

A COMPARATIVE ANALYSIS OF ENTERTAINMENT CROSS-SHOPPING IN A POWER NODE AND A REGIONAL MALL

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Overview

The idea of increasing marginal profits of shopping centers through cross-shopping in relation to entertainment has gained acceptance in the 1990s; however, this relationship has not been as strong as was first anticipated. It appears that entertainment hardly produces the synergistic effects needed to encourage cross-shopping. This study was designed to examine and compare cross-shopping patterns related to retail-driven businesses in order to identify the factors that influence the specificity and intensity of cross-shopping within entertainment, and between entertainment and retailing categories in a power node and a regional mall. Findings showed that entertainment-related cross-shopping is more specific and less intense at the power node than at the mall. The power node facilitated "delayed" cross-shopping while the mall encouraged more "immediate" forms of cross-shopping. Types of entertainment cross-shopping proved to be associated with level of enjoyment only at the mall, and with cross-shopping

intensity only at the power node. The mall exhibited several dominant types of entertainment cross-shoppers but mainly concentrated within a specific range of cross-shopping intensity, while the power node displayed a few dominant types widely dispersed across different levels of cross-shopping intensity.



■ Introduction

The consolidation of department stores and the competition from new retail formats such as superstores, membership clubs, discount outlets, catalogs and e-commerce has increasingly directed customer flows away from traditional shopping places. In order to revitalize shopping malls, attract customers back to them and even compete against e-commerce, retailers and developers alike have adopted entertainment as a “drawing-card” (Cohen, 1999). However, new retail formats such as power centers have also developed entertainment facilities, increasing competition even more between shopping destinations and entertainment providers. In Canada, in the late 1990s, mega-theaters began to invade new shopping areas in the suburbs of major cities. The process appears to have reached a turning point, however, as mega-theaters are facing some problems of over-expansion (Potter, 1999). The overall experience has been fairly successful so far, but evidence from the United States shows that mega-theaters may work well with shopping centers until marketplaces become oversaturated and unprofitable for movie exhibitors, or logistical expansions get too expensive for developers (Kenyon, 1999).

The idea of increasing marginal profits through entertainment activities in shopping locations gained acceptance in the 1990s as people started spending more on entertainment. In Canada, the average expenditure on entertainment per household grew in real terms by almost 14% between 1992 and 1996 (Earl, 1999). Movie admissions rose strikingly at the end of the 1990s as mega-theaters flourished in the suburbs of major Canadian cities. Between 1998 and 1999 ticket sales were up by 6% at larger theaters (Doran, 1999) and about 220 new screens were added in Toronto alone (Potter, 1999).

Entertainment as a commercial activity has taken different forms such as retailer-driven businesses (e.g., theaters, restaurants, entertainment-based services and music/book stores), and permanent and programmatic owner/developer-driven features (e.g., carousels, play areas and promotional shows) (de Barros Barreto and Konarski, 1999). Mega-theaters, themed restaurants, large music/book stores, entertainment in-

dustry-related stores and play venues appear to attract more potential shoppers and enhance the whole shopping experience. The expected outcome from this type of investment has been higher levels of cross-shopping, particularly in closed environments such as shopping malls.

However, the relationship between entertainment and cross-shopping itself has not been as strong as was first anticipated and has been questioned by many developers and researchers. Recent studies indicate that the entertainment-retail mix hardly produces the synergy needed to encourage cross-shopping in malls (Haynes and Talpade, 1996; Eastlick, Lotz and Shim, 1998; Baker, 1999), and that entertainment can be actually a distracter and not a facilitator to shopping behavior (Christiansen et al, 1999).

Although the proportion of entertainment-related cross-shopping is relatively small in comparison to total retail cross-shopping, an enjoyable entertainment experience may have an overall positive impact on cross-shopping, specially within the entertainment category itself. As amusement is considered either an intrinsically or extrinsically motivated discretionary activity (Neulinger, 1981; Haywood, 1995), entertainment-related cross-shopping can be viewed as an extension of the experiences occurring in a leisure environment. This synergy likely encourages cross-shopping between complementary entertainment formats at a particular time. Cross-shopping within the entertainment category itself may be therefore higher than between categories (Eastlick, Lotz and Shim, 1998). Customer motivations, times for leisure activities and retail shopping may differ over time generating, for instance, low or "delayed" cross-shopping. For example, mall visitors drawn by family entertainment purposes are less likely to cross-shop, at that moment at least, than those going primarily for shopping (Haynes and Talpade, 1996).

The spatial organization of the shopping environment—distribution, size, compatibility and complementarity of the stores—also affects the level of cross-shopping. The large size and lack of compactness of power centers make it difficult for customers to shop the entire center, producing lower levels of cross-shopping (Lord and Bodkin, 1996). However, a combination of factors such as car accessibility, customer job schedules and store hours likely produce a more flexible and fragmented type of cross-shopping due to more customized use of power centers. Although previous evidence shows that the degree of cross-shopping differs between regional malls and power centers, the specificity and intensity of entertainment cross-shopping in each of these shopping environments remain unknown. Not only does the number of cross-shoppers matter, but also the specificity and intensity of their expenditures. Regional malls may generate a higher degree of cross-shopping than power centers but they may also attract a functionally different crowd.

■ Research Objective

The goal of this research is to compare entertainment cross-shopping patterns at retailer-driven businesses (e.g., movie-theaters, restaurants, music/book stores and play venues) in a power node (PN) and a regional mall (RM) in order to identify the factors that affect the specificity and intensity of cross-shopping within entertainment and between entertainment and retailing at both locations. Recent evidence suggests that lower levels of cross-shopping should be expected at a power center (Lord and Bodkin, 1996), different types and levels of cross-shopping should be expected for different shopping motivations (Eastlick, Lotz and Shim, 1998), and cross-shopping levels might not necessarily be related to customers' level of entertainment motivation or enjoyment (Kang and Kim, 1999).

■ Method and Data Analysis

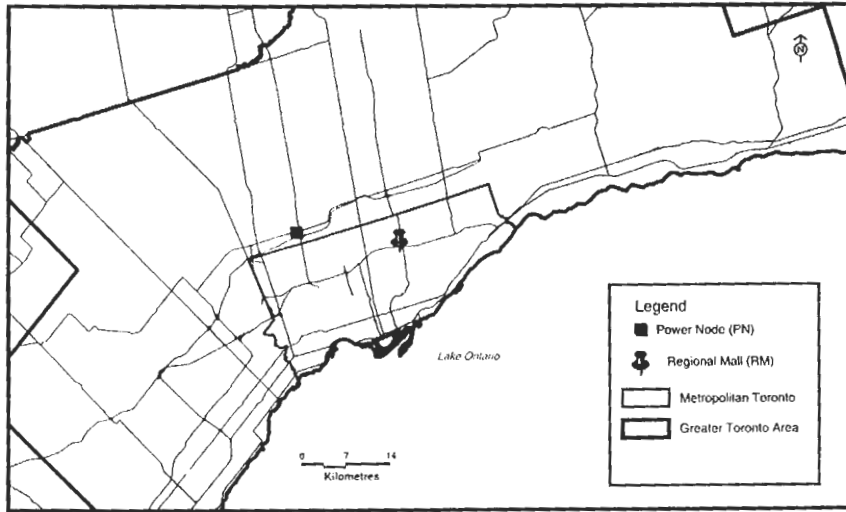
Entertainment-related cross-shopping patterns are examined for two different and competing shopping environments: a PN (an open environment for shopping)¹; and, a RM (a traditional enclosed shopping space). The former is a new regional retail space with up-to-date entertainment facilities while the latter is a traditional regional shopping center with typical mall entertainment facilities.

Sampling and Data Collection

Within the Greater Toronto Area (GTA), Canada, a PN and an RM with retail-driven entertainment businesses were chosen for this study (Figure 1). The PN is located in a part of the outer suburbs that grew very rapidly in the 1990s, about 2.8% per annum, while the RM is located in the inner suburbs (well connected to public transport), which grew moderately at an annual rate of 1.3% (Yeates, 2000). The selection of these two places guarantees some degree of generalization as they represent two of the major shopping formats with entertainment facilities that currently compete in suburban marketplaces. The PN is a regional shopping place that started developing in the 1990s while the RM is a traditional but renovated regional mall established in the early 1970s.

An inventory of all retail activities at both locations was done through fieldwork digitized in GIS format. The spatial organization of both places was analyzed in detail before intercept surveys of shoppers were conducted. Customers, age 13 years and over,² were intercepted by trained interviewers at the entrance of movie theaters, music/book stores,

FIGURE 1 LOCATION OF THE POWER NODE (PN) AND REGIONAL MALL (RM) IN THE GREATER TORONTO AREA, CANADA



play venues and restaurants, from 1:00 to 10:00 p.m. during July 15–18, 1999, at the PN and August 5–8, 1999 at the RM.³ The period Thursday–Sunday was chosen as typical entertainment days in Toronto.

Respondents who cooperated with the study got gift certificates to be used in a well-known chain of coffee shops. Interviewees were asked to supply specific information on their sociodemographics and the cross-shopping activities they performed before or after using an entertainment facility. The survey resulted in 1,250 valid questionnaires, 660 for the PN and 590 for the RM. This information was compiled and geo-coded to be used in the comparative analysis of entertainment cross-shopping patterns between each location.

Survey and Operational Concepts

The survey had two sets of questions on customer cross-shopping behavior and sociodemographics. *Cross-shopping patterns* were obtained through the identification of the shopping activities (i.e., retailing, eating, entertaining and browsing) that the customer performed during a certain period around the specific moment of the interview (i.e., within two hours, between two and six hours, and between six and 24 hours). These time categories were intended to capture possible lags in cross-shopping. Subjects were also asked for the total amount of money and time spent on the above activities, form of payment, the total number of people in the entertainment party by age group, frequency of the entertainment routine, level of enjoyment, reasons for place selection, reasons for not performing

other activities in that place,⁴ mode of transportation and usual place of residence by postal code.

Sociodemographics were obtained through questions on gender, cultural background, occupation, current employment status, job schedule and the total number of people and income in the economic family of the customer. Three of these operational definitions require some technical explanation. First, *gender* was identified based on customer appearance, i.e., masculine or feminine gender, as opposed to biological male or female sex. Customer behavior is likely more influenced by gender construction than by biological sex. Second, *cultural background* was determined by the interviewee based on his/her own identity construction. By so doing, it was intended to avoid the use of pre-established classifications that usually mix ethnic (e.g., Anglo-Saxon) and racial characteristics (e.g., black). Behavioral patterns are often more influenced by self-constructed identities than by inherited ethnic or racial characteristics. Third, the concept of *economic family* was used to grasp the total income and number of people that share wealth with the interviewee. Although *economic family* usually produces results similar to those for households, it facilitates the analysis of customers' lifestyles as it focuses on consumption by "individuals" living or not together rather than by "place of living."

Analytical Techniques

Since survey data were mostly categorical, comparative analyses were undertaken through cross-tabulation techniques, chi-square tests and log-linear modeling. Differences in customer sociodemographics and cross-shopping patterns between the PN and the RM were assessed through chi-square tests. The identification of cross-shoppers' profiles by location was obtained through log-linear modeling that recognized significant interaction effects among customers' characteristics and behavior.⁵ However, it was necessary sometimes to collapse some categories, because of low frequencies or sampling zeros, to run the models properly. Age, employment status, cross-shopping intensity, routine frequency, the number of people involved in the entertainment experience and reasons for place selection needed some regrouping for modeling purposes. Ending categories were the most frequently affected. All tests and parameters in this study were considered significant at $\alpha = .05$.

■ Results

Location Analysis and Market Penetration

The spatial organizations of the PN and the RM were analyzed to compare their shopping structures and their potential influence on cross-shopping.

Long distances between stores in an open space like the PN appear to affect cross-shopping negatively. However, this influence may vary for different types of customers. The PN is a relatively new retail formation at the intersection of two major highways in the outer-suburbs of the GTA, i.e., north of metropolitan Toronto. It started with two big boxes in the early 1990s, expanded considerably with the establishment of a power center in the mid-1990s, and was enhanced with the addition of two mega-theaters in the late 1990s (Jones and Doucet, 1998). The PN comprises a cluster of big boxes, some discount department stores, two mega-theaters, several restaurants and offices, surrounded by middle and upper-middle income neighborhoods. It is a "hot" entertainment spot due to its novelty. The two mega-theaters are equipped with the latest technology and run simultaneously about 15-18 and 26-28 screens, respectively. They belong to the first phase of the mega-theater expansion aimed at suburban marketplaces of major Canadian cities (Thoma, 1999). In addition to these two entertainment anchors, several full-licensed restaurants and two large music and book stores contribute to the attractiveness of the PN as an entertainment destination. The restaurants, mega-theaters and music/book stores are newly opened and perform rather well. During the survey period, for example, the average gross revenue per seat fluctuated from US\$2.70 to \$7.80 and US\$1.40 to \$4.70 for each cinema, respectively.⁹ Peaks in ticketing sales at both theaters were reached on Saturday, indicative of the "entertaining destination" image of the PN.

In contrast, the RM is a well-established shopping center that opened in the 1970s, expanded in the late 1980s and was improving its accessibility at the time of the survey. It is an "enclosed space" of about 800,000 square feet that includes offices, two traditional department stores, a supermarket, a few full-licensed restaurants, some music/book stores, some play venues and more than 200 other retailers. It is next to a main highway intersection in a typical middle-income inner suburb of the GTA, i.e., in the northern part of metropolitan Toronto. Although the mall has updated and continuously improved its facilities, it has not yet introduced any major transformation in terms of entertainment. The existing multiplex cinema has fewer than 10 screens but performs relatively well. During the survey period the average gross revenue per seat varied from US\$1.70 to \$3.50. Friday was the most important day for ticketing sales at the mall.

By mapping usual place of residence of surveyed customers, it was possible to assess the level of market penetration for the entertainment facilities at both locations. The maps show that the entertainment facilities of the PN have a much larger market area than those of the RM (Figures 2 and 3). The spatial distribution of entertainment customers at the PN shows that 25% of them come from within about 5.2 km (2.49 miles),

50% from 10.0 km (6.21 miles), and 75% from 18.0 km (11.18 miles) (Table 1). In contrast, customers at the RM are more concentrated over space. Their distribution shows that 25% come to the mall from within about 2.0 km (1.24 miles), 50% from within 4.0 km (2.49 miles), and 75% from within 8.2 km (4.97 miles). The greater degree of attraction of the PN is noticeable due to its recently inaugurated facilities and privileged position in the highway system. The average distance that an entertainment customer travels to reach the PN is about 17.6 km (10.94 miles) while that for the RM is just 7.0 km (4.35 miles). Customers from well beyond the surroundings of the PN patronize its entertainment facilities. Whether this phenomenon is related to the attractiveness of the PN itself or to that of its entertainment facilities remained to be discussed.

The RM exhibits a distance-decay curve for entertainment customers that declines continuously, and steeply after about 5 km (3.11 miles) from the mall; 50% of the customers are within a radius of 4.0 km (Figure 4). In contrast, the curve for the PN increases considerably within the first 5 km up to reaching a turning point before 15 km (9.32 miles) away from the node; 50% of the customers are within a 10.0 km (6.21 miles) radius. The curves show that the RM shoppers are spatially concentrated around the mall, likely related to its location in the inner suburbs with higher population densities. The PN customers, by contrast, are more spread out and mainly coming from medium distances, likely in relation to the lower population density of the outer suburbs.

Sociodemographics of Entertainment Customers

The survey data supplied information on customer sociodemographics for both locations (Table 2). No significant difference was found in gender between the PN and the RM. However, both places differed significantly in customer age groups. The percentage of teenagers was higher at the RM (28.6%) because of the accessibility by public transport, while that of customers in their 30s and 40s accounted for bigger proportions at the PN (46.3% combined). Cultural background also differed significantly be-

TABLE 1. MARKET PENETRATION BY LOCATION

Proportion of Customers in Trade Area	Distance from the PN km (miles)		Distance from the RM km (miles)	
	n		n	
25%	142	5.2 (3.23)	135	2.0 (1.24)
50%	287	10.0 (6.21)	269	4.0 (2.49)
75%	428	18.4 (11.43)	406	8.3 (5.16)

FIGURE 2 SPATIAL DISTRIBUTION OF POWER NODE CUSTOMERS

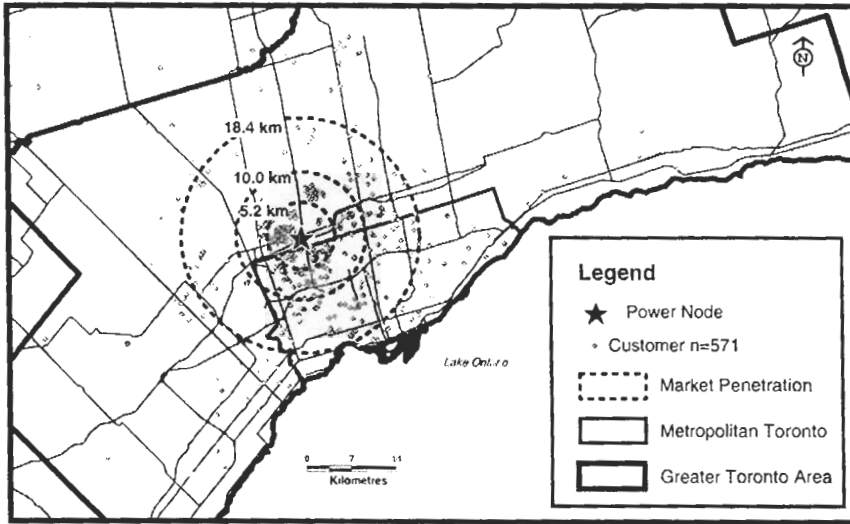
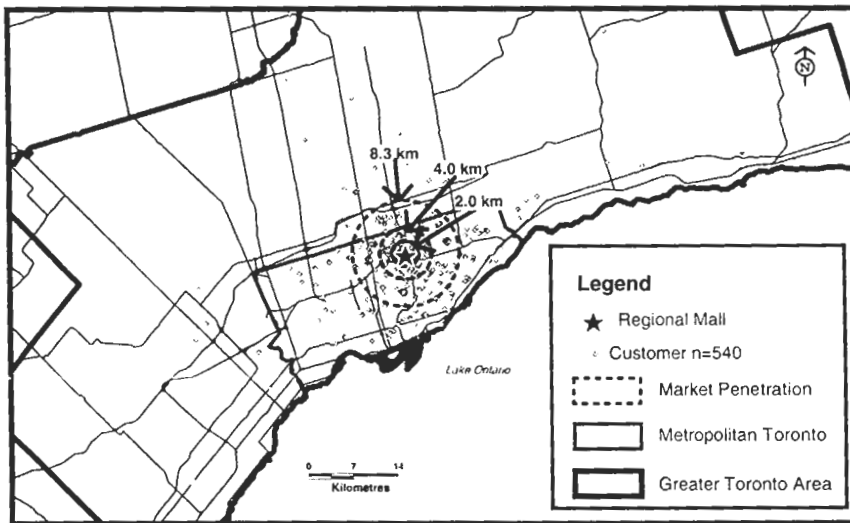
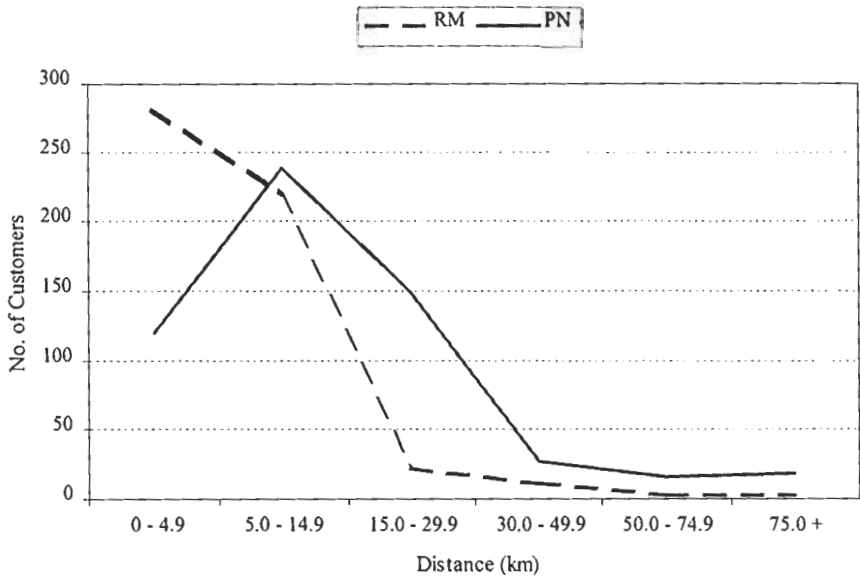


FIGURE 3 SPATIAL DISTRIBUTION OF REGIONAL MALL CUSTOMERS



tween each location. The RM displayed a fairly diverse crowd with some concentration of Chinese/Asian people. The PN accounted for a higher proportion of customers with Italian background (22.8%) as it is located close to some heavily populated Italian neighborhoods.

There was a significant difference in customers' occupation between each place. Professional and administrative/managerial shoppers were in higher proportions at the PN, 30.8% and 16.8%, respectively, while stu-

FIGURE 4 DISTANCE-DECAY CURVES FOR THE PN AND THE RM

dents were well represented (27.5%) at the RM. In terms of employment status, customers at each place contrasted significantly. Full-time and self-employed were more frequently found at the PN (74.9% combined) while the RM exhibited a higher proportion of people in category "other" (29.9%) that included students. As for job schedule, the difference between each place was also significant. While the PN concentrated more customers with flexible schedules (27.9%), the RM displayed a higher proportion of customers in the "other" category (35.5%) where students were classified.

Each place differed significantly in customer income. Higher proportions of customers with economic family income under \$50,000 were found at the RM (41.3% combined). Customers with economic family income of \$70,000 and over accounted for a higher proportion at the PN (45.2%). Although entertainment customers at each location were not from neighboring areas exclusively, as shown in Figures 2 and 3, a large proportion of them resided in the immediate neighborhoods. Findings from the survey match fairly well with estimations made by independent sources that classified neighborhoods around the PN as middle and upper-middle income, and those around the RM as middle-income (Feliciano and Associates Inc., 1999). The size of customers' economic families also contrasted significantly between each location. Economic families of four and more were more frequently found at the RM (49.2% combined) while those of two people accounted for a higher proportion at the PN.

TABLE 2. SOCIODEMOGRAPHICS BY LOCATION

	PN % ^a	RM % ^b		PN % ^a	RM % ^b
Gender ($\chi^2 = 3.574, p = .061$)			Cultural Background ($\chi^2 = 214.148, p = .000$)		
Masculine	50.6	45.3	Canadian/N. American	34.9	25.5
Feminine	49.4	54.7	European ^c	12.7	14.3
			Italian	22.8	2.7
Age ($\chi^2 = 105.859, p = .000$)			Anglo-Saxon	11.1	8.0
13-19 years	8.4	28.6	Chinese/Asian	4.4	14.5
20-29 years	36.3	35.5	South Asian	2.5	6.0
30-39 years	26.7	18.0	Caribbean	2.2	8.0
40-49 years	19.6	10.2	African	1.0	4.2
50-64 years	7.1	4.4	East Indian	3.3	5.8
65 years and over	1.8	3.2	Arabic	0.8	7.8
			Other	4.3	3.3
Occupation ($\chi^2 = 95.896, p = .000$)			Economic Family (EF) Income ($\chi^2 = 31.448, p = .000$) ^d		
Clerical/Sales/Services	22.4	23.6	Under \$30,000	7.7	14.7
Administrative/Managerial	16.8	9.1	\$30,000-49,999	17.9	26.6
Techn./Machin./Craft/ Constr.	11.8	7.1	\$50,000-69,999	29.2	29.1
Professional	30.8	20.1	\$70,000 and over	45.2	29.6
Student	9.3	27.5			
Other ^e	8.9	12.6			
Employment Status ($\chi^2 = 101.338, p = .000$)			No. of People in EF ($\chi^2 = 18.776, p = .001$)		
Full-time	63.1	46.1	One	17.5	14.7
Non full-time	9.3	14.6	Two	27.5	19.7
Self-employed	11.8	5.1	Three	17.1	16.4
Unemployed	2.4	1.2	Four	21.4	26.8
Retired	2.9	3.1	Five or more	16.6	22.4
Other ^f	10.5	29.9			
Job Schedule ($\chi^2 = 68.658, p = .000$)			No. of People in EF under 15 Years of Age ($\chi^2 = 1.154, p = .764$)		
9:00-5:00	45.3	35.6	One	54.1	55.5
Other day shift	7.5	7.7	Two	31.2	27.7
Night shift	2.1	4.3	Three	12.8	13.5
Flexible	27.9	16.9	Four or more	1.8	3.2
Other (includes Students)	17.1	35.5			
			No. of People in EF 65 or more Years of Age ($\chi^2 = .764, p = .382$)		
			One	57.6	67.5
			Two	42.4	32.5

^an for the PN ranges from 651 to 658.

^bn for the RM ranges from 581 to 590.

^c"Other" occupation comprises mainly homemakers and retired.

^d"Other" employment status includes mainly homemakers and students.

^eAnglo-Saxon and Italians excluded.

^fFigures are in Canadian dollars for pragmatic reasons.

Contrary to these findings, no significant differences were found in the number of youngsters and elders in customers' economic families.

In summary, regarding the most distinctive sociodemographic characteristics, it appears that the entertainment customers of the PN are older and less culturally diverse. They are mainly professionals and administrative/managerial workers, full-timers, self-employed and flexi-timers. They appear to have a relatively higher income and smaller economic families. By contrast, customers at the RM are identified as a younger and more culturally diverse crowd. They are mainly students, from relatively lower income and larger economic families.

Entertainment Customers' Behavior

Data from the survey provided specific information on cross-shopping behavior at the PN and the RM (Table 3). No significant difference was found in the time spent on eating-entertainment between each place; most food-entertainment cross-shopping (within category) occurred within a two-hour range in either location. However, retail- and browsing-entertainment cross-shopping (basically between categories) differed significantly between each place. The PN showed higher proportions of retail- and browsing-entertainment within the 6–24 hour range (i.e., “delayed” cross-shopping), 21.2% and 17.8%, respectively against 7.9% and 7.1% at the RM. These findings support the idea that shoppers might have a more customized use of the PN. They might visit the PN more frequently, for specific purposes and different lengths of time.

The frequency of the entertainment routine proved to differ significantly between each place. The RM exhibited higher proportions of customers that visited the mall more than once a week (18.7%) and in party groups of teenagers (24.9% combined). In contrast, the PN reported higher proportions of party groups of two and three or more adults, 36.2% and 13.2%, respectively. The PN reported 48.2% of customers with high level of enjoyment during the entertainment routine, while 32.8% of customers at the RM accounted for medium level of enjoyment. In terms of total time spent on entertainment-related activities, there was no significant difference between each place. Most customers, 88.5% at the PN and 91.0% at the RM, spent up to four hours on the whole entertainment experience.

However, a significant difference was found in the amount of money spent on entertainment. The RM accounted for a higher proportion of spending under \$20 (38.8%) while the PN exhibited a higher concentration of expenditures between \$21 and \$50 (34.2%). It is noteworthy that the proportion of customers spending over \$100 was about the same, 10% at both locations. Cross-shopping intensity also proved to be sig-

TABLE 3. ENTERTAINMENT CROSS-SHOPPERS' BEHAVIOR BY LOCATION

	PN %	RM %		PN %	RM %
Food-Entertainment Cross-Shopping ($\chi^2 = 2.021, p = .364$)			Total Time Spent ($\chi^2 = 4.176, p = .124$)		
Within 2 hours	77.1	80.9	Less than 2 hours	41.5	46.7
Between 2 and 6 hours	16.8	15.1	2-4 hours	47.0	44.3
Between 6 and 24 hours	6.1	4.0	More than 4 hours	11.5	9.0
Retail-Entertainment Cross-Shopping ($\chi^2 = 22.007, p = .000$)			Money Spent ($\chi^2 = 48.609, p = .000$)		
Within 2 hours	55.2	67.6	Up to \$20	21.1	38.8
Between 2 and 6 hours	23.6	24.5	\$21-50	45.1	31.1
Between 6 and 24 hours	21.1	7.9	\$51-100	23.5	19.3
Browsing-Entertainment Cross-Shopping ($\chi^2 = 12.350, p = .002$)			Over \$100	10.3	10.7
Within 2 hours	58.6	64.5	Intensity (\$/hour) ($\chi^2 = 17.177, p = .002$)		
Between 2 and 6 hours	23.6	25.3	Under \$10/hour	14.9	21.0
Between 6 and 24 hours	17.8	7.1	\$10-20/hour	34.8	36.9
Routine Frequency ($\chi^2 = 12.924, p = .012$)			\$21-50/hour	34.2	24.1
More than once a week	11.9	18.7	\$51-100/hour	13.8	14.7
Weekly	27.1	23.8	Over \$100/hour	2.3	3.3
Twice a month	20.7	22.1	Form of Payment ($\chi^2 = 5.028, p = .081$)		
Monthly	23.4	20.7	Credit card	25.6	21.9
1-4 times yearly/first time	16.8	14.6	Debit card	26.7	23.6
Person Involved in Routine ($\chi^2 = 102.419, p = .000$)			Cash	47.7	54.5
1-2 teenagers	4.0	16.4	Reasons for Place Selection ($\chi^2 = 106.534, p = .000$)		
3 teenagers or more	2.0	8.5	Novelty	12.9	4.6
1 adult	23.3	24.4	Proximity	32.2	51.4
1 adult and minor(s)	9.9	9.2	Easy to get to	8.9	8.6
2 adults	36.2	28.1	Comfortable environment	7.7	5.1
2 adults and minor(s)	8.8	4.6	Good assortment of stores and services/Extended hours	8.6	14.0
3 adults or more	13.2	6.8	Good entertainment facilities	13.0	6.3
3 adults or more and minor(s)	2.6	2.0	Meet/spend time w/friends	3.7	4.5
Level of Enjoyment ($\chi^2 = 36.263, p = .000$)			Have a good time/Release stress	2.1	2.2
None (0)	1.4	.9	Affordability	1.5	0.3
Low (1)	2.8	6.3	Specialty services	6.6	1.0
Medium (2)	47.6	60.0	Parking availability/Other	2.9	1.9
High (3)	48.2	32.8	Mode of Transportation ($\chi^2 = 234.852, p = .000$)		
			Car/Taxi	98.3	65.7
			Public	0.8	23.3
			Walk/Other	0.9	11.0

nificantly different between the PN and the RM. Spending between \$21 and \$50 per hour was more frequently found at the PN (34.2%) while under \$10/hour was more common at the RM (21.0%). The form of payment showed no significant difference between the PN and the RM; cash was the method most frequently chosen in either location.

A significant difference was found in reasons for choosing entertainment destination. Novelty, good entertainment facilities and specialty services were more frequently reported for the PN, 12.9%, 13.0% and 6.6%, respectively. In contrast, proximity (51.4%) and a good assortment of stores and services (14.0%) were the responses associated with the RM shoppers. There was also a significant difference in the mode of transportation that customers used to reach the PN and the RM. At the PN, 98.3% of the respondents were car/taxi users while the RM accounted for higher proportions of walkers/other (11.0%) and public transportation riders (23.3%).

In summary, food-entertainment cross-shoppers (within category) generally spend up to two hours on the whole cross-shopping experience in either place. Entertainment-shoppers at the PN are characterized by "delayed" retail- and browsing- entertainment cross-shopping, party groups of two and more adults, high level of enjoyment and expenditures between \$21 and \$50 per hour. Most of these customers tend to use cars/taxis and choose the place because of novelty, good entertainment facilities and specialty services. In contrast, the RM appears to have higher proportions of "immediate" retail- and browsing-entertainment cross-shopping. The mall respondents tend to visit the mall more than once a week, and are more associated with groups of teenagers. Most customers enjoy the mall entertainment routine only moderately. The mall appears to concentrate more customers spending less than \$10/hour. Proximity, good assortment of stores and services are common reasons for choosing the mall. Customers that walk or take public transportation to reach the place are in higher proportions at the mall.

Entertainment Cross-shopping Patterns

In order to identify specific patterns of cross-shopping undertaken by entertainment patrons, disaggregated information from the survey was classified according to specific objectives. By combining type of activity and store identity, responses were grouped regarding the type of cross-shopping: no cross-shopping; and cross-shopping 1) within entertainment; 2) between entertainment and retail, 3) between entertainment and browsing. A significant difference was found in the level of entertainment cross-shopping between the PN and the RM. However, a higher proportion of entertainment customers did not cross-shop at all in either place,

43.9% at the PN and 35.4% at the RM (Table 4). Respondents that did cross-shop behaved differently at the two locations. Cross-shopping within the entertainment category was higher at the PN (23.0%), while retail-based cross-shopping was proportionally higher at the RM (27.6%).

The RM reported higher proportions of cross-shopping in the apparel/home fashion and office/other specialty store categories, 25.1% and 22.4%, respectively. The RM also showed a higher proportion of multiple-store cross-shopping (22.0%). This finding confirmed the regional position as a primary destination for shopping. At the RM, department stores and brand-name clothing and other specialty stores were frequently visited. In contrast, the PN exhibited higher proportions of cross-shopping by big-box music/book stores (entertainment-related stores) and discount department stores, 22.4% and 38.3%, respectively. Eating-entertainment cross-shopping behavior was significantly different between the PN and the RM. Fast food accounted for 88.0% of the food-related cross-shopping at the RM while full-licensed restaurants were the most frequently reported form of food-related cross-shopping at the PN (54.6%). Some newly opened medium-price restaurants contributed positively to the attractiveness of the PN as an entertainment destination. Also a significant difference was found in browsing-entertainment cross-shopping between the PN and the RM. Entertainment customers browsing apparel stores were more frequently found at the RM (78.2%) while those looking for home and office products were more common at the PN, 39.2% and 14.7%, respectively. The presence of two home and office big boxes is related to this pattern at the PN.

TABLE 4. ENTERTAINMENT CROSS-SHOPPING TYPES BY LOCATION

	PN %	RM %		PN %	RM %
Cross-Shopping ($\chi^2 = 72.375, p = .000$)			Food-Entertainment ($\chi^2 = 65.622, p = .000$)		
No cross-shopping	43.9	35.4	Full licensed	54.6	12.0
Within entertainment	23.0	9.3	Fast food	45.4	88.0
Between categories	16.6	27.6			
Browsing	16.5	27.6			
Retail-Entertainment ($\chi^2 = 74.301, p = .000$)			Browsing-Entertainment ($\chi^2 = 53.339, p = .000$)		
Apparel and Home Stores	13.6	25.1	Apparel	41.3	78.2
Music/Book Stores	22.4	5.4	Home	39.2	10.9
Office/Other Spec. Stores	5.6	22.4	Office	14.7	3.1
Dept./Disc. Dept. Stores	38.3	22.0	Other	4.9	7.8
Food Market	6.5	3.1			
Multiple Stores	13.6	22.0			

The association between entertainment cross-shopping types and the level of enjoyment in the entertainment experience proved to be significant at the RM ($\chi^2 = 15.445$, $p = .016$) but not at the PN ($\chi^2 = 2.445$, $p = .875$). The results for the RM show that medium and high levels of enjoyment concentrate higher proportions of entertainment cross-shoppers as long as browsing is a cross-shopping category. Browsing-entertainment cross-shopping is the category that concentrates most entertainment customers with medium and high levels of enjoyment at the mall. By contrast, the results for the PN indicate that, despite having high or medium level of enjoyment, entertainment customers at the PN that did not cross-shop, or cross-shopped within entertainment itself, or cross-shopped between categories did not differ significantly.

Types of entertainment cross-shopping proved to be associated with intensity of cross-shopping at the PN ($\chi^2 = 27.102$, $p = .001$) but not at the RM ($\chi^2 = 8.082$, $p = .526$). Entertainment customers that do not cross-shop at the PN tend to spend money less intensively because they spend more time on entertainment-based activities. This finding supports findings from previous studies (Haynes and Talpade, 1996; Eastlick, Lotz and Shim, 1998). However, those that cross-shop are inclined to spend as much on within- as on between-categories. The RM shows that browsing entertainment cross-shoppers tend to spend more intensively (\$20/hour or more) on entertainment cross-shopping.

It appears that entertainment-related cross-shopping is more focused at the PN than the RM. The PN tends to exhibit more cross-shopping within the entertainment category itself such as restaurants and music/book stores. Nonetheless, between-category cross-shopping, either retailing- or browsing-entertainment, is also more specific. It is mostly directed towards discount department stores and big boxes such as home and office outlets. In contrast, the RM exhibits more cross-shopping between a variety of categories (e.g., more visits to apparel, home and multiple stores). At the mall, within-category cross-shopping is virtually dominated by food (e.g., fast food) rather than by entertainment-related retail (e.g., music/book stores). At the mall, apparel browsing seems to appeal to a considerable proportion of entertainment customers, indicating a wider concept of entertainment.

Entertainment Cross-shopping by Customer Profile

The level of enjoyment in the entertainment routine showed no significant association with cross-shopping intensity at either location, ($\chi^2 = 3.329$, $p = .767$ for the PN, and $\chi^2 = 7.039$, $p = .317$ for the RM). Rather, the

intensity of cross-shopping was better reflected by customer profile measured by age, occupation, employment status and party group. Log-linear modeling helped produce a better understanding of cross-shoppers' behavior through the analysis of multi-way crosstabulations, and generated clearer results than those produced by the two-way cross-tabulations. Significant parameters for interaction effects were used to identify dominant profiles of customers at each location.⁷ Occupation and age proved to influence significantly many categories of cross-shopping intensity (Table 5). At the PN, clerical/sales/service people between 30 and 49 years of age tended to spend between \$21 and \$50 per hour on entertainment-related activities. Professionals in their 30s and 40s usually spent between \$10 and \$20 per hour as they used more time on the whole entertainment experience. Spending under \$10 per hour was dominant among clerical/sales/service workers in their teens and 20s, and teenager technician/machinist/craft/construction workers. Teenage students usually spend under \$20 per hour.

At the RM, professionals in their thirties and forties were inclined to expend between \$21 and \$50 or even more than \$50 per hour as they

TABLE 5. ENTERTAINMENT CROSS-SHOPPING INTENSITY BY SIGNIFICANT INTERACTIONS WITH OCCUPATION AND AGE PER LOCATION ($\alpha = .05$)

Occupation	Age (years)	Entertainment Cross-Shopping Intensity								
		Under \$10/hour		\$10-20/hour		\$21-50/hour		Over \$50/hour		
		PN	RM	PN	RM	PN	RM	PN	RM	
Professional	30-49			25.751				8.102		17.040
	20-29				1.953					
Admin./Manag.	30-49				1.018					
	20-29				2.546					
Technician/ Mach.	20-29				2.546					
	13-19	1.946			3.478					
Clerical/Sales/ Service	≥50				6.352					
	30-49				2.184	0.834				
	20-29	1.115			2.971					
	13-19	1.373	1.342							
Student	20-29				1.765					
	13-19	1.609		1.534	3.205					
Other ^a	≥50				1.344					

^aCategory "other" includes mainly homemakers and retired.

spent less time on the mall-based cross-shopping experience. Spending between \$10 and \$20 per hour was common among professionals in their 20s, administrative/managerial workers in their 30s and 40s, and technician/machinist/craft/construction workers and students in their teens and twenties. The same spending pattern was identifiable among clerical/sales/service workers 20 years and over, and among customers 50 years and over classified in occupational category "other" that mainly included home makers or the retired. Cross-shopping intensity under \$10 per hour was only dominant among teenager technician/machinist/craft/construction workers.

The intensity of cross-shopping also proved to be influenced by the employment status and the number of people involved in the entertainment experience (Table 6). At the PN, two adults working full-time tended to expend between \$21 and \$50 per hour. Spending between \$10 and \$20 per hour was common in parties of three or more who were self-employed or non full-time workers, two adults working full-time, and one adult full-timer accompanied by minor(s). The same intensity of cross-shopping was found among customers in groups of three and more teenagers who were self-employed or non full-timers, and parties of up to two teenager students. Expenditure under \$10 per hour is typical of groups of three and more teenager students, and parties of one or two teenagers who are self-employed or non full-timers.

At the RM, groups of two adult customers working full-time tended to spend between \$21 and \$50 and over \$50 per hour. Parties of one and three or more adults working full-time usually spent between \$10 and \$20 per hour. The same cross-shopping intensity was also found among customers in parties of two and three or more adults, one and two adults with minor(s), and three or more teenagers who are self-employed or non full-timers. Groups of one, two and three or more adult full-timers accompanied by minor(s) generally expend between \$10 and \$20 per hour on what appears to be a typically family-oriented outing. One adult accompanied by a minor(s), one or two adults mostly retired or unemployed and teenager students also tend to spend between \$10 and \$20 per hour. Parties of two adult full-timers, and one or two teenagers self-employed or non full-timers tend to spend under \$10/hour.

In summary, combining results from Tables 5 and 6, the PN shows only a few dominant profiles of cross-shoppers while the RM displays several types of cross-shoppers, particularly in the \$10—\$20 per hour range. At the PN, three groups of customers were clearly identified: 1) middle-aged people in clerical/sales/service jobs, working full-time, involved in parties of two people, and spending between \$21 and \$50 per hour; 2) students, in parties of one, two and three or more teenagers, and spending between \$10 and \$20 per hour; and 3) teenager clerical/sales/

TABLE 6. ENTERTAINMENT CROSS-SHOPPING INTENSITY BY SIGNIFICANT INTERACTIONS WITH NUMBER OF PERSONS INVOLVED IN ROUTINE AND EMPLOYMENT STATUS PER LOCATION ($\alpha = .05$)

No. of Persons Involved in Routine	Employment Status	Entertainment Cross-shopping Intensity							
		Under \$10/hour		\$10-20/hour		\$21-50/hour		Over \$50/hour	
		PN	RM	PN	RM	PN	RM	PN	RM
≥ 3 adults	Full time				1.61				
	Non FT/Self-empl.			1.63	1.86				
≥ 3 ad. & minor(s)	Full time				4.06				
	Non FT/Self-empl.								
2 adults	Full time	6.67	7.71			10.35	13.20		13.31
	Non FT/Self-empl.								
	Other ^a								
2 adults & minor(s)	Full time				1.18				
	Non FT/Self-empl.				1.86				
1 adult	Full time				1.12				
	Other				1.07				
1 adult & minor(s)	Full time			2.48	2.60				
	Non FT/Self-empl.				5.62				
	Other				3.21				
1-2 teenagers	Non FT/Self-empl.	1.61	1.66						
	Other			1.20	3.71				
≥ 3 teenagers	Non FT/Self-empl.			3.15	1.91				
	Other	2.00			4.30				

^aCategory "other" comprises mainly retired, unemployed and students.

service workers or students, in parties of one, two and three or more people, and spending under \$10 per hour.

The cross-shopping patterns for the RM are not as simple as for the PN. The RM displays several dominant profiles of cross-shoppers; however, three major groups can be recognized: 1) middle-aged professionals, working full-time, in two-people parties, and spending between \$21 and \$50 or over \$50 per hour; 2) teenagers working in clerical/sales/service jobs, self-employed or non full-timers, in two-people parties, and spending under \$10 per hour; and 3) students in their teens and 20s, in two-people parties, and spending between \$10 and \$20 per hour. In addition to these three major groups, two others can be identified: 4) one,

two and three or more adults with minor(s), and spending between \$10 and \$20 per hour; and 5) customers in technician/machinist/craft/construction or clerical/sales/service jobs, in their teens or 20s, and spending between \$10 and \$20 per hour.

Entertainment Cross-shopping Frequency

The frequency of the entertainment cross-shopping proved to be influenced by the number of people involved in the party and customer job schedule (Table 7). Customers that visit the PN for the first time or go there just a few times a year are mostly in parties of three or more adults working day shifts other than 9:00–5:00, and two adults with minor(s) with flexible job schedule. Groups of two adults working 9:00–5:00 or in

TABLE 7. FREQUENCY OF ENTERTAINMENT CROSS-SHOPPING ROUTINE BY SIGNIFICANT INTERACTIONS WITH NUMBER OF PERSONS INVOLVED IN ROUTINE AND JOB SCHEDULE PER LOCATION ($\alpha = .05$)

No. of Persons Involved in Routine	Job Schedule	Entertainment Cross-shopping Routine Frequency					
		Once or more weekly		1–2 times monthly		1–4 times year/First Time	
		PN	RM	PN	RM	PN	RM
≥3 adults	9:00–5:00						1.530
	Other day shift					2.078	
	Night shift				1.006		
2 adults	Other ^a						1.731
	9:00–5:00			19.884	68.177		
2 adults & minor(s)	Night shift			1.442			
	Flexible					1.541	3.140
1 adult	Other					1.484	
	Other day shift						2.629
1 adult & minor(s)	Flexible	0.752					
	Other		1.128				
1–2 teenagers	Flexible		1.621				
	Other		1.339				

^aCategory "other" comprises mainly homemakers.

night shifts appear to visit the PN once or twice a month. One adult with flexible job schedule tends to visit the PN once or more weekly. At the RM, visits for the first time or a few times a year are mostly done by people in parties of three or more adults working 9:00-5:00 or with other job schedule,⁸ two adults with minor(s) with flexible schedule, and one adult working day shifts other than 9:00-5:00. One or two visits a month are frequently done by people in parties of three or more adults working night shifts, two adults working 9:00-5:00, and two adults and minor(s) with other job schedule. One or more visits a week are basically performed by customers in parties of one adult and minor(s) with flexible job schedule, parties of up to two teenagers and one adult with other job schedule (many students).

In summary, the entertainment facilities of the PN usually receive one or more visits a week from one adult working flexible hours while those of the RM get frequent visits from parties of teenagers, one adult with minor(s), and one adult alone. Parties of three adults or more are more inclined to visit the mall once or twice a month. However, two-adult parties appear to visit either place only a few times a year.

Entertainment Place Selection

Reasons for choosing the entertainment destination proved to be influenced by customer occupation and the number of people involved in the entertainment trip (Table 8). For proper modeling, original response categories were reduced to three broad classes: 1) physical/environmental features (i.e., novelty, proximity, easy to get to, comfortable environment and parking availability); 2) service characteristics (i.e., extended hours, good assortment of stores and services, good entertainment facilities, affordability and specialty service); and 3) personal/social reasons (i.e., meet and spend time with friends, have a good time, release stress and other).

At the PN, physical/environmental reasons were important factors for customers in parties of two and three or more adult professionals, and one adult professional with minor(s). The service characteristics of the destination were mostly reported by customers in groups of two adult professionals with minor(s), one adult professional or technician/machinist/craft/construction worker, and three or more teenagers in technician/machinist/craft/construction jobs. Personal/social reasons for choosing the entertainment destination were dominant among parties of three or more adults in administrative/managerial positions or students, and three or more teenagers in clerical/sales/service jobs. At the RM, physical/environmental characteristics were most cited by shoppers in parties of two adult professionals, and one adult professional with minor(s). The service characteristics of the place were most important for

parties of two adults, mainly home makers or retired (classified as "other" occupation), and one adult professional with minor(s). Personal/social reasons tend to be more commonly chosen among people in parties of three or more adult professionals, and three or more teenager students. In summary, larger groups and teenagers and elders appear to select their entertainment destination mainly for personal and social reasons. Smaller groups and middle-aged customers tend to choose the location based more on physical/environmental reasons. Family-oriented groups, those including minors, frequently appear to choose the entertainment location based on factors that related to the service characteristics of the entertainment destination.

■ Discussion and Conclusions

The market draw of the entertainment facilities at the PN covers a much more extensive trade area than that of the RM. However, most of the entertainment cross-shoppers at the PN tend to do it within the entertainment category, which shows that the PN is a major regional enter-

TABLE 8. REASONS FOR PLACE SELECTION BY SIGNIFICANT INTERACTIONS WITH NUMBER OF PEOPLE INVOLVED IN ROUTINE AND OCCUPATION PER LOCATION ($\alpha = .05$)

No. of Persons Involved in Routine	Occupation	Reasons for Place Selection					
		Physical/ Environm.		Service		Personal/ Social	
		PN	RM	PN	RM	PN	RM
≥3 adults	Professional	1.171					2.760
	Admin./Managerial					1.726	
	Student					1.785	
	Other	1.193					
2 adults	Professional	68.683	68.039				
	Other				1.234		
2 adults & minor(s)	Professional			1.238			
	Student				3.271		
1 adult	Professional			1.038			
	Techn./Craft/Constr.			1.047			
1 adult & minor(s)	Professional	1.421			1.944		
	Adm./Managerial		1.804				
≥3 teenagers	Clerical/Sales/Serv.					1.900	
	Techn./Craft/Constr.			3.084			
	Student						1.564

tainment destination. Many customers choose the PN because of its good entertainment facilities and novelty. In contrast, entertainment customers at the RM are more inclined to cross-shop and browse among a variety of retail categories, which suggest that the mall is more a shopping destination offering a wider spectrum of entertainment options to satisfy a different crowd. Mall customers tend to choose the place for its proximity and good assortment of stores and services.

Differences in the sociodemographics of entertainment customers at both locations suggest different lifestyles, which influence a different set of entertainment objectives and shopping behaviors at each location. The PN is patronized by older entertainment customers with higher levels of income, while the RM attracts younger shoppers with relatively lower levels of income. Although a high proportion of entertainment customers did not cross-shop at either location, those that did exhibited more focused cross-shopping at the PN. The PN by its tenant mix encourages more cross-shopping within the entertainment category. The PN also appears to encourage more "delayed" cross-shopping between categories. This suggests a more single-purpose and customized use of the PN, i.e., different visits for specific reasons at different times. At the mall, entertainment cross-shopping proves to have some association with customer level of enjoyment, as those enjoying the entertainment routine are also inclined to browse.

The intensity of cross-shopping shows that it is associated with types of cross-shopping. At the PN, entertainment customers who do not cross-shop usually spend less amount of money per hour as they use more time on the entire entertainment experience while those that cross-shop do it more intensively. However, entertainment customer profiles give a richer understanding of cross-shopping patterns by location. Typical entertainment customers at the PN can be characterized as middle-aged clerical/sales/service full-time workers in two-people parties and spending between \$21 and \$50 per hour; teenager students in parties of one or more people spending between \$10 and \$20 per hour; and teenager clerical/sales/service workers or students in parties of one or more people spending under \$10 per hour.

In contrast, typical entertainment shoppers at the RM can be described as middle-aged full-time professionals in two-people parties, spending between \$21 and \$50 or over \$50 per hour; teenagers in clerical/sales/service jobs, self-employed or non full-timers, in two-people parties and spending under \$10 per hour; students in their teens and 20s, in parties of two people tending to spend between \$10 and \$20 per hour; parties of adults with minor(s) spending between \$10 and \$20 per hour; and technician/machinist/craft/construction and clerical/sales/service workers in their teens and 20s spending between \$10 and \$20 per hour.

In methodological terms, a multi-way cross-tabulation analysis

through log-linear modeling proved to be useful in identifying and comparing shopper characteristics by location. The groups of entertainment customers that log-linear modeling uncovered match only partially with results from the two-way cross-tabulations (chi-square) done to compare customer sociodemographics and cross-shopping behavior by location. The interactions among explanatory variables are necessarily missing in two-way cross-tabulations.

■ Notes

1. A grouping (usually facing each other around a major highway intersection) of at least one power strip and one power center, or at least two power centers (i.e., must involve at least one power center) (Yeates, 2000).

2. Consumers 18 and under cover about 20% of the Canadian market and spend yearly around US\$7 billion on entertainment, food and fashion (*Financial Post*, July 15, 1999).

3. Times and locations were adjusted properly regarding mall hours.

4. Many customers did not provide answers for this question; therefore, it was excluded from the analysis.

5. The parameters of log-linear models are the natural log-odds of the cell frequencies rather than the observed counts in a multi-way crosstabulation. The dependent variable is therefore the natural logarithm of the ratio of the probability of a dominant event to that of a subdominant event. All categorical variables that are used for the multi-way classification are the explanatory variables. The SPSS general log-linear command for saturated models was used to generate the parameters for main and interaction effects but only significant interaction effects were used in this analysis. In a three-way crosstabulation, as used in this study, the generic model is as follows:

$$\ln F_{ijk} = \mu + \lambda_i^A + \lambda_j^B + \lambda_k^C + \lambda_{ij}^{AB} + \lambda_{ik}^{AC} + \lambda_{jk}^{BC} + \lambda_{ijk}^{ABC}$$

6. Estimations by seat for each theater result from dividing daily total sales by the average number of seats multiplied by the number of screens used on the day of reference.

7. Only the significance of the parameter matters, not its magnitude. The weight or size of the parameter does not have a clear explanatory power.

8. Category "other" comprises mainly homemakers.

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