

# **RETAIL-TAINMENT: FACTORS IMPACTING CROSS-SHOPPING IN REGIONAL MALLS**

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## **Overview**

Several factors are contributing to intense competitive pressures for retail and shopping center management, including overcapacity of shopping center and retail space, an overlapping of merchandise offerings by different retailer formats and changing consumer lifestyles. In recent years, managers of shopping centers have embraced the strategy of adding entertainment facilities to the traditional retail-based shopping environment (Chain Store Age, 1996). Industry leaders propose that a “retail-tainment” strategy will increase consumer patronage at shopping malls and that new entertainment-oriented development projects will be increasingly linked to retailing (International Council of Shopping Centers, 1996a). Specifically, it is hoped that these entertainment activities will draw new consumers to the mall; and that in addition to participating in these activities, consumers will cross-shop retail-based establishments. Preliminary reports indicate that implementation of a “retail-tainment”

strategy has been most successful in shopping malls targeting tourists (International Council of Shopping Centers, 1996b).

This study examines cross-shopping among entertainment and retail/service-based businesses in shopping malls that appeal to both tourists and local residents in two southwestern U.S. metropolitan areas. More specifically, the study investigates relationships among cross-shopping behavior and factors such as the motivations that prompt shopping and entertainment activities, choice, and psychological involvement in the shopping and/or entertainment activities.



## ■ Research Questions

Despite the growing interest in incorporating an entertainment concept in shopping malls, very few studies have investigated the impact of a “retail-tainment” strategy on cross-shopping and mall patronage behavior. One recent study reported that shoppers drawn by the entertainment centers were less likely to cross-shop other retailers in the malls than shoppers drawn by the retail businesses (Haynes and Talpade, 1996). Although this study sheds light on the short-term impact of consumers’ visits to entertainment centers, the long-term impact of the pursuit of entertainment on future mall patronage behavior must be assessed in order to measure the effectiveness of the retail-tainment strategies. In addition, research should be conducted to delineate the factors that might lead consumers to (or inhibit them from) cross-shopping between retail and entertainment venues in a shopping mall environment. Findings on consumer pursuit of other types of leisure activities suggest that certain consumer-oriented factors, e.g., motivations, freedom of choice, and psychological involvement, may be central concepts in understanding the phenomenon of “retail-tainment.” Finally, a profile of cross-shoppers and non cross-shoppers should be developed vis-à-vis factors that influence shoppers’ behavior. Therefore, this study attempts to investigate the consumer’s role in the context of “retail-tainment” and its impact on cross-shopping and future mall patronage behavior.

Based upon the gaps in current knowledge, the following research questions were examined:

1. What drives the pursuit of cross-shopping vs. non cross-shopping in the context of shopping malls? Specifically, to what extent do consumers’ freedom of choice, shopping and entertainment moti-

- ventions, and/or degree of psychological involvement in the respective activities influence within-retail shopping (non cross-shopping), within-entertainment shopping (non cross-shopping), and cross-shopping between retail and entertainment venues?
2. To what extent do consumers' freedom of choice, shopping and entertainment motivations, and/or degree of psychological involvement in the current mall activity influence future mall patronage intentions?
  3. How do cross-shoppers and non cross-shoppers differ in terms of their (a) level of expenditures at the mall (b) time spent at the mall (c) size of shopping party, (d) mall activities, (e) shopping behaviors, and (f) future mall patronage intentions?

## ■ Review of Literature

### *Defining Entertainment in Shopping Centers*

Entertainment is an illusive concept that is hard to define in the context of shopping. Early definitions emphasized its intrinsic nature by describing entertainment and leisure as "any activity which is carried out entirely for its own sake" (Berlyne, 1969, p. 814). Later, research on entertainment and leisure led to a broader definition that focused on differences between participation in both freely-chosen and obligatory activities, resulting from a range of intrinsic to extrinsic motivations (Kelly, 1983; Neulinger, 1981). This definition is reflected in the ways in which business has defined entertainment and structured its entertainment offerings.

For example, according to the International Council of Shopping Centers (1995c), entertainment and leisure relate to concepts such as recreation, recuperation, satisfaction, self-knowledge, self-reliance, spontaneity, and imagination. These diverse concepts are also exemplified by the breadth of commercial leisure categories that comprise the recreation and entertainment industry (i.e., amusement parks, art activities, athletic industry, books, consumer electronics, eating and dining out, gambling, gardening, hobbies and crafts, home improvement, pets, records, movie theaters, toys, and tourism). When offered in shopping centers, these commercial leisure categories can be provided through either retailer-driven or owner/developer-driven entertainment businesses differentiated by whether consumption occurs inside or outside the center. They include offerings such as amusement parks, restaurants, movie theaters, and retail stores that incorporate educational entertainment and a wide range of entertainment merchandise (International Council of Shopping Centers, 1995a, 1995b).

## *Shopping and Leisure/Entertainment Activities*

In the past few years, there has been greater emphasis on intrinsic consumption experiences, including considerable interest in the intrinsic benefits of shopping. However, few studies have examined the “entertainment” characteristics of the mall shopping experience and the compatibility between shopping and entertainment.

Bellenger and Korgaonkar (1980) were among the first to demonstrate that, in addition to utilitarian reasons for shopping, people also shopped for recreation. Confirming this contention, other research suggested that browsing, with or without purchase, is a shopping activity that exemplifies the recreational aspects of shopping (Bloch and Richins, 1983; Bloch, Ridgway and Sherrell, 1989; Jarboe and McDaniel, 1987). There is additional evidence that other recreational benefits derived from shopping may include sensory stimulation, diversion, obtaining new information, and social interaction (Tauber, 1972; Westbrook and Black, 1985).

Findings from several studies support the idea that shopping malls provide an ideal environment in which social interaction (Feinberg et al, 1989) and other types of leisure activities are pursued by specific consumer segments. Bloch, Ridgway and Nelson (1991) identified the six major activities taking place in malls. While the major activity was shopping to buy, the remaining five activities were leisure activities: eating, video/movies, walking for exercise, socializing, and browsing. Roy (1994) reported that frequent mall shoppers also consider shopping as an enjoyable and recreational experience. Finally, Bloch, Ridgway and Dawson (1994) identified four segments of shoppers of regional malls, one of which included people who are not only heavy purchasers but who also take advantage of entertainment and recreational benefits.

## *Cross-Shopping*

The proliferation of a large variety of retailer formats, each with comprehensive merchandise offerings, and the many different types of shopping centers (i.e., malls, plazas, power centers, etc.) have made cross-shopping a common shopping strategy of consumers. Evidence suggests that within-store (Hartnett, 1995), between-store, within-center, and between-center cross-shopping are common consumer strategies (Stoltman, 1995). While research on cross-shopping is limited, findings provide a consistent picture of the factors that contribute to cross-shopping among stores, including distance, tenant mix, size and physical layout of mall, compatibility of store types, and relative proximity of stores and/or shopping centers (Bromley and Thomas, 1988, 1989; Brown, 1989; In-

International Council of Shopping Centers, 1994a, 1994b; Lord, 1986; Lord and Bodkin, 1996).

### ***Cross-Shopping and Entertainment***

Research suggests that introducing entertainment venues into the traditional retail mix of regional shopping centers may be problematic in that the entertainment-retail mix may not produce the synergistic elements (e.g., compatibility of and proximity to similar offerings) needed to facilitate cross-shopping. If this argument is valid, cross-shopping between entertainment and retail-based formats may be severely hampered, thereby restricting opportunities to develop customer markets and increase sales volume. Consistent with this contention, Haynes and Talpade (1996) collected data from four regional malls with family entertainment centers located inside each mall and found that shoppers drawn by these types of entertainment centers were significantly less likely to cross-shop other retailers in the malls than were shoppers drawn by the retail businesses. However, these findings may not be applicable to other types of shopping malls since the study did not focus on other types of entertainment venues such as movie theaters, restaurants, and retailers selling entertainment merchandise.

### ***Research on Volition, Motivation and Entertainment***

Research on entertainment activities reveals that all such activities can be characterized by their perceived volitional and motivational characteristics (Day, 1981). An activity's volitional nature is determined by whether the choice to participate is obligatory or freely made, with greater levels of voluntariness corresponding to perceptions of pure leisure and entertainment (Day, 1981; Neulinger, 1981). Motivation toward leisure and entertainment is characterized as being intrinsic, extrinsic, or some combination of both, with intrinsically-motivated experiences being more positive than extrinsically-motivated ones (Graef, Csikszentmihalyi and Gianinno, 1983).

Different types of motivations to engage in leisure and entertainment pursuits have been found, including exploratory, creative, diversive, cathartic, and mimetic (Day, 1981), as well as intellectual, social, competency/mastery, and stimulus avoidance (Beard and Ragheb, 1983). Other motives also identified include escapist, pleasure-seeking, recuperative, hands-on, tenacious, competitive, and ambitious (Spring, 1992).

## *Research on Affective Outcomes of Entertainment*

Cross-classifications of volitional and motivational characteristics associated with pursuing leisure and entertainment create affective states ranging from pleasant to unpleasant, which indicate the measure of satisfaction derived from leisure participation. Freely-chosen and intrinsically-motivated activities are thought to be more pleasurable than those that reflect extrinsically-motivated obligations (Neulinger, 1981).

In addition, some researchers suggest other affective states derived from leisure participation. Csikzentmihalyi (1975) proposed that cross-classifications of freedom of choice and motivation produce varying states of involvement in leisure activities, including anxiety, boredom, apathy, and flow, with the latter being the most satisfying level. These involvement states vary by their respective degrees of felt pleasure, potency, anxiety, concentration, and challenge. They also may vary depending on whether the activity is freely chosen and extrinsically or intrinsically motivated (Csikzentmihalyi, 1975; Mannell, 1979; Mannell and Bradley, 1986; Mannell, Zuzanek and Larson, 1988).

## ■ Method and Analysis

### *Sampling and Data Collection*

Adult shoppers, age 18 and over, were intercepted at two entertainment and shopping-focused malls located in the southwestern metropolitan areas of Phoenix, Arizona, and San Diego, California. The first city was selected because it serves as a tourism destination during the winter months. The second city serves as a year-round tourism destination. Therefore, during winter months, both cities have a mixture of resident and tourist shoppers.

The mall located in the Phoenix metropolitan area (Mall A) is a two-level, enclosed suburban regional shopping mall covering 100 acres and containing 1,096,902 square feet of retail space. It has five major department store tenants and 152 specialty shops and restaurants. Mall B in San Diego is a multi-use, multiple level, open air, urban center that covers 11.5 acres and contains 891,094 square feet of total retail space. It has three major department store tenants and 140 specialty shops and restaurants. Each mall offers two or more entertainment venues, housed within the mall, that can be patronized by consumers. These include a cinema, carousel, amphitheater, garden and play area, and video games in Mall A. A cinema, performing arts theater, and street entertainment events are offered in Mall B.

Shoppers in each location were intercepted by trained interviewers employed by market research firms that specialize in consumer intercept research. Intercepts were conducted over a two-week period during February 1998 at locations in proximity to entertainment venues and at intersections between shopping and entertainment businesses in each mall. Locations and times for intercepts were varied on different week and weekend days and evenings to reach a variety of shopper types. Subjects who agreed to participate in the study were asked to provide information at three stages during their mall visit. Immediately after being intercepted, mall patrons were asked to provide the general purpose of and motivations for their visit. Midway during their visit, respondents were asked to complete questions pertaining to their involvement with entertainment and/or shopping activities (e.g., pleasure, boredom, etc.). Finally, at the conclusion of the visit, information was collected on mall activities and shopping behavior during the visit and on the respondents' future patronage intention. Detailed descriptions of the data collected are provided in the following section on questionnaire development.

Participants were provided incentives for completing the study, consisting of payment of a dollar and a coupon toward the purchase of food or beverages at the mall. They were also given an opportunity to enter a drawing for one of four \$50 gift certificates at each mall.

The study resulted in a combined response rate of 43.4% for both malls, consisting of 628 completed questionnaires. A total of 830 intercepts were made at Mall A, resulting in a 36.9% response rate or 306 completed surveys. The response rate obtained at Mall B was 52.3%; 616 intercepts resulted in 322 completed surveys. Of the total number of completed surveys, 93% ( $n = 584$ ) were usable ( $n = 288$  from Mall A and  $n = 295$  from Mall B).

### *Questionnaire Development*

The questionnaire used in the study was developed in five phases. First, an in-depth, structured focus group interview was conducted on a convenience sample of adult male and female mall patrons for the purpose of identifying motivations for participating in shopping and entertainment activities typically offered in regional shopping malls. Another objective of this focus group was to determine the reasons encouraging and impeding cross-shopping between entertainment and shopping businesses. Results from focus group interviews, in addition to research and trade literature information, were then used to develop the questionnaire, which was pretested in three different pilot studies. The first pretest was conducted solely to assess motives for pursuing entertain-

ment and retail shopping in malls. An initial pool of 50 items was developed from the focus group interview results and research (Beard and Ragheb, 1983; Dawson, Bloch and Ridgway, 1990; Day, 1981) and trade literature (Spring, 1992) on shopping and leisure motivations. These items were evaluated for relevance to entertainment and shopping-related motivation and for clarity by a panel of three expert judges, consisting of researchers experienced in questionnaire development and familiar with literature on both shopping and leisure/entertainment motivations. Based on the experts' judgments, 37 statements were retained and tested via a convenience sample of 164 undergraduate students enrolled in consumer behavior and retailing courses at a large southwestern state university. Both the second and third pretests were conducted on convenience samples who completed questionnaires during their visits to a suburban regional shopping mall. The objective of the second pretest was to assess potential problems with questionnaire wording and instructions, using a graduate class as respondents. A convenience sample of shoppers at Mall A was intercepted for the third pretest to evaluate the intercept procedure and other potential problems with instructions.

### *Operational Definitions of Measures*

The questionnaire was comprised of four sections. In the first section, subjects were asked to provide information on the general purpose of their visit, the degree to which choice for the visit was volitional or obligatory and the shopping and entertainment motivations for the visit. The second section of the questionnaire included a brief instrument that measured subjects' psychological involvement in their shopping and/or entertainment activities during the mall visit. Then, subjects completed the final section of the questionnaire containing measures for the mix of businesses shopped, number of persons in the shopping party, total time spent at the mall, reasons for and against cross-shopping, future patronage intentions toward the mall, total expenditures and personal socioeconomic and demographic information. Details of the measures, sample items, sources, and scale types employed for each measure are provided in Table 1.

### ■ **Limitations of the Study**

Several limitations should be considered when interpreting the results of this study. First, intercept sampling is a non-probability sampling method. Therefore, results of the study cannot be generalized to the general shop-



**TABLE 1. OPERATIONAL DEFINITIONS OF VARIABLES**

<b>Measure</b>	<b>Sample Items And Sources</b>	<b>Scale Type</b>
Purpose of Mall Visit (11 items)	Planned activities such as shopping at retail stores, eating/dining, see movie, attend special event, browsing, etc.*	Categorical
Choice for Mall Visit (1 item)	Choice you had in selecting activity (Mannell, Zuzanek and Larson, 1988)	7-point Likert: Not my choice (1) to my choice (7)
Shopping and Leisure Motivations (37 statements)	Recuperative, pleasure-seeking, product-oriented, sociable, ambitious, escapism, competitive, experiential, hands-on, tenacity, intellectual motives (Beard and Ragheb, 1983; Dawson et. al, 1990; Spring 1992)*	5-point Likert: Strongly disagree (1) to strongly agree (5)
Psychological Involvement in Entertainment and/or Shopping Activities During Visit	Enjoyment/pleasure, arousal/potency, anxiety/tension, etc. (Csikszentmihalyi and Csikszentmihalyi, 1988)	7-point semantic differential
Type and Extent of Cross-Shopping	Activities performed such as shopping at retail stores, eating/dining, see movie, attend special event, browsing, etc.*	Categorical
Reasons For Not Cross-Shopping	Time constraint, presence of children, did not want to, too expensive, hard to get to, too much trouble*	Categorical
Future Mall Patronage Intention	Intention and type of patronage such as shopping, entertainment, service, food/restaurant, other*	Categorical
Total Money and Time Expenditures	Level of total expenditures for visit and total time spent*	Open-Ended
Number and Age of Persons in Shopping Party	Numbers and ages of adults and children*	Categorical
Personal Socioeconomic and Demographic Information	Age, gender, level of education, annual household income, occupation of respondent, marital status, and ethnic group membership*	Categorical, Ordinal

\*Also written by researcher based on focus group interview results

ping population of shopping malls. Also, the respective mall formats and retail mixes found in each mall may bias results such that similar results may not be observed in other types of malls. Finally, psychological involvement was measured at only one point in time during the entire mall visit. This may be problematic since these affective states tend to be situationally driven and may change during the course of the patron's mall experience.

## ■ Data Analysis

### *Respondent Characteristics*

Table 2 presents demographic and socioeconomic characteristics of the respondents. The sample was comprised of subjects from 42 states and 10 countries in addition to the United States. Approximately 60% of the respondents were female. No gender difference was found between Mall A and Mall B ( $\chi^2 = .76$ ,  $df = 1$ ,  $p \geq .05$ ). Contrary to findings on gender, chi-square statistics revealed significant differences in many socioeconomic and demographic characteristics among shoppers at the two malls. Shoppers at Mall A were significantly older ( $\chi^2 = 99.14$ ,  $df = 6$ ,  $p \leq .001$ ), more likely to be retired ( $\chi^2 = 49.67$ ,  $df = 1$ ,  $p \leq .001$ ), more affluent ( $\chi^2 = 22.10$ ,  $df = 9$ ,  $p \leq .01$ ), and more likely to be married ( $\chi^2 = 56.56$ ,  $df = 1$ ,  $p \leq .001$ ) than Mall B patrons. For example, 49.5% of Mall A shoppers were 45 years or older, whereas 58.0% of Mall B shoppers were 29 years or younger. As expected, a significantly higher percentage of Mall A shoppers (i.e., 33.3%) were retired as compared to Mall B shoppers (i.e., 9.2%). Forty-nine percent of shoppers at Mall A, as opposed to 38.1% of those at Mall B, had annual household incomes of \$35,000 and higher. Approximately 63.4% of the shoppers in Mall A were married, whereas 67.8% of the shoppers in Mall B were single.

Mall B shoppers represented greater ethnic diversity (i.e., 44.1% comprised of Hispanics, black, and other ethnic groups) ( $\chi^2 = 61.57$ ,  $df = 3$ ,  $p \leq .001$ ), in contrast to Mall A shoppers, who were largely Caucasian (85.4%). These Mall B shoppers had a slightly higher degree of education ( $\chi^2 = 14.05$ ,  $df = 7$ ,  $p \leq .05$ ), were more likely to be employed full time ( $\chi^2 = 11.02$ ,  $df = 1$ ,  $p \leq .001$ ), and were likely to hold professional occupations ( $\chi^2 = 15.49$ ,  $df = 6$ ,  $p \leq .05$ ) than Mall A patrons.

Finally, the malls were significantly different in terms of the proportion of tourist versus non-tourist shoppers ( $\chi^2 = 32.70$ ,  $df = 1$ ,  $p \leq .001$ ). Mall A had 78.5% non-tourists and 21.5% tourists. In contrast, Mall B shoppers consisted of 56.1% non-tourists and 43.9% tourists.

**TABLE 2. SOCIOECONOMIC AND DEMOGRAPHIC CHARACTERISTICS BY MALL**

	Percent in Malls		Percent in Malls	
	Mall A <sup>a</sup>	Mall B <sup>b</sup>	Mall A <sup>a</sup>	Mall B <sup>b</sup>
<b>Age Groups</b>	$\chi^2=99.14; df=6; p=.001$		$\chi^2=15.49; df=6; p=.017$	
18–24	13.59	45.73	Laborer	8.05
25–29	11.15	12.29	Machinist/Service	10.17
30–34	8.71	10.24	Technician/Craft	6.36
35–44	17.07	11.26	Clerical/Sales	21.19
45–54	10.80	7.51	Administrative	10.59
55–64	15.33	8.53	Manager	16.95
65+	23.34	4.44	Professional	26.69
<b>Income</b>	$\chi^2=22.10; df=9; p=0.009$		$\chi^2=14.05; df=7; p=.05$	
Under \$5,000	4.80	9.52	7th grade or less	0.70
\$5,000–9,999	6.27	6.23	Grade school	1.40
\$10,000–14,999	6.27	12.09	9th to 11th grade	15.44
\$15,000–19,999	4.80	5.86	High school	8.42
\$20,000–24,999	8.12	12.09	Some college	39.30
\$25,000–34,999	21.03	16.12	Bachelor's degree	19.30
\$35,000–49,999	20.66	13.19	Some graduate	5.96
\$50,000–74,999	18.45	13.19	Graduate school	9.47
\$75,000–99,999	5.90	5.49		
\$100,000	3.69	6.23		
<b>Gender</b>	$\chi^2=.76; df=1; p=0.385$		$\chi^2=56.56; df=1; p=.001$	
Female	62.37	58.84	Married	63.41
Male	37.63	41.16	Single	36.59
<b>Ethnic Group</b>	$\chi^2=61.57; df=3; p=0.001$		$\chi^2=49.67; df=1; p=.001$	
Caucasian	85.37	55.86	Retired	33.33
Black	3.48	13.10	Not retired	66.67
Hispanic	7.67	18.28		
Other	3.48	12.76		
<b>Tourist Status</b>	$\chi^2=32.70; df=1; p=.001$		$\chi^2=11.02; df=1; p=.001$	
Non-tourist	78.47	56.10	Full-time	38.81
Tourist	21.53	43.90	Not full-time	61.19

<sup>a</sup>n for Mall A ranges from 236 to 292<sup>b</sup>n for Mall B ranges from 245 to 292

In summary, it appears that shoppers patronizing Mall A tended to be more mature, more established consumers with a relatively high income while Mall B shoppers were more likely to be young and emerging shoppers who were more likely to be tourists.

## ***Refinement of Measures***

### ***Factor Analysis of Shopping and Entertainment Motivations***

Factor analysis using varimax rotation was performed on 37 statements regarding shopping and entertainment motivations. A minimum eigen value of one was used as the criterion to control the number of factors extracted. Item loadings of .40 and above and loading on only one factor were retained. These factors explained 61.3% of the total variance and consisted of 26 statements (see Table 3).

Factor 1 was concerned with shopper motivations to pursue both social and intellectual stimulation. As such, this factor was labeled "Social and Intellectual Exploration." Factor 2, "Product and Activity Exploration," included statements that focused primarily on finding products, services, and activities offered by the shopping mall. Factor 3 included three statements concerning shoppers' motivation to "get away" from the stress and anxiety of daily life, culminating in the label "Escapism." The primary shopper motivation revealed by Factor 4, "Pleasure-Seeking," was pursuing fun. Finally, Factor 5 was named "Tenacity" since the statements in this factor related to persistence in accomplishing specific tasks.

### ***Factor Analysis of Psychological Involvement Dimensions***

Using the same procedure employed for the factor analysis of motivations, factor analysis on 15 dimensions of psychological involvement revealed two factors (see Table 3). The total variance explained by these two factors was 56.4%. Factor 1, "Arousal," included nine items that reflected shoppers' state of anticipation (e.g., degree of alert-drowsy, involved-detached, excited-bored, etc.) during their shopping and/or entertainment activities. Factor 2, "Contentment," included six items that were related to shoppers' state of satisfaction (e.g., degree of cooperative-competitive, open-closed, cheerful-irritable) during their shopping and/or entertainment activities.

## **■ Results**

### ***Research Question 1 — Predictors of Cross-Shopping and Non Cross-Shopping Behaviors***

Research question 1 raises the issue of factors (e.g., choice, motives, psychological involvement) that contribute to cross-shopping versus non cross-shopping behavior. This question was analyzed using three separate stepwise logistic regression analyses to identify predictors of each of three different types of shopping behaviors including within retailing (non cross-shopping), within entertainment (non cross-shopping), and

**TABLE 3. FACTOR ANALYSIS OF MOTIVES AND PSYCHOLOGICAL INVOLVEMENT**

<b>Factors and Sample Statements (number of statements)</b>	<b>Factor Loadings</b>	<b>Eigen Value</b>	<b>Variance Explained</b>	<b>Coeff. Alpha</b>
<b>Motive Dimensions</b>				
<b>Factor 1: Social and Intellectual Exploration (10)</b>		9.05	34.82%	.89
Find intellectual stimulation	.49 to			
Do things that are intellectually challenging	.75			
Enjoy the crowds				
Meet and visit with friends				
<b>Factor 2: Product and Activity Exploration (8)</b>		2.30	8.85	.87
Find best assortment of stores, services, and/or entertainment activities	.54 to .78			
Look for unique products, stores, services, and/or activities				
Try out products, services, and/or activities offered by the mall				
<b>Factor 3: Escapism (3)</b>		1.91	7.36	.86
Help me escape from the stresses of everyday life	.75 to .82			
Forget about day-to-day anxieties				
<b>Factor 4: Pleasure-Seeking (3)</b>		1.45	5.56	.76
Do something fun with family and/or friends	.68 to .78			
Have a good time				
<b>Factor 5: Tenacity (2)</b>		1.20	4.61	.78
Complete a specific activity	.87 to			
Accomplish a specific purpose	.88			
<b>Psychological Involvement Dimensions</b>				
<b>Factor 1: Arousal (9)</b>		5.79	38.57	.90
Energetic/Tired; Active/Passive; Excited/Bored; Alert/Drowsy; Involved/Detached; Happy/Sad	.67 to .80			
<b>Factor 2: Contentment (6)</b>		2.67	17.81	.82
Sociable/Lonely; Proud/Ashamed; Open/Closed; Relaxed/Tense; Cooperative/Competitive	.56 to .80			

mixes of retailing and entertainment (cross-shopping) behaviors. The within-retail shopping group included those shoppers who visited stores and/or service retailers for the purpose of purchasing and/or browsing.

Within-entertainment shoppers consisted of respondents who visited one or more of the following entertainment businesses: recreation facilities (i.e., a carousel, video arcade, play area, etc.), cinemas, theaters, and/or special events. Cross-shoppers were shoppers who visited any combination of store or service retailers and entertainment businesses.

The dependent variable used in each regression was (1) within-retail shoppers ( $n = 410$ ) versus other groups (i.e., within-entertainment and cross-shoppers), (2) within-entertainment patrons ( $n = 39$ ) versus other groups, and (3) cross-shoppers ( $n = 125$ ) versus other groups, respectively. Shoppers' freedom of choice, shopping and entertainment motivations, and psychological involvement states served as predictor variables. Both mall (i.e., Mall A versus Mall B) and tourist status (i.e., tourists versus non-tourists) were used as dummy variables in each regression equation because comparisons of both shopping malls indicate that they are different with respect to several consumer demographic and socioeconomic characteristics, consumer expenditures per mall, and proportion of tourist and non-tourist shopping.

Summary statistics for each logit model, shown in Table 4, reveal that all models have acceptable fit based on significant model chi-square statistics (i.e.,  $p's \leq .003$ ) and non-significant residual chi-square statistics (i.e.,  $p's \geq .05$ ). The within-entertainment shoppers model demonstrates the best fit of all models, with 73.7% predicted correctly. The variables that significantly predicted membership in each group are also shown in Table 4. Standardized beta coefficients for all predictors in each model were less than one, indicating no problems with multicollinearity among independent variables in each model.

The likelihood of membership in a shopping group, influenced by a unit increase (or decrease) in the predictor variable, is indicated by the odds ratios for each variable. Information on the direction of the relationship between each predictor variable and membership in a shopping group is provided by the standardized beta coefficients.

Specifically, the results indicate that membership in the within-retail shopping group was predicted by lower levels of the pleasure-seeking motivation toward the shopping experience and by tourist status. As the importance of the pleasure-seeking motivation decreased by each Likert-scale point, the likelihood of being a within-retail shopper increased by 49.6% (i.e., 1.0 minus .504). Similarly, being a tourist increased the likelihood of being a within-retail shopper by 56.2%.

Motivations for product and activity exploration and for pleasure-seeking, and a non-tourist status were significant predictors of membership in the within-entertainment shopping group. As the respective strengths of one's motivations for product and activity exploration decreased and the motivation for pleasure-seeking increased, the likelihood

**TABLE 4. LOGISTIC REGRESSION OF CROSS- AND NON CROSS-SHOPPING GROUP ON MOTIVES, PSYCHOLOGICAL INVOLVEMENT, CHOICE, TOURIST STATUS, AND MALL**

	Std. Beta Coeff.	Std. Error	Chi- Square	p	Odds Ratio
<b>Within Retail Shopper:</b>					
$\chi^2 = 41.23, df = 2, p = .0001;$ Residual $\chi^2 = 12.20, df = 8, p = .1426;$ Predicted Correctly = 65.4%					
Pleasure-seeking	-0.3799	0.1202	32.54	.0001	0.504
*Tourist	0.1161	0.2237	3.97	.0462	1.562
<b>Within Entertainment Shopper:</b>					
Model $\chi^2 = 22.83, df = 3, p = .0001;$ Residual $\chi^2 = 4.79, df = 7, p = .6852;$ Predicted Correctly = 73.7%					
Product and Activity Exploration	-0.2334	0.1994	5.79	.0161	0.619
Pleasure-seeking	0.4761	0.2202	15.22	.0001	2.361
*Tourist	-0.2441	0.4390	4.56	.0328	0.392
<b>Cross Shoppers:</b>					
Model $\chi^2 = 20.48, df = 1, p = .0001;$ Residual $\chi^2 = 9.91, df = 9, p = .3575;$ Predicted Correctly = 59.3%					
Pleasure-seeking	0.3035	0.1291	18.00	.0001	1.729

\*Tourist coded as 1 = Resident, 2 = Tourist

of being a within-entertainment shopper increased by 38.1% and 136.1%, respectively. Likelihood of membership in the within-entertainment shopper group was increased by 60.8% for non-tourists (e.g., resident).

Membership in the cross-shopper group was significantly predicted by an increased pleasure-seeking motivation. The odds of being a cross-shopper increased by 72.9% as the shopper's pleasure-seeking motive became stronger.

#### *Comparisons of Motivations by Cross-Shoppers versus Non Cross-Shoppers*

Shopper motivations were further examined for differences by mall and shopper group (i.e., within-retail, within-entertainment, cross-shop) using multivariate analysis of variance. Significant ( $p \leq .05$ ) motivational differences were noted between shopping malls (Multivariate  $F = 5.02_{5,540}$ ) and among shopping groups (Multivariate  $F = 4.44_{10,1080}$ ). Results suggest that patrons of Mall B tended to be pleasure seekers, whereas Mall A consumers were motivated by accomplishing a specific task. On the pleasure-seeking dimension, Mall B patrons scored an average of 3.90, as compared to Mall A consumers' average of 3.61 on a five-point Likert type scale. Similarly, there were differences in shoppers'

scores on the tenacity dimension; i.e., consumers patronizing Mall A averaged 3.85 in contrast to those visiting Mall B with an average of 3.32. In addition to differences by mall, motives were determined to vary by shopper group with respect to social and intellectual exploration, escapism, and pleasure seeking. Cross-shoppers were more motivated by meeting people and intellectual stimulation (social and intellectual exploration), retreating from everyday stress and anxieties (escapism), and seeking fun and entertainment (pleasure seeking) than were within-retail shoppers (social and intellectual exploration: 3.04 versus 2.68; escapism, 3.53 versus 3.12; pleasure seeking, 3.87 versus 3.39). With regard to the latter motive, within-entertainment mall patrons also averaged higher scores than within-store shoppers, with means of 4.01 and 3.39, respectively, indicating their greater desire to have fun and to be entertained.

#### ***Comparisons of Psychological Involvement among Cross-Shoppers and Non Cross-Shoppers***

One of the psychological involvement dimensions, "contentment," differed by mall and shopper group behavior. MANOVA results indicated that cross-shoppers ( $M = 3.53$ ; 1 = highest contentment) and within-entertainment ( $M = 3.50$ ) patrons visiting Mall B tended to be significantly (Multivariate  $F = 2.45_{4,1114}$ ,  $p \leq .05$ ) more comfortable, cheerful, relaxed, etc., during their mall stay as indicated by their significantly higher scores on contentment than those of Mall A cross-shoppers ( $M = 2.91$ ). Likewise, those consumers patronizing only entertainment offerings at Mall A ( $M = 3.42$ ) were less "contented" in their shopping experiences than cross-shoppers at the same mall ( $M = 2.91$ ).

### ***Research Question 2 — Predictors of Future Mall Patronage Intention***

Predictors of future patronage intention toward retail/entertainment shopping malls were also examined using stepwise logistic regression analysis. For this analysis, the dependent variable was "intention to patronize" versus "no intention to patronize" the mall in the future. Predictor variables were shoppers' freedom of choice, motivations, psychological involvement, tourist status and mall. The results of the analysis are shown in Table 5.

Results indicate that freedom of choice to patronize the mall and the escapism motive significantly ( $p's \leq .05$ ) predict in a positive relationship the intention to patronize the mall at a future time. Freedom of choice in patronizing the mall increased the likelihood for future patronage intention by 35.6%. In addition to one's freedom of choice, as the need to escape from everyday pressures increased, the likelihood of fu-



**TABLE 5. LOGISTIC REGRESSION OF FUTURE PATRONAGE INTENTION ON MOTIVES, PSYCHOLOGICAL INVOLVEMENT, CHOICE, TOURIST STATUS, AND MALL**

	Std. Beta Coeff.	Std. Error	Chi-Square	p	Odds Ratio
<b>Positive Future Patronage Intention:</b>					
Model $\chi^2 = 75.89$ , $df = 3$ , $p = .0001$ ; Residual $\chi^2 = 2.05$ , $df = 7$ , $p = .9571$ ;					
Predicted Correctly = 87.1%					
Choice	.2527	.1086	7.88	.0050	1.356
Escapism	.2930	.1597	7.58	.0059	1.552
*Tourist	-.8226	.5502	33.42	.0001	0.042

\*Tourist coded as 1 = Resident, 2 = Tourist

ture mall patronage increased by 55.2%. Being a resident increased the odds of future patronage intention by 95.8%.

### ***Research Question 3 — Differences in Mall Activities and Future Mall Patronage Intentions between Cross-Shoppers and Non Cross-Shoppers***

#### ***Expenditures by Cross-Shoppers and Non Cross-Shoppers***

Analysis of variance was used to examine differences in expenditures between malls and among shopper groups. Although no differences were found by mall or mall by shopper group ( $p's \geq .05$ ), cross- and non cross-shopping behavior appeared to influence consumers' expenditures ( $F = 3.05_{5,544}$ ;  $p \leq .05$ ). Cross-shoppers, within-entertainment patrons, and within-retail shoppers spent an average of \$76.20, \$24.74, and \$73.70, respectively, on their visit to the mall. The average amounts expended by cross-shoppers were higher than expenditures by within-entertainment consumers; similarly, expenditures of within-store mall patrons were greater than those of within-entertainment shoppers. Therefore, cross-shoppers and within-retail shoppers appeared to spend more than individuals patronizing the mall solely for the purpose of entertainment. However, the average expenditures of cross-shoppers and within-store patrons were not found to vary.

#### ***Time Spent at Mall among Cross-Shoppers and Non Cross-Shoppers***

The number of mall patrons in shopping parties and the total time that mall patrons spent at the mall at the time of the survey were examined to determine if these numbers varied by mall, shopper group, or mall by shopper group. With respect to the total hours spent by consumers on

their mall visits, there was a disparity among shopper groups, with within-retail consumers spending the least time ( $F = 12.54_{5,538}$ ;  $p \leq .0001$ ). The length of visits by within-entertainment patrons (3.43 hours) was longer than those of within-retail consumers (2.26 hours). In addition, cross-shopper patrons' visits were lengthier than within-retail consumers, with average mall visits of 3.08 and 2.26 hours, respectively.

#### ***Size of Shopping Party among Cross-Shoppers and Non Cross-Shoppers***

Additionally, differences in means were examined with respect to the number of mall patrons in shopping parties to determine if they varied by mall, shopper group, or mall and shopper group. For the total number in a shopping party, there were no differences by mall or shopper group ( $p's \geq .05$ ). However, the average number of patrons in a shopping party did vary by mall and shopping group ( $F = 5.76_{5,557}$ ;  $p \leq .01$ ). For example, the average number of consumers in a shopping party for within-entertainment at Mall B was 3.65 persons; this was a larger shopping group than Mall A's cross-shoppers (2.81 persons), within-entertainment (2.08 persons), and within-retail (2.13 persons) patrons. Also, cross-shopper groups at Mall A tended to be larger (2.81 persons) than those of Mall A within-store (2.13 persons) patrons.

#### ***Mall Activities by Cross-Shoppers and Non Cross-Shoppers***

A careful examination of specific activities that patrons were engaged in at the mall by cross- and non cross-shoppers revealed that cross-shoppers both shopped at a store or a service provider and engaged in one or more of the available entertainment activities (i.e., 70% for movie, 47% for recreation facilities/events). On the other hand, non cross-shoppers focused their activities primarily on shopping and/or services (i.e., of within-retail shoppers, approximately 84% were store shoppers and 13% obtained services) or on one or more activities (i.e., 63% of the within-entertainment shoppers viewed a movie; 53% came for other recreational facilities/events). It is important, however, to note that the majority of all shoppers, regardless of their cross- or non cross-shopping activities, reported eating/dining and/or engaging in non-purchase activities (i.e., browsing, observing local culture, exercising, and watching people).

#### ***Future Mall Patronage Intention and Planned Future Mall Activities among Cross- and Non Cross-Shopper Groups***

No significant difference in future mall patronage intention was found between cross- and non cross-shopper groups ( $\chi^2 = 1.87$ ,  $p \geq .05$ ). The majority of all shoppers (i.e., 94%) planned future patronage of the mall. A descriptive analysis of these shoppers revealed that the majority of those intending to revisit the mall also intended to cross-shop. For instance, 91% of the cross-shoppers intended to shop at stores, and 75%

intended to participate in entertainment activities. Within-entertainment shoppers also indicated that they would not only return to the mall for entertainment (86%) but also for shopping (83%). Similarly, within-retail shoppers intended to visit the mall for shopping (94%) and for entertainment purposes (41%).

***Reasons for Not Cross-Shopping among Non Cross-Shopper Groups***

When asked to indicate reasons for not cross shopping, the primary reason cited by both within-entertainment shoppers and within-retail shoppers was “did not want to” (61% of the within-entertainment shoppers; 77% of the within-retail shoppers). The second most commonly cited reasons were “no time” (19% of the within-entertainment shoppers; 17% of the within-retail shoppers) and “children were with me” (19% of the within-entertainment shoppers; 6% of the within-retail shoppers).

## ■ Discussion and Implications

The first objective (i.e., research question 1) of this research was to examine the choice, motivational and psychological involvement factors that influence cross-shopping versus non cross-shopping behaviors. Motivations were more important than choice and psychological involvement factors for predicting whether consumers will elect to cross-shop or focus their efforts solely on consumption of entertainment activities or on goods/services. Of the shopping and entertainment motivations, pleasure-seeking was most predictive of membership in cross-shopping and non cross-shopping groups. Both cross-shoppers and within-entertainment shoppers were driven to pursue their respective shopping activities to experience fun and enjoyment. On the other hand, shoppers who pursued only goods and/or services, the within-retail shoppers, were not motivated to satisfy their hedonic needs.

A comparison of motivations among the three shopping groups lends further support to the idea that shoppers who pursue entertainment (either by cross-shopping or within-entertainment shopping) are driven to satisfy intrinsic needs and supports other research propositions contrasting the pleasure found in intrinsically-motivated activities versus extrinsically-motivated obligations (Neulinger, 1981). Compared to within-retail shoppers, the cross-shoppers and within-entertainment shoppers had stronger intrinsic motivations reflecting drives to meet social, intellectual, pleasure-seeking and escapism needs.

Findings on these pleasure-seeking motivations of within-entertainment and cross-shopping consumers contrasted with the decreased levels of enjoyment sought by within-retail shoppers. This evidence also lends credence to past research findings that some segments of mall

users consume goods, services, and recreational benefits offered in shopping malls (Bloch, Ridgway and Dawson, 1994) and have recreational motivations (Roy, 1994). Similar to findings of other mall research (Bloch, Ridgway, and Nelson 1991; Bloch, Ridgway, and Dawson, 1994), these results, showing both motivations and the size of the within-retail shopping group, also suggest that the primary focus of most mall shoppers is shopping to buy.

Regarding the second objective (i.e., research question 2) of this research, this study sought to understand how, in their present visit to the mall, consumers' freedom of choice to shop and/or pursue entertainment activities, their motivations and purpose behind this experience and their degree of involvement in a shopping and/or entertainment activity might be related to their intentions to patronize the same mall in the future. The study results suggest that consumers most likely to revisit the mall are those who have freely chosen to engage in the shopping and/or entertainment activities, desire to retreat from the everyday stresses of life, and reside in the town in which the mall is located. Similar to findings related to motivations, this evidence is also consistent with Neulinger's (1981) contention that freely-chosen and intrinsically-motivated experiences are perceived to be more pleasurable. Specifically, mall patrons who freely choose to patronize the mall (as opposed to being coerced by others or obligated due to household role duties), and who are motivated by self-driven purposes, such as escaping from stresses and anxieties (i.e., intrinsic motivation), might find their mall visit more pleasurable than those patronizing the mall under differing conditions. This more positive experience may directly translate into intentions to visit the mall in the future.

Compounding the effect of the escapism motivation may be that non-tourists are often more impacted by the pressures of work and family, as opposed to tourists. This condition may especially predispose non-tourists to pursue an "escape to the mall," thereby strengthening this intrinsic motivational dimension. Overall, this evidence may indicate that an opportunity exists for mall developers to promote trips to the mall as moments for residents to "get away," as has been currently employed by many services such as hotels and spas. In addition, marketing strategies may be implemented to heighten the sense that consumers are satisfying their need to retreat from life's stresses.

The study's third objective (i.e., research question 3) was to examine whether cross-shoppers differed from non cross-shoppers in their level of expenditures of money and time spent at the mall, the size of their shopping party, mall activities and shopping behaviors and future mall patronage intentions. With respect to total expenditures, it is quite

interesting to note that the within-entertainment shoppers, comprising the smallest proportion of all mall respondents, spent substantially fewer dollars compared to either cross-shoppers or within-retail patrons. However, this same group stayed at the mall for longer periods of time than the within-retail patrons. Therefore, retailers might be forewarned that within-entertainment mall visitors may utilize a greater degree of the mall's resources while simultaneously generating lower amounts of revenue. In contrast, within-retailer shoppers expended greater amounts of dollars than within-entertainment patrons and spent less time at the mall, potentially utilizing less of the mall's resources. The expenditures of cross-shoppers were similar to those of the within-retail segment; however, they spent the same amount of time at the mall as those consumers who only participated in entertainment offerings.

Although within-entertainment shoppers constitute a small proportion of total shoppers, efforts should be made to facilitate and encourage within-entertainment consumers to convert into cross-shoppers. For those consumers who browse, constituting approximately 40% of within-entertainment shoppers, time spent at the mall may precipitate future patronage of the mall for either within-retail shopping or cross-shopping. Strategies for those consumers in this segment who exit the mall immediately after consuming their entertainment activities may include moving retail offerings to entertainment sites. For example, small inventories of merchandise might be located within the premises of theaters to take advantage of those patrons vacating the mall grounds immediately after viewing a movie.

Evidence also implies that the total number in a shopping party is dependent not only on the category of shopper group, but on the type of mall visited. In this study, the fact that one mall was a suburban, regional mall whereas the other was a multi-use, urban mall may have precipitated differences in mall party size. Also important may be the fact that cross-shoppers and non cross-shoppers have varying shopping party sizes due to the exact mix of activities undertaken.

Next, the activities of mall patrons were examined with respect to cross- and non cross-shopping behaviors. One finding is clear: all groups tend to participate in types of entertainment activities which do not directly generate revenue such as watching people, exercising, checking out the local culture, and browsing. For example, approximately 40% of both cross-shoppers and within-retail shoppers indicated that they "watch people." A simple strategy such as eliminating barriers to viewing in mall corridors and providing interesting, alternative exercising venues might increase patronage by all three groups. Additionally, eating and dining are also popular activities with all shopper categories.

Obviously, a major proportion of cross-shoppers, within-retail and within-entertainment patrons dine and/or snack. This is another factor that appears to be critical to a mall's success.

Lastly, related to patrons' future intentions to visit a mall is the role of cross- and non cross-shopping behavior. Although there were no differences found in future intentions to revisit a mall based on within-entertainment, within-retail, and cross-shopping, results regarding patrons' planned activities render further insight into this issue. For example, findings connote that cross-shoppers are highly likely to continue their cross-shopping behavior, and entertainment shoppers may become future cross-shoppers. However, within-retail patrons may be somewhat less inclined to add entertainment activities to their retail shopping in their future trips to the mall. Implications for mall developers is that the addition of entertainment facilities to the conventional shopping mall may lure entertainment-oriented consumers and cross-shoppers. However, it must be remembered that the within-retail segment represents the largest portion of mall shoppers and within-entertainment shoppers comprised only a small proportion of the total mall patrons. These findings may be very important to mall developers in that the addition of entertainment facilities to the conventional shopping mall may lure entertainment-oriented consumers. There may also be considerable potential for within-retail shoppers to spend money on entertainment. This finding indicates that marketing strategies that would create the *desire* among shoppers to participate in both shopping and entertainment while they are at the mall may prove to be fruitful.

## ■ Implications for Future Research

Several avenues for future research are indicated by this study's findings. One such approach may include investigations focusing on strictly-defined forms of entertainment. For example, mall consumers appear to utilize revenue-generating (e.g., movies, special events) and non revenue-generating (e.g., exercising, watching other people) entertainment types during their mall visit potentially producing different relationships and outcomes. In addition, differences in behavior within broad categories of entertainment might be examined since cross-shopping and non cross-shopping behavior may vary, dependent upon the exact nature of the activity. For instance, in the eating and dining category, consumers who patronize food courts for snacking and dining may spend shorter time periods, be less involved, and have different motivations than those patronizing formal eating establishments. Yet another research avenue may be measuring psychological involvement on a longitudinal basis at different intervals of the patron's mall visit. This type of

study would increase understanding as to how changes in involvement might affect patronage behavior. The use of different types of sampling techniques, e.g., panel data, would be warranted for this type of research. Varied and emerging mall formats may also be studied to assess whether similar or diverse cross-shopping, psychological involvement, and shopper and entertainment motivations exist among patrons of these mall prototypes. Specifically, off-price and theme malls are examples of innovative mall formats which may attract consumers with disparate motivations and psychological involvement. Lastly, research by Oliver (1993) suggesting that positive and negative affect (i.e., psychological involvement) is directly related to product attribute satisfaction and overall satisfaction of goods implies that a fruitful research stream may be the investigation of associations among psychological involvement and mall patrons' level of satisfaction with their mall visit.

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