5	1	4	9	
High	55	10	3	0	18	
Mall common area						10.75*
Low	8	3	1	3	4	
High	47	6	3	1	25	

†p < .10 *p < .05 **p < .01

when they visited crafts/housewares/home furnishing stores, coffee shops/tea houses and food court/fast food.

Ethnicity. Entertainment as motivation for shopping was found to vary significantly by ethnic group in three types of retail businesses: accessories/fashion jewelry, food court/fast food and mall common areas (Table 7). For accessories/fashion jewelry stores and mall common areas, more white and black respondents tended to have a high level of entertainment as motivation for shopping. In addition, more white respondents visiting food court/fast food had a high level entertainment motivation as well. The contrast between the low and the high motivation group was most prevalent for mall common areas: significantly more respondents indicated that they have a high level of entertainment motivation.

Educational Attainment. Four types of businesses showed significant association between respondents' educational attainment and their entertainment as motivation for shopping: shoe stores, accessories/fashion jewelry, crafts/housewares/home furnishings and cinema (Table 8). Although somewhat different patterns were observed for these categories, it was most interesting to note that the respondents with a low level of education tended to have a high level of entertainment as motivation for shopping. The exception was the cinema, in which the ratio of the high versus the low was reversed. In other words, more educated respondents, with college degree or higher, indicated they visited the cinema with the high level of entertainment motivation.

Household Income. The result of the current study revealed that the difference between the low and high entertainment motivation significantly varied by household income level only for two types of retail

TABLE 7. ENTERTAINMENT AS MOTIVATION FOR SHOPPING: ETHNICITY

	Ethnicity (n)					χ^2
	Whites	Blacks	Hispanics	Asians	Others	
Accessories/fashion jewelry						7.73†
Low	40	33	8	3	8	
High	56	39	7	3	1	
Food court/fast food						6.34†
Low	12	16	1	0	2	
High	30	13	3	0	1	
Mall common area						8.52†
Low	6	10	0	1	2	
High	47	24	6	1	3	

†p < .10

TABLE 8. ENTERTAINMENT AS MOTIVATION FOR SHOPPING: EDUCATIONAL ATTAINMENT

	Educational Attainment (n)						χ^2
	Less than High School	High School or G.E.D.	Some College	Two Year College Degree	Bachelor's Degree	Graduate Degree	
Shoe stores							11.19*
Low	26	35	33	17	10	5	
High	39	29	18	8	4	5	
Accessories/fashion jewelry							10.26†
Low	23	17	24	13	10	7	
High	20	38	29	7	8	5	
Crafts/housewares/home furnishings							9.78†
Low	7	9	9	11	9	3	
High	5	17	23	6	6	3	
Cinema							9.88†
Low	11	9	6	4	2	0	
High	12	22	33	8	6	5	

† $p < .10$ * $p < .05$

businesses: department/anchor stores and shoe stores (shown in Table 9). Although no clear pattern was observed, a higher proportion of the shoppers with a household income level of \$50,000 or less tended to report a low level of entertainment motivation.

Perceived Level of Enjoyment of Various Entertainment Types

In terms of our second independent variable, the perceived level of enjoyment, the respondents were classified into either the low or the high level group using the response to the question "My experience in *this type of business* was enjoyable and entertaining." For each of the 19 types of businesses, we used a median score for classification: the respondent was classified as a *high* level of enjoyment if the response to the question was median or above, and as a *low* level if the response was below the median.

The Hypothesis 1(b), "There exist significant differences in demographic characteristics for those who are high versus low on perceived level of enjoyment of various entertainment types," was again tested using Chi-square analysis. For the same reasoning we previously offered, we report only the findings with statistical significance of the probability level of .10 or better.

TABLE 9. ENTERTAINMENT AS MOTIVATION FOR SHOPPING: HOUSEHOLD INCOME

		Household Income (n)											χ^2
		\$10K- \$19.9K	\$20K- \$29.9K	\$30K- \$39.9K	\$40K- \$49.9K	\$50K- \$59.9K	\$60K- \$69.9K	\$70K- \$79.9K	\$80K- \$89.9K	\$90K- \$100K	over \$100K		
Department/anchor stores													
Low	46	31	38	27	10	13	8	1	6	0	7	24.34**	
High	30	18	35	11	13	12	19	8	4	2	5		
Shoe stores													
Low	24	14	25	19	9	8	5	5	4	0	7	17.70†	
High	27	20	18	3	9	6	9	3	2	1	3		

†p < .10 **p < .01

Age. The association between age and the level of entertainment as motivation for shopping was examined; however, similar to the findings of entertainment motivation, no significant effects were found. Therefore, we concluded that there was no significant difference in age for those who were high versus low on the perceived level of enjoyment.

Gender. For gender association, statistically significant empirical evidence was found for five types of retail businesses: department/anchor stores, crafts/housewares/home furnishings, gifts/card stores, food court/fast food and restaurants. Table 10 reports frequency distributions and the results of Chi-square tests. Our data indicated that female respondents consistently perceived a high level of enjoyment visiting these five types of businesses. But male respondents indicated a similar response only in terms of visiting department/anchor stores; for the rest of the businesses, their responses were mixed.

Marital Status. The difference in the perceived level of enjoyment was found to be significantly different for married or single respondents in terms of music/electronics/book stores and food court/fast food stores (Table 11). For both types of businesses, a significantly higher proportion of single respondents tended to perceive a high level of enjoyment.

Employment Status. The perceived level of enjoyment varied by respondents' employment status for two types of retail businesses: sporting stores and coffee shops/tea houses (Table 12). The results revealed that a high level of enjoyment was perceived among a significantly higher pro-

TABLE 10. PERCEIVED LEVEL OF ENJOYMENT: GENDER

	Gender (n)		χ^2
	Male	Female	
Department/anchor stores			9.00**
Low	59	58	
High	81	158	
Crafts/housewares/home furnishings			3.22†
Low	19	18	
High	24	48	
Gifts/cards			5.30*
Low	22	26	
High	19	55	
Food courts/fast food			4.56*
Low	49	42	
High	49	76	
Restaurants			6.68*
Low	20	10	
High	18	31	

† $p < .10$ * $p < .05$ ** $p .01$

**TABLE 11. PERCEIVED LEVEL OF ENJOYMENT:
MARITAL STATUS**

	Marital Status (n)		χ^2
	Married	Single	
Music/electronics/books			3.25†
Low	22	62	
High	18	96	
Food courts/fast food			4.42*
Low	29	62	
High	24	100	

 † $p < .10$ * $p < .05$

portion of employed and student respondents. For unemployed respondents the distribution was reversed between sporting goods stores and coffee shops/tea houses. More unemployed respondents perceived a high level of enjoyment visiting sporting goods stores and a low level of enjoyment visiting coffee shops/tea houses.

Ethnicity. The perceived level of enjoyment was found to vary significantly by ethnic group for five types of retail businesses: department/anchor stores, music/electronics/book stores, crafts/housewares/home furnishing stores, beauty/personal care, and restaurants (Table 13). At all five types of businesses, a significantly higher proportion of white respondents perceived a high level of enjoyment. A similar pattern was found for black respondents, except restaurants, where they tended to report a low level of enjoyment.

Educational Attainment. Six types of businesses showed significant association with respondents' educational attainment: department/anchor stores, women's/men's apparel stores, shoe stores, sporting goods, food

**TABLE 12. PERCEIVED LEVEL OF ENJOYMENT:
EMPLOYMENT STATUS**

	Employment Status (n)					χ^2
	Employed	Unemployed	Homemaker	Retired	Student	
Sporting goods stores						9.95*
Low	12	5	1	1	3	
High	60	10	0	3	34	
Coffee shops/tea houses						13.01*
Low	9	5	2	3	8	
High	38	1	3	2	17	

 * $p < .05$

TABLE 13. PERCEIVED LEVEL OF ENJOYMENT: ETHNICITY

	Ethnicity (n)					χ^2
	Whites	Blacks	Hispanics	Asians	Others	
Department/anchor stores						8.81*
Low	51	42	11	5	8	
High	133	79	13	6	5	
Music/electronics/books						11.07*
Low	32	31	10	4	5	
High	62	42	4	1	4	
Crafts/housewares/home furnishings						20.93**
Low	11	14	4	2	5	
High	46	23	1	0	1	
Beauty/personal care						8.03†
Low	19	24	4	2	4	
High	54	28	7	1	3	
Restaurants						19.35**
Low	6	18	3	0	2	
High	35	11	1	0	2	

† $p < .10$ * $p < .05$ ** $p < .01$

court/fast food, and special events (Table 14). It should be noted that, although not universal to all six types of businesses, respondents with a low level of education tended to perceive more enjoyment visiting these businesses. Another notable pattern was observed with respondents with graduate degrees. In contrast to the rest of the respondents, most of them seem to perceive a low level of enjoyment visiting these businesses.

Household Income. The perceived enjoyment was significantly related to respondents' household income with regard to six different types of businesses: department/anchor stores, accessories/fashion jewelry stores, beauty/personal care, health professional services, special events, and mall common areas (Table 15). For the most part, visiting these types of retail businesses, respondents perceived a high level of enjoyment regardless of their household income level. However, respondents with a household income level over \$100,000 reported a low level of enjoyment visiting department/anchor stores, although their responses for the other eight types of businesses varied.

Impacts on Mall Consumption

The influences on mall consumption by entertainment as motivation for shopping and the perceived levels of enjoyment were examined using an approach of multivariate analysis of variance (MANOVA) due to the possible correlation between amount of money spent, amount of time spent

**TABLE 14. PERCEIVED LEVEL OF ENJOYMENT:
EDUCATIONAL ATTAINMENT**

Educational Attainment (n)							χ^2
Less than High School	High School or G.E.D.	Some College	Two Year College Degree	Bachelor's Degree	Graduate Degree		
Department/anchor stores							21.99**
Low	24	33	31	10	11	8	
High	97	57	34	27	19	5	
Women's/men's apparel stores							13.82*
Low	23	28	19	2	10	6	
High	46	31	38	20	12	4	
Shoe stores							13.74*
Low	26	27	33	8	7	7	
High	38	37	18	17	7	2	
Sporting goods							9.48†
Low	4	4	7	2	2	3	
High	29	35	22	11	8	2	
Food courts/fast food							11.14*
Low	18	30	24	8	3	8	
High	30	36	32	19	7	1	
Special events							10.65†
Low	1	0	1	0	1	2	
High	5	11	7	6	3	1	

†p < .10 *p < .05 **p < .01

and the number of businesses visited. Significant multivariate findings were then followed by univariate analysis of variance (ANOVA).

MANOVA. Results of MANOVA for entertainment as motivation for shopping and the perceived level of enjoyment are reported in Table 16. The impact of entertainment as motivation for shopping on mall consumption was found to be significant at the .05 level for department/anchor stores and accessories/fashion jewelry stores and at the .10 level for children's apparel/toy specialty stores, crafts/housewares/home furnishing stores, health/professional services, and mall common areas. These findings indicate that whether respondents perceived a high or low level of entertainment as motivation for shopping affected their consumption in terms of money spent, time spent and number of businesses visited, for these types of businesses.

Multivariate results of the impact of the perceived level of enjoyment on mall consumption was significant at the .05 level for mall business types of restaurants, cinema, and special events and at the .10 level in

TABLE 15. PERCEIVED LEVEL OF ENJOYMENT: HOUSEHOLD INCOME

	Household Income (n)											χ^2	
	≤\$10K	\$10K- \$19.9K	\$20K- \$29.9K	\$30K- \$39.9K	\$40K- \$49.9K	\$50K- \$59.9K	\$60K- \$69.9K	\$70K- \$79.9K	\$80K- \$89.9K	\$90K- \$100K	over \$100K		
Department/anchor stores													
Low	26	15	21	13	8	5	2	5	2	0	9	18.15*	
High	24	19	21	9	10	9	12	3	4	1	1		
Accessories/fashion jewelry													
Low	1	1	3	1	0	0	0	0	1	0	2	20.37*	
High	19	10	19	5	7	9	10	7	1	0	1		
Beauty/personal care													
Low	17	5	13	2	2	0	1	3	1	2	5	24.51**	
High	14	15	12	12	4	9	11	3	2	0	4		
Health/professional services													
Low	1	0	1	0	0	1	0	0	0	0	3	17.24†	
High	0	12	7	9	2	2	2	2	1	1	2		
Special events													
Low	1	0	0	0	0	0	0	0	0	0	4	20.79**	
High	6	4	9	5	1	1	1	0	0	1	4		
Mall common area													
Low	1	1	3	0	2	0	1	0	1	0	3	16.87†	
High	18	14	14	12	5	6	7	3	1	1	3		

†p < .10 **p < .01

TABLE 16. MULTIVARIATE ANALYSIS OF VARIANCE FOR MALL SHOPPING CONSUMPTION

Type of Business	Entertainment as Motivation for Shopping		Perceived Level of Enjoyment	
	Wilks' Lambda	F	Wilks' Lambda	F
Department/anchor stores	.98	2.79*	.99	1.69
Women's/men's apparel specialty stores	.99	1.09	.97	2.44†
Children's apparel/toy special stores	.96	2.17†	.98	1.13
Shoe stores	.98	1.87	.99	.67
Fine jewelry	.97	.63	.96	.93
Accessories/fashion jewelry	.92	2.68*	.99	.34
Music/electronics/books	.97	1.78	.99	.46
Sporting goods	.98	.73	.99	.18
Crafts/housewares/home furnishings	.94	2.19†	.96	1.36
Gifts/cards	.98	.94	.98	.70
Beauty/personal care	.98	.76	.99	.55
Health/professional services	.88	2.39†	.97	.54
Coffee shops/tea houses	.94	1.82	.99	.23
Food courts/fast food	.99	.79	.98	1.33
Restaurants	.93	1.78	.91	2.61*
Sports areas	.99	.10	.95	1.66
Cinema	.99	.57	.93	4.36*
Special events	.95	.62	.79	2.89*
Mall common areas	.93	2.28†	.99	.48

† $p < .10$ * $p < .05$

women's/men's apparel specialty stores. These findings again suggest that respondents' mall consumption differed by their perceived level of enjoyment while they visited these four types of businesses.

ANOVA for *Entertainment as Motivation for Shopping*. Univariate analysis of variance was conducted to examine the individual impact of entertainment motivation level on each of the three mall consumption variables (Table 17). For department/anchor stores, the respondents' entertainment motivation level had significant influences on the amount of money and time which they spent visiting this type of stores. It should be noted that the respondents with a lower level of entertainment as motivation for shopping tended to spend more money and more time than those with a higher level of entertainment as motivation for shopping while visiting department stores.

Similarly, for both children's apparel/toy specialty stores and acces-

sories/fashion jewelry stores, the influence of entertainment as motivation for shopping on the amount of money spent was found to be significant: the respondents with a lower level of entertainment motivation were likely to spend more money visiting these two types of businesses. In addition, the result also showed the amount of money spent in the mall common area was also significantly affected by entertainment motivation. In terms of mall common area visits, similar to the findings of other business types (although the actual dollar amount spent was significantly lower), the respondents with a low level of entertainment motivation spent more money at mall common area businesses.

Result of the analysis of the impact of entertainment motivation on the number of businesses visited revealed that for accessories/fashion jewelry stores, respondents with a higher level of entertainment as moti-

TABLE 17. UNIVARIATE ANALYSIS OF VARIANCE FOR ENTERTAINMENT AS MOTIVATION FOR SHOPPING

	Entertainment as Motivation for Shopping		F
	Low	High	
Department/anchor stores			
Amount of money	74.55	50.47	5.07*
Amount of time	37.06	29.18	6.53*
Number of businesses	1.28	1.26	.09
Children's apparel/toy special stores			
Amount of money	32.66	22.75	1.75†
Amount of time	18.22	21.00	1.20
Number of businesses	1.23	1.35	.97
Accessories/fashion jewelry			
Amount of money	23.90	13.05	2.77†
Amount of time	13.92	15.95	.25
Number of businesses	1.00	1.20	2.66†
Crafts/housewares/home furnishings			
Amount of money	24.42	15.05	1.38
Amount of time	22.13	22.92	.02
Number of businesses	1.33	.97	3.32†
Health/professional services			
Amount of money	41.57	22.00	1.26
Amount of time	32.21	15.28	5.07*
Number of businesses	.96	1.07	.67
Mall common area			
Amount of money	6.32	1.70	4.76*
Amount of time	23.16	29.11	.55
Number of businesses	.89	.70	.99

† $p < .10$ * $p < .05$

vation for shopping were more likely to have visited a greater number of businesses than those with a lower level of entertainment motivation. However, for crafts/housewares/home furnishing stores, shoppers with a higher level of entertainment motivation were less likely to have visited a greater number of businesses in those categories than those with a lower level of entertainment as motivation for shopping. In addition, the analysis outcome showed that, for health/professional services, the respondents with a low level of entertainment motivation spent significantly more time at those service establishments.

ANOVA for Perceived Level of Enjoyment. Similarly, for those types of businesses where the MANOVA outcomes were significant, a series of univariate analysis of variance was conducted to examine the specific impact of the perceived level of enjoyment on each of the three mall consumption variables. Outcomes of the findings are presented in Table 18.

With the exception of special events, the impact of the perceived level of enjoyment consistently affected the respondents in terms of amount of time spent in women's/men's apparel specialty stores, restaurants, cinema and special events. Respondents perceiving a high level of enjoyment usually tended to spend more time on shopping than those with a low level of enjoyment. However, respondents with a low level of enjoyment were more likely to spend time participating in special events than those with a high level of enjoyment.

The number of visits was found to be significantly affected by the perceived level of enjoyment for two types of businesses: women's/men's apparel specialty stores and special events. For shoppers visiting these two types of businesses, the respondents with a high level of perceived enjoyment tended to have visited a greater number of businesses. However, for special events, the result was reversed: the respondents with a low level of perceived enjoyment tended to have visited a greater number of businesses.

Impacts of Entertainment as Motivation for Shopping and Perceived Enjoyment on Cross-Shopping

Table 19 shows a mean rating of both entertainment as motivation for shopping and perceived level of enjoyment for each group of respondents with a different number of cross-shoppings as well as number of shoppers for each increment of cross-shopping. For example, the first row of the table indicates that there were 153 shoppers who reported one cross-shopping (i.e., they have visited two different types of businesses), their

TABLE 18. UNIVARIATE ANALYSIS OF VARIANCE FOR PERCEIVED LEVEL OF ENJOYMENT

	Perceived Level of Enjoyment		F
	Low	High	
Women's/men's apparel special stores			
Amount of money	41.58	50.74	.84
Amount of time	22.03	27.88	3.68*
Number of businesses	1.32	1.61	5.61*
Restaurants			
Amount of money	48.07	28.24	.75
Amount of time	27.43	45.92	4.95*
Number of businesses	1.00	1.14	.14
Cinema			
Amount of money	18.58	13.42	.64
Amount of time	88.78	115.31	7.62**
Special events			
Amount of money	2.40	13.64	.70
Amount of time	78.00	35.36	4.01*
Number of businesses	1.40	.85	3.54†

† $p < .10$ * $p < .05$ ** $p < .01$

mean rating of entertainment as motivation for shopping was 2.00 and that of perceived level of enjoyment was 4.04. Although a regression analysis was conducted to see if the respondents who perceived either a higher level of entertainment motivation or perceived enjoyment tended to cross-shop more, no significant pattern was observed.

■ Conclusions and Implications

With the proliferation of subcategorized and specialized retail formats, today's consumers have many options for choosing the place to go shopping. However, research on various shopping behaviors has neglected to study shopping centers from an all-encompassing perspective. Furthermore, the impact of such behaviors on the life cycles and trends of different types of shopping centers has largely been ignored. As shown in our review of the literature, there is strong evidence to suggest that consumers are selecting those retail outlets in which they can accomplish their overall shopping experience efficiently and satisfactorily. Hence, we conducted research which investigated these understudied issues within the context of the shopping center industry.

First, we examined whether there existed significant differences in

TABLE 19. RELATIONSHIP BETWEEN ENTERTAINMENT AS MOTIVATION FOR SHOPPING AND PERCEIVED LEVEL OF ENJOYMENT ON CROSS-SHOPPING

Number of Cross-shoppings	Number of Respondents	Entertainment as Motivation for Shopping	Perceived Level of Enjoyment
1	153	2.00	4.04
2	99	2.29	3.77
3	60	2.57	3.68
4	60	2.80	3.86
5	51	2.58	3.81
6	32	2.68	3.69
7	32	2.57	3.88
8	22	2.40	3.44
9	23	2.28	3.46
10	13	2.84	3.65
11	11	2.78	3.27
12	9	2.44	3.46
13	7	2.16	3.89
14	3	2.88	3.98
15	7	2.69	3.92
16	4	2.20	3.45
17	2	2.79	3.72
18	4	2.14	2.76
19	3	2.95	3.05
Mean	31.47	2.39	3.79

demographic characteristics for those who are high versus low on entertainment as motivation for shopping. Select demographic characteristics tested in the study, including gender, marital status, employment status, ethnicity, household income and educational attainment, showed certain patterns of associations with respondents' level of entertainment as motivation for shopping.

Our data suggest that female shoppers visiting such stores as women's/men's apparel specialty stores, children's apparel/toy specialty stores and crafts/housewares/home furnishings, tend to have a higher level of entertainment as motivation for shopping compared to their male counterparts. We found that more married respondents tended to visit music/electronics/books and gifts/cards with a low level entertainment motivation, and a significantly higher proportion of single respondents visited these two types of businesses with a high entertainment motivation level, with especially prominent contrast seen with gifts/cards store shoppers. We also found that more homemakers had a high level of entertainment as motivation for shopping when they visited crafts/housewares/home

furnishing stores, coffee shops/tea houses, and food court/fast food. In addition, entertainment as motivation for shopping was found to vary significantly by ethnic group for accessories/fashion jewelry stores, food court/fast food stores and mall common area.

Although somewhat different patterns were observed, for shoe stores, accessories/fashion jewelry, crafts/housewares/home furnishings, and cinema, it was most interesting to note that, in general, the respondents with a lower level of education tended to have a high level of entertainment as motivation for shopping. The exception was the cinema in which more educated respondents, with college degree or higher, indicated they visited the cinema with the high level of entertainment motivation. Lastly, although no clear pattern was observed between entertainment motivation level and household income level, our data indicated that a higher proportion of the shoppers with a household income level of \$50,000 or less tended to report a low level of entertainment motivation.

Second, our study investigated whether there existed significant differences in demographic characteristics for those who are high versus low on perceived level of enjoyment of various entertainment types. For gender association, our data indicated that female respondents consistently perceived a high level of enjoyment visiting these department/anchor stores, crafts/housewares/home furnishings, gifts/card stores, food court/fast food and restaurants. We found that for music/electronics/book stores and food court/fast food stores, a significantly higher proportion of single respondents tended to perceive a high level of enjoyment. Our results also revealed that for sporting goods stores and coffee shops/tea houses, a high level of enjoyment was perceived among a significantly higher proportion of employed and student respondents.

For five types of retail businesses (department/anchor stores, music/electronics/book stores, crafts/housewares/home furnishing stores, beauty/personal care and restaurants), a significantly higher proportion of white respondents perceived a high level of enjoyment. A similar pattern was found for black respondents, except restaurants, where they tended to report a low level of enjoyment. Our study also evidenced that, although not universal to all six types of businesses, respondents with a low level of education tended to perceive more enjoyment visiting department/anchor stores, women's/men's apparel stores, shoe stores, sporting goods, food court/fast food and special events.

Another notable pattern was observed among shoppers with graduate degrees. In contrast to the rest of the respondents, most of them seemed to perceive a low level of enjoyment visiting these businesses. Lastly, for six different types of businesses (department/anchor stores, accessories/fashion jewelry stores, beauty/personal care, health/professional services, special events and mall common areas), our respon-

dents perceived a high level of enjoyment regardless of their household income level. However, respondents with a household income level over \$100,000 reported a low level of enjoyment visiting department/anchor stores.

Third, our results demonstrated that the impact of entertainment as motivation for shopping on mall consumption was found to be significantly different for department/anchor stores, accessories/fashion jewelry stores, children's apparel/toy specialty stores, crafts/housewares/home furnishing stores, health/professional services and mall common areas. Specifically, our findings showed that for department/anchor stores, the respondents with a lower level of entertainment as motivation for shopping tended to spend more money and more time than those with a high level of entertainment as motivation for shopping while visiting department stores. Similarly, for both children's apparel/toy specialty stores and accessories/fashion jewelry stores, respondents with a low level of entertainment motivation were likely to spend more money visiting these two types of businesses.

For accessories/fashion jewelry stores, respondents with a high level of entertainment as motivation for shopping were more likely to have visited a greater number of businesses than those with a low level of entertainment motivation. However, for crafts/housewares/home furnishing stores, shoppers with a high level of entertainment motivation were less likely to have visited a greater number of businesses in those categories than those with a low level of entertainment as motivation for shopping. Furthermore, for health/professional services, we found that respondents with a low level of entertainment motivation spent significantly more time at those service establishments.

Our findings also suggested that respondents' mall consumption differed by their perceived level of enjoyment while they visited restaurants, cinema, special events, and women's/men's apparel specialty stores. From our data we conclude that shoppers perceiving a high level of enjoyment usually tended to spend more time on shopping than those with a low level of enjoyment. Additionally, we found that shoppers with a low level of enjoyment were more likely to spend time participating in special events than those with a high level of enjoyment. For shoppers visiting women's/men's apparel specialty stores and special events, a high level of perceived enjoyment tended to be associated with a greater number of visits. However, for special events, we found that shoppers with a low level of perceived enjoyment tended to have visited a greater number of businesses.

Lastly, our empirical data found no support for a relationship between either entertainment as motivation for shopping or perceived level of enjoyment and a number of cross-shopping frequencies. Since this

finding is not consistent with many of the common beliefs on impacts of entertainment on cross-shopping, we suggest that shopping center developers and retailers as well as researchers further investigate this issue to find more conclusive answers and specific suggestions for strategic planning which may improve the current predicament and help the industry prosper in the 21st century.

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