DOES ENTERTAINMENT DRAW SHOPPERS?

The Effects of Entertainment Centers on Shopping Behavior in Malls

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Overview

The idea of adding a major entertainment center to a shopping mall has been gaining in popularity over the past few years. Several new malls have been constructed in different regions of the country, with substantial square footage allocated to entertainment centers (e.g., Mall of America in Bloomington, Minnesota, and River Falls Mall in metropolitan Louisville, Kentucky). Typically, these large scale entertainment centers feature attractions such as: carousels, ferris wheels, trains, bumper cars and other children's rides, skill games, bowling alleys, miniature golf courses, roller or ice skating rinks, and video arcades. The generally accepted notion is that such family entertainment centers can substantially extend a mall's draw, lengthen shopper stays, and increase revenues for tenants. However, there has been very little research done across different malls that lends support to this argument.

This study examined the effects of such entertainment centers on shopping behavior. Characteristics and shopping patterns of shoppers drawn to a mall primarily because of the entertainment center were compared to those of all other shoppers. Data were collected from 1,592 respondents from four different malls. The survey instrument was a structured personal inter-

view questionnaire administered by trained market research agency personnel.

Results revealed that a fairly low percentage of shoppers were drawn to malls primarily by an entertainment center. Such entertainment oriented shoppers tended to be younger, and more likely to be visiting as a family unit compared to all other shoppers. A significantly lower percentage of this group visited department stores or other mall shops; although if they did visit either of these kinds of stores, they tended to spend as much money as the other shoppers. They also spent comparatively less time shopping, although the total amount of time spent at the mall was higher, because of the time spent at the entertainment center. They were also more likely to visit the food court. There was, however, no significant difference in terms of the distance traveled to the mall between the two groups. Implications for owner/developers are also discussed.

■ Background

Since the origin of the shopping center industry in the 1950s, entertainment has been an integral part of the marketing program used by mall owner/managers to attract customers. Significant resources have always been spent to make the ambience of a center conducive to a pleasant experience for the shopper. Benches, plants, art exhibits, fashion shows, charity events, concerts, guest appearances, etc., have entertained customers for years. More recently, developers have also added movie theaters and food courts to the entertainment mix.

At present, mall owner/developers are focusing their attention on the next step in the evolution of mall entertainment-the indoor amusement park, a.k.a. the family entertainment center (FEC). In theory, such centers are to function as anchors in malls, the way department stores do, except that the entertainment centers are to draw customers without making a huge dent in their shopping budgets.

Triggering this next turn in the entertainment "evolutionary wheel" is the recent favoring by customers of strip centers and factory outlets over malls-especially regional malls. In addition, according to a survey

by Kurt Salmon and Associates in New York, adult and teenage shoppers are now shopping an average of four hours per month as compared with 12 hours per month in 1984.

It is not surprising, therefore, that some of the more financially-strapped and/or entrepreneurial mall owner/developers have turned to FECs-amusement park rides, miniature golf courses, theme museums, laser-tag rooms, virtual reality games, etc.-to draw potential customers back to the mall. In general, however, owner/developers have taken a cautious approach to introducing entertainment centers in malls. A trend toward merging shopping and entertainment has been developing since the Rouse Company opened Faneuil Hall Marketplace in Boston in the mid-1970s. Following the success of Faneuil Hall and "descendants"-particularly Harborplace in Baltimore, Horton Plaza in San Diego, and eventually Mall of America in Bloomington, Minn.-the shopping center industry has been increasingly interested in the customer drawing power of an FEC. To date, approximately eight regional malls, including one in Canada, have fully-developed and operational FECs.

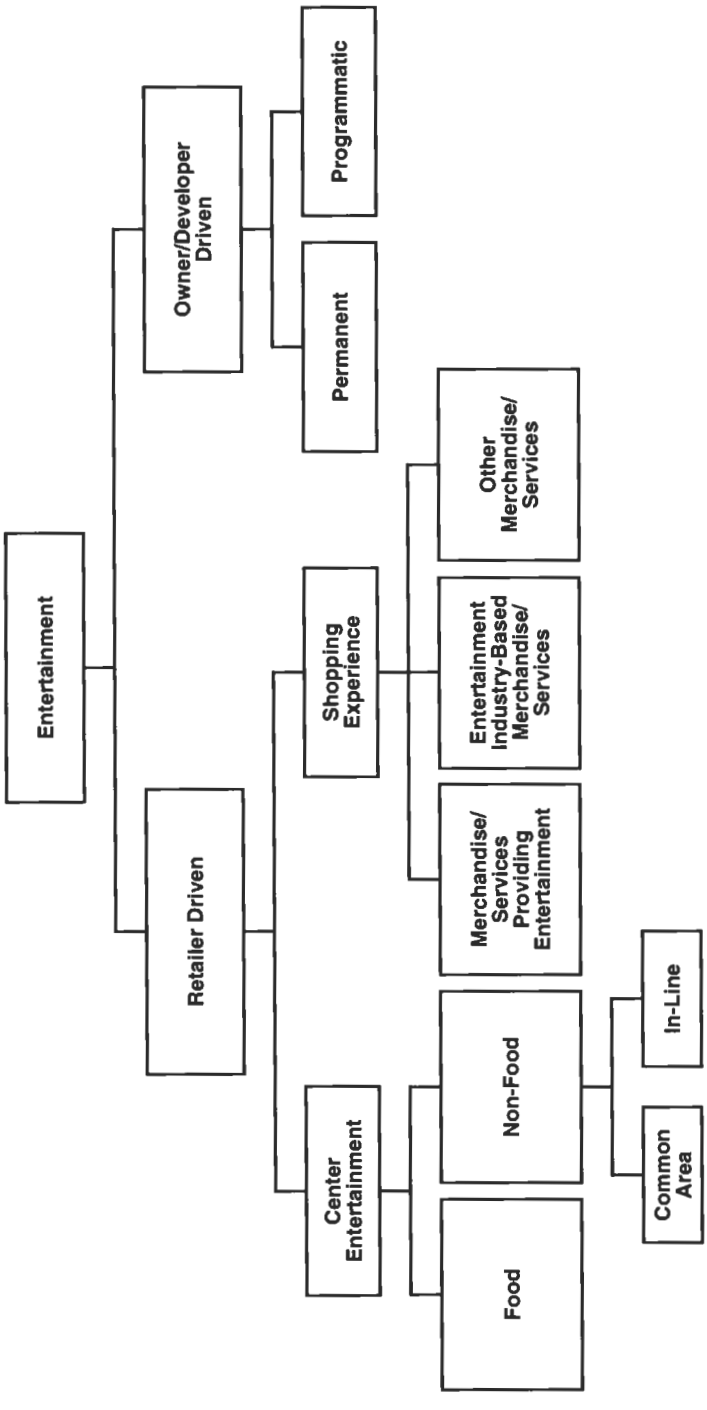
■ Entertainment Typology

The concept of "entertainment" is difficult to define in the context of a shopping center. To some it refers to traditional exhibits and concerts or movie theaters and food courts; for others it is an inside amusement park like Camp Snoopy in Mall of America or an ice skating rink. In a broad sense, entertainment can be the entire shopping experience.

John Konarski of the International Council of Shopping Centers (1995) has developed an Entertainment Typology (Figure 1) that serves to clarify and organize the different types of entertainment that have relevance for shopping centers. Types of entertainment in this Typology are categorized as either owner/developer driven or retailer driven. Within the owner/developer driven segment are two categories: permanent and programmatic. These categories are based upon the length of duration or span of operation. For example, permanent includes long-term entertainment such as carousels and small play areas while programmatic entertainment includes art exhibits, fashion shows, taking pictures with Santa Claus, etc. The purpose of both categories of owner/developer driven entertainment is not to generate profits, but to promote the center, increase store awareness and draw traffic.

Within the retailer driven segment are two categories: shopping experience and center entertainment. The shopping experience category is based on the premise that for many customers shopping is fun-the shopping experience itself is entertaining, due to the ambience of store de-

Figure 1


Entertainment
Retailer Driven
Owner/Developer Driven
Programmatic
Permanent
Shopping Experience
Other Merchandise/ Services
Entertainment Industry-Based Merchandise/ Services
Merchandise/ Services Providing Entertainment
Center Entertainment
Non-Food
Food
In-Line
Common Area

sign, merchandise offerings, themed decorations, etc. This category includes retailers who provide merchandise that consumers specifically buy for home entertainment (books, computer games, sporting goods, compact discs, etc.); retailers who provide merchandise specifically derived from the entertainment industry (i.e., Disney and Sesame Street characters and stories); and retailers who provide merchandise not included in the above two product categories (i.e., merchandise found in apparel stores, home furnishing stores, card stores, etc.).

The center entertainment category is based on the premise that some customers go to centers specifically to be entertained by buying goods and services that are used at the center; the key is that the physical plant of the center is where the entertainment is consumed. There are two subcategories: food and non-food. These subcategories are based on the type of merchandise/services offered. The food category includes food courts, specialty/themed restaurants, and locally based upscale restaurants.

The non-food category includes both in-line and common area entertainment retailers. In-line retailers include movie theaters (AMC, United Artists, Cineplex Odeon) and providers of hardware and software for video games, virtual reality stations, and other technology-based entertainment (Iwerks Entertainment, Edison Brothers, Pocket Change). A few centers have included common area amusement park retailers as part of their entertainment component.

These common area amusement parks (FECs) *are the focus of this research paper.*

■ Literature Review

A thorough search of the literature for articles, monographs and/or studies about FECs in malls revealed only a few articles in such trade-type (non-academic) journals as *Shopping Center World, Chain Store Age Executive,* and *Stores.*

The articles were generally descriptive in nature and discussed, through the use of "comments and testimonials" from industry leaders and analysts, the nature and evolution of, best location for, and pros and cons of an FEC in a mall. None of these statements was supported by any research findings. The statements do, however, provide insight into current issues and concerns that mall owner/developers must struggle with as they consider placing an FEC in one of their malls.

These issues primarily concern the ability of an FEC to draw additional customers to the mall, extend a mall's draw beyond its current trading area, lengthen customer stays and increase revenues for the

mall's other retail tenants. As documented below, there are mixed opinions about these issues.

Typical comments (expressed opinions) from the literature in support of FECs follow. Ford Risley (Risley, 1990) points out that "there is growing recognition in the industry that fun and games-if done properly-not only can attract shoppers but also can improve the bottom line." John Denlinger (Bivins, 1989), vice president of operations for Time-Out Amusements, an operator of entertainment centers, says that such entertainment centers "are helping attract people from farther away, encouraging them to bring the whole family to the mall, and getting them to shop more once they are there." He further states, "there are certain types of tenants who stand to benefit greatly from being near the mall's prime entertainment attractions . . . toy stores, record stores, gift stores, T-shirt shops, games and hobby stores, sporting goods stores and even clothing stores." James Ginsberg (Bivins, 1989), vice president of Recreational Concepts Inc., adds ". . . if they [entertainment centers] get people into the centers, they will stay longer. This is especially true of people coming from longer distances who, to justify the time spent getting there, are more likely to spend more money because they are there." Forrec International of Toronto, Canada (Minter, 1991), a mall development firm, calculates that "major amusements can extend a mall's draw by as much as five times current industry averages." John McCloud (McCloud, 1989) notes that "entertainment is expected to play a part in extending the regional draw and increasing the timespan of the average customer's stay . . . the idea is that we will help bring people in and keep them there longer." Toni Rossi (Reynolds, 1992), the manager of a large FEC, says "it's tough to gauge the amount of sales dollars the [entertainment]center generates for other retailers or the advertising benefits we gain from publicity about the mall. Overall [the center] plays an important role in getting people to come to the mall." According to George McAuliffe (Lambert, 1993), vice president and general sales manager for Edison Brothers Mall Entertainment, "we [FECs] are non-competitive with anchors and in-line stores and we have tremendous cross-marketing potential."

There are also opinions expressed in the literature that do not support FECs. George Zamias (Reynolds, 1992), a mall developer, says "I'm not one who believes that amusements necessarily produce more traffic for the mall . . ." Douglas Stewart (Lambert, 1993), an economic consultant, expresses a similar opinion, "You can't think of a mall attraction the same way you might think of a 200,000 square foot Nordstrom . . . but it will keep a wing from being a ghost town." He further adds, "It works somewhat synergistically . . . but probably less than five percent of the people happening by in the mall go into the attraction, and probably 10

to 20 percent of the people that come to the attraction spill over into the mall." Jacquelyn Bivins (Bivins, 1989), a freelance writer who specializes in retailing, does not believe that entertainment centers "generate the kind of clientele we want to attract to our centers, in terms of more affluent, and perhaps slightly older customers . . . and I don't think overall they generate an environment conducive to shopping."

■ Research Problem

As the literature review indicates, there has been no published research on the exact extent to which the existence of an FEC impacts the shopping behavior of customers in terms of draw, expansion of the trading area, time spent shopping, money spent at other in-line retail stores (cross-shopping), etc.

The present study proposes to examine these issues by posing the following questions:

1) Does an FEC draw additional shoppers to a mall?
2) Are the demographic characteristics of the shoppers drawn to a mall primarily by a FEC different than the demographic characteristics of the shoppers drawn to a mall primarily for shopping or the food/court restaurants?
3) Are shoppers drawn to a mall primarily by an FEC more likely to come to the mall as part of a "family unit" (vs. coming as an individual or group of individuals) as compared to shoppers drawn to a mall primarily to shop or visit the food court/restaurants?
4) What percentage of the shoppers drawn to a mall primarily by a FEC also cross-shop in the mall department stores and shops?
5) What percentage of shoppers are *both* drawn to a mall primarily by a FEC *and* cross-shop in at least one department store or mall shop?
6) Do shoppers drawn to a mall primarily by an FEC visit as many mall department stores and shops per trip to the mall as shoppers drawn to a mall primarily for shopping?
7) Do shoppers drawn to a mall primarily by an FEC spend as many dollars in the mall department stores and shops per trip to the mall as shoppers drawn to a mall primarily for shopping?
8) Do shoppers drawn to a mall primarily by an FEC spend as much time shopping in the mall department stores and shops per trip to the mall as shoppers drawn to a mall primarily for shopping?
9) What effect does an FEC have on the shopping patterns (store visits, money spent, time spent) of shoppers drawn to a mall pri-

marily for shopping? This question focuses on the fact that the group of shoppers drawn to a mall *primarily for shopping* is actually composed of two subgroups—those that shop and do visit the FEC and those that shop and do not visit the FEC.

10) Are shoppers drawn to a mall primarily by an FEC more likely to visit the mall food court than shoppers drawn to a mall primarily for shopping?
11) Does an FEC extend a mall's trading area?

■ Methodology

The objective of this study was to investigate empirically the above questions and related issues. The study focused on FECs located in the common areas of regional malls of at least 700,000 square feet. A common area FEC was operationally defined as a concentrated, centralized,entertainment area of at least 30,000 square feet, containing a variety of entertainment opportunities—carousels, kiddie rides and trains, video games, soft play structures, simulator rides, etc.

Eight regional malls with a common area FEC that meet the above criteria were identified. Research funding limited the study to four malls. Therefore, four representative malls were selected in different regions of the U.S. and Canada—River Fair Mall in metropolitan Louisville, Forest Fair Mall in Cincinnati, North Park Mall in Davenport, Iowa, and Woodbine Centre Mall in Toronto, Canada (Table 1). The geographic locations of these four malls in different regions of the U.S. and Canada were also considered appropriate in terms of providing some degree of generalizability for the research results.

The survey instrument was a structured personal interview questionnaire administered by trained market research field service personnel. Data were collected from 1,592 respondents as follows: River Fair Mall (248 respondents), Forest Fair Mall (425 respondents), North Park Mall (419 respondents), Woodbine Centre Mall (500 respondents).

The data were analyzed for each mall individually as well as for all malls as a group. Descriptive statistics, the "t"-test, and chi square analysis were used where appropriate at the .05 level of significance.

■ Research Results

Research findings are discussed below on a question by question basis. The words "shopper" and "respondent" are used interchangeably.

TABLE 1

Mall	North Park Mall Davenport, Iowa	River Fair Mall Clarksville, Indiana	Forest Fair Mall Cincinnati, Ohio	Woodbine Centre Toronto, Canada
Entertainment Center Name	Pocket Change	River Fair Family Fun Park	Time Out on the Court	Fantasy Fair
Age	1973	1980	1989	1985
Size of Mall	1,200,000 sq.ft.	744,000 sq.ft.	1,400,000 sq.ft.	895,000 sq.ft.
Size of Entertainment Center	32,000 sq.ft.	30,867 sq.ft.	47,000 sq.ft.	57,000 sq.ft.
Owner	Equitable Real Estate	General Growth Properties	Several banks	Cadillac Fairview Corporation Ltd.
Management	General Growth Management	General Growth Management	Parkfield, Inc.	Cadillac Fairview
Tenant	Pocket Change, Inc.	River Fair Ent. Corp.	Nam-coCybertainment	Cadillac Fairview
Vacancy	N/A	12-15% est.	15% est.	5%

Question 1: Does an FEC draw additional shoppers to a mall?

Approximately 7% of the respondents indicated that their primary purpose for coming to the mall (the day of the survey) was the FEC. The remaining respondents (93%) selected one of the other categories pertaining to shopping or the food court/restaurants as their primary reason. Two recent studies by General Growth Research, a research subsidiary of a shopping center management firm, corroborate this finding, with about 10% of respondents citing the FEC as the primary purpose of their visit.

When the four malls were individually analyzed, the choice of the FEC as the primary purpose for the trip to the mall ranged from a low of 2.0% of the respondents (Woodbine Centre Mall) to a high of 14.3% (North Park Mall).

Although the selection by a respondent of the FEC as the primary reason for coming to the mall *does not necessary mean* that the respondent would not have come to the mall had the FEC not been present, we can conclude that in general, an FEC, on its own, appears to account for about 7-10% of a mall's draw.

The nature of these customers, their shopping and spending patterns, and the implications of these findings are examined below.

Question 2: Are the demographic characteristics (age and income) of the shoppers drawn to a mall primarily by an FEC different than the demographic characteristics of the shoppers drawn to a mall primarily for shopping or the food court/restaurants?

The average age of the respondents who indicated that their primary purpose for coming to the mall was the FEC was 32.4 years, while the average age of all the other respondents was 40.8 years. This difference in mean age of approximately eight years was significant at the $\alpha = .05$ level ("t" test).

A chi square analysis of the age distributions of respondents attracted to the mall primarily by the FEC vs. those attracted to the mall primarily by shopping or the food court/restaurants was significant at the $\alpha = .10$ level (insignificant at $\alpha = .05$ level). Most of the difference in the age distributions of the two groups occurred in the 25-34 year age category. Approximately 40% of those drawn to the mall by entertain-

ment fell in the 25-34 year age category as compared to only 23% of those drawn primarily by shopping or the food court/restaurants. An analysis of the ages of respondents (FEC vs. shopping or food court/restaurants) on a mall-by-mall basis supported these findings.

In general, this analysis indicates that an FEC, as compared to other attractions in a mall, tends to draw a younger clientele, primarily in the 25-34 year age category.

The average annual income of the respondents who indicated that their primary reason for coming to the mall was the FEC was $42,878, while the average income of all other respondents (primary reason the opportunity to shop or visit the food court/restaurants) was $45,822. This difference in mean income of $2,944 was not significant at the α =.05 level, ("t" test).

A chi square analysis of the income distributions of these two groups for all the malls combined, and on a mall by mall basis, also found no significant differences in income between the groups (FEC vs. shopping or food court/restaurants).

In general, the average income of respondents drawn to a mall by an FEC was not significantly different from the average income of those drawn to a mall by the opportunity to shop or visit the food court/restaurants. Marginal differences, or the slightly higher average income levels of the respondents drawn to the mall primarily to shop or visit the food court/restaurants, could be attributed to the significantly higher average age (eight plus years) of these respondents. They are older, further along in their careers, and consequently making more money.

Question 3: Are shoppers drawn to a mall primarily by an FEC more likely to come to the mall as part of a "family unit" (vs. coming as an individual or group of individuals) as compared to shoppers drawn to a mall primarily to shop or visit the food court/restaurants?

A *family* was defined in this study as a respondent who was part of a group consisting of at least one parent and one child. In brief, an adult "with kids" denotes this category. An *individual* was defined as either a lone respondent or a respondent who was part of a group of unrelated individuals (i.e., group of friends, teenagers or classmates).

Approximately 62% of the respondents who indicated that their primary purpose in coming to the mall was the FEC came to the mall as

part of a family. Only about 24% of the respondents who indicated that their primary purpose for coming to the mall was shopping or visiting the food court/restaurants came to the mall as part of a family—i.e., 76+% of the primary purpose "shoppers" were without kids. Further, 72% of all respondents who came to the mall with kids (regardless of the primary purpose of the trip), visited the FEC.

Families therefore constitute a large percentage of the clientele that visits an FEC.

Question 4: What percentage of the shoppers drawn to a mall primarily by an FEC also cross-shop in mall department stores and shops?

Of the 109 respondents who indicated that they were drawn to a mall primarily by the FEC, 23% visited at least one department store and 27% visited at least one mall shop. In comparison, of the 1,482 respondents who indicated that they were drawn to the mall for some other reason, 64% visited at least one department store and 65% visited at least one mall shop. These differences between the two groups (23% vs. 64% for department stores and 27% vs. 65% for mall shops), were significant at the $\alpha = .05$ level, ("t" test).

It can therefore be concluded that respondents drawn to a mall primarily by an FEC are significantly less likely to visit mall department stores or shops than respondents drawn to a mall primarily for shopping or visiting the food court/restaurants.

Question 5: What percentage of shoppers are both drawn to a mall primarily by an FEC and cross-shop in at least one department store or mall shop?

Of the 109 respondents (7% of the total sample) who indicated that they were drawn to the mall primarily by the FEC, 25 respondents (23%) visited at least one department store and 29 respondents (25%) visited at least one mall shop. These respondents, however, represent a very small percentage (1.6% and 1.8%) of the overall sample.

In general, these small numbers indicate that the amount of shopping in a mall's department stores and shops by respondents drawn to a mall primarily by an FEC is negligible. An FEC does not appear to be in-

strumental in attracting a significant number of additional customers for a mall's other tenants.

Question 6: Do shoppers drawn to a mall primarily by an FEC (and who also shop) visit as many mall department stores and shops per trip to the mall as shoppers drawn to a mall primarily for shopping?

The average number of department stores visited by respondents drawn to a mall primarily because of the FEC (who also shop) was 1.4, and the average number of mall shops visited was 1.8. In comparison, the average number of department stores visited by shoppers drawn to the mall primarily for shopping or the food court/restaurants was 1.5 and the average number of mall shops visited was 1.9. These differences were not significant even at the $\alpha = .10$ level, ("t" test).

It appears that respondents who are drawn to a mall primarily by the FEC, and who also spend time shopping, visit as many department stores and mall shops as do respondents drawn to a mall for shopping.

Question 7: Do shoppers drawn to a mall primarily by an FEC spend as many dollars in the mall department stores and shops per trip to the mall as do shoppers drawn to a mall primarily for shopping?

The average amount spent by respondents drawn to the mall primarily because of the FEC, who also spent time shopping, was $58.86 at department stores and $57.42 at mall shops. In comparison, the average amount spent by respondents drawn to the mall primarily for shopping was $80.36 at department stores and $58.07 at mall shops. The difference between average amounts spent at department stores for the two groups was significant at the $\alpha = .05$ level, ("t" test), whereas the difference between the average amounts spent at mall shops was not significant even at the $\alpha = .10$ level.

Respondents drawn to a mall primarily for shopping spend significantly more money at department stores compared to respondents drawn to a mall primarily for entertainment.

Question 8: Do shoppers drawn to a mall primarily by an FEC spend as much time shopping in the mall department stores and shops per trip to the mall as do shoppers drawn to a mall primarily for shopping?

Average time spent at a mall by respondents drawn primarily to the mall by entertainment was 117 minutes as compared to an average of 95 minutes for respondents drawn to a mall primarily for shopping. This difference was marginally significant at the $\alpha = .10$ level, ("t" test). However, for those respondents drawn to a mall primarily by entertainment and who also shop, the average time spent shopping was 55 minutes. This was significantly less, at the $\alpha = .05$ level, ("t" test), than the average of 95 minutes spent by respondents drawn to a mall primarily for shopping.

Therefore, one could conclude that although respondents drawn to a mall by the entertainment center spend more time at the mall overall, if they do go shopping in the mall department stores and/or shops, they spend much less time shopping than the respondents who are drawn to the mall primarily for shopping.

Question 9: What effect does an FEC have on the shopping patterns (number of stores visited, money spent, time spent) of the shoppers drawn to a mall primarily for shopping?

Fourteen hundred eighty-two (1,482) respondents indicated that their *primary purpose* for coming to a mall was the opportunity to shop. Of this group, 19% (283 respondents) further indicated that, in addition to shopping, the FEC also was visited. The remaining 81% (1,198 respondents) indicated that only shopping occurred while at the mall-the FEC was not visited.

In order to examine the above question, the two subgroups of respondents drawn to a mall *primarily for shopping*-those who shop and *do visit* the FEC and those that shop and *do not visit* the FEC, were further analyzed. A comparison of these two groups was done in terms of department stores and mall shops visited, expenditures at these stores, and the amount of time spent.

	Visited FEC	Did not visit FEC
Visited at least 1 dept. store	54%	67%
Visited at least 1 mall shop	49%	51%
Mean # dept. stores visited	1.54	1.48
Mean dept. store expenditure	$44.68	$66.32
Mean # mall stores visited	2.17	1.85
Mean mall store expenditure	$46.26	$47.59
Mean time at mall	150 minutes	98 minutes
Mean time FEC	51 minutes	—
Mean time shopping	99 minutes	98 minutes

The two subgroups of respondents, those who *shopped and visited the FEC* and those that *only shopped,* were not significantly different in terms of visiting at least one mall shop (49% vs. 51%, respectively), mean number of department stores visited (about 1.50 stores), number of mall shops visited (about 2.00 shops), expenditures at mall shops (about $47.00), and time shopping at the mall (about 100 minutes).

The two subgroups differed, however, in their likelihood to shop in department stores. Approximately 54% of the respondents who came to the mall primarily to shop, and who also visited the FEC, entered at least one department store (did some shopping), as compared to about 67% of the respondents who came to the mall only to shop. This 13% difference is significant at the $\alpha = .05$ level, ("t" test).

In terms of department store expenditures, the shopping and FEC respondents spent an average of $44.68 in department stores per shopping trip while the shopping only respondents spent an average of $66.32 in department stores per shopping trip. This approximate $20 difference is significant at the $\alpha = .05$ level, ("t" test).

Based on this analysis, it appears that respondents who visited the mall only to shop (did not visit the entertainment center) were more likely to visit at least one department store and to spend more money than respondents who visited the entertainment center. Conversely, respondents who spent time and money at department stores were less likely to visit the FEC. The entertainment center, therefore seems to have more of a synergistic relationship with the mall stores than with the department stores.

Although shopping time was approximately the same for both subgroups of respondents (about 100 minutes), the subgroup of respondents that shops and visits the entertainment center spends about 50 minutes longer at the mall compared to the other subgroup. This additional time is spent at the FEC. It appears that the FEC, although it does

not detract from shopping time, does not lead to additional shopping time as some authors have suggested (see Literature Review).

Question 10: Are shoppers drawn to a mall primarily by an FEC more likely to visit the mall food court than shoppers drawn to a mall primarily for shopping?

Respondents have been classified into three subgroups to answer this question: 1) those whose primary purpose in coming to the mall was the FEC; 2) those whose primary purpose in coming to the mall was to shop, but in addition visited the FEC; and 3) those whose primary purpose in coming to the mall was only to shop, and who did not visit the FEC.

Primary Purpose	Did Not Visit Food Court	Visited Food Court	Average Expenditure
Visit FEC	49%	51%	$8.70
Shop & visit FEC	50%	50%	$8.76
Shopping (only)	30%	70%	$8.57

Shopping behavior with respect to visiting the food court was not significantly different for the two subgroups of respondents that visited the FEC—even though their primary purposes for coming to the mall differed. Respondents in both groups visited the food court about 50% of the time and spent about $8.70 per shopping trip. Visitation of the food court was significantly less frequent (only 30%) by the subgroup of respondents drawn to the mall primarily to shop (with no visit to the FEC as part of the trip).

In general, it appears that an FEC attracts customers for a mall's food court regardless of the primary reason for coming to a mall.

Question 11: Does an FEC extend a mall's trading area?

Each respondent was asked for their ZIP code. For each ZIP code provided, an average distance was calculated from the appropriate mall to the geographic center of the ZIP code area. ZIP codes greater than 50 miles from the appropriate mall were not considered. For analysis, respondents were classified into three groups: 1) those whose primary purpose in coming to the mall was *to visit the FEC*; 2) those whose pri-

mary purpose in coming to the mall was *to shop, but who also* visited the FEC; and 3) those whose primary purpose in coming to the mall was *only to shop,* and who did not visit the FEC.

The average distance traveled by respondents coming to the mall for the FEC was 13.2 miles. The average distances traveled by the two subgroups of primary shoppers were 13.9 miles for the group that also visited the FEC and 13.8 miles for the shopping only group. These differences were not significant even at the $\alpha = .10$ level, ("t" test).

Based on these findings, an FEC does not appear to extend a mall's trade area.

■ Summary and Implications

In summary, it has been found that:

- An FEC appears to account for about 7-10% of a mall's draw.
- An FEC, as compared to the other reasons for going to a mall, tends to attract a younger clientele-primarily in the 25-34 year age category.
- The average income of respondents drawn to a mall by an FEC is essentially the same as the average income of those drawn to a mall by the opportunity to shop or visit the food court/restaurants ($42,878 vs. $45,822).
- An FEC does not appear to attract shoppers for a mall's other tenants—only about 1.7% of the overall sample was drawn by an entertainment center *and subsequently* visited at least one department store or mall shop.
- Families account for 62% of the respondents drawn to a mall primarily by an entertainment center. With respect to all families drawn to a mall, regardless of the primary purpose of the trip, 72% visit the entertainment center.
- Respondents drawn to a mall primarily by an entertainment center are significantly less likely to visit department stores and mall shops than respondents drawn to a mall primarily for shopping (23% vs. 64% for department stores, 27% vs. 65% for mall shops).
- Respondents drawn to a mall primarily by an entertainment center, who also spend time shopping, tend to visit as many department stores (about 1.4 stores per trip) and mall shops (about 1.8 shops per trip) as shoppers drawn to the mall for shopping.
- Shoppers drawn to a mall primarily because of an entertainment center spend significantly less money at department stores than shoppers drawn to a mall primarily for shopping ($58.86 vs. $80.36).

- Respondents drawn to a mall by an entertainment center spend more time at the mall overall (117 minutes) than respondents drawn for shopping (95 minutes). When shopping occurs within the entertainment group, the average time devoted to shopping is 55 minutes.
- Respondents drawn to a mall *primarily for shopping, and who in addition visit the FEC,* are less likely to visit department stores and, when such visits are made, spend less money than respondents who only shop (54% vs. 67% visit at least one department store and $44.68 vs. $66.32 is spent, respectively). However, a visit to the FEC, for respondents who are drawn to a mall primarily for shopping does not appear to detract from shopping time (about 100 minutes either way). Individuals who visit the entertainment center spend additional time doing so.
- Respondents who visit the entertainment center, regardless of the primary purpose for the visit to the mall, are significantly more likely to visit the food court than respondents who only shop (50% vs. 30%).
- An FEC does not appear to extend a mall's trading area.

The above findings directly address the major research question of this study-does a common area FEC in a regional mall attract a significant number of additional shoppers who (in conjunction with visiting the entertainment center) spend a significant amount of time and money in the mall's other stores and shops?

Based on the research findings, an FEC does not appear to be a very effective means of attracting a significant number of additional shoppers to a regional mall. Such a facility accounts for only about 7-10% of a mall's total draw-and of this total, only about 25% cross-shop in a mall's other stores and facilities. The bottom line is an additional draw of shoppers, due to the entertainment center, of about 1.7% (7-10% x .25)-an insignificant amount in terms of the objective for having such a facility.

Other findings about the money and time spent cross-shopping by respondents drawn to a mall primarily by an entertainment center (even though such respondents are few in number) lend support to the above conclusion. Cross-shoppers spent an average of $58.86 in 55 minutes in department stores per trip to a mall while regular shoppers spent an average of $80.36 in 95 minutes in department stores per trip. Shopping intensity (money and time) is significantly less for entertainment oriented cross-shoppers.

Although not part of this study's major research thrust, it is worth noting the effect of an entertainment center on the shopping behavior of respondents whose *primary reason for coming to a mall was shopping.* This

group is composed of two subgroups-those who only shop and those who shop and visit the FEC. Sixty-seven percent of respondents who only shopped visited at least one department store and spent an average of $66.32 in these stores. In comparison, only 54% of respondents who shopped and visited the entertainment center shopped in at least one department store and spent an average of $44.68. The shopping time for both groups was approximately the same-98 minutes. To some extent, therefore, it appears that an entertainment center may in fact detract from shopping, in terms of number of department stores visited and amount of money spent at these stores.

Other relevant issues related to the effect of an entertainment center on shopping behavior in malls are: the extent to which the entertainment center attracts customers to the food court, the extent to which the entertainment center extends a mall's trade area, and the extent to which a center attracts families to the mall.

Respondents who visited the FEC, regardless of their primary purpose for a trip to the mall, were far more likely to visit the food court (50% of the time) than respondents who did not visit the FEC (30% of the time). The FEC, therefore, appears to be instrumental in attracting customers for a mall's food court.

In general, all subgroups of respondents-those that only shop and those that shop and/or visit the entertainment center-travel approximately the same average distance (13+ miles) to get to a mall. It does not appear that an entertainment center extends a mall's trading area.

With respect to families, an entertainment center appears to have a stronger draw for families than for individuals or groups of individuals. Most of this draw, however, is from shoppers attracted to the mall primarily by the opportunity to shop or visit the food court/restaurants. A large proportion (62%) of the respondents drawn to a mall primarily by the entertainment center were families-but it must be remembered that this group is but 7-10% of a mall's total draw.

Therefore, although an entertainment center by itself does not appear to be very effective in drawing additional customers to the mall, it may contribute to a mall, in the synergistic effects it provides in terms of a mall's other attractions. A fifth of all shoppers who visited the mall also visited the entertainment center. Its main contribution may be in terms of increasing the overall attractiveness of the mall as a place that provides different kinds of entertainments, one of which is an FEC.

The major implications of these findings for mall owner/developers is to use caution in developing a mall with an entertainment center, especially if the expectation is that such a center will attract shoppers for the mall's other tenants. The results of this study show that this may be an unrealistic assumption, unless the market conditions are substantially

different from those of the malls researched in this study. With respect to adding an entertainment center to an existing mall in order to enhance its appeal, our results show that an entertainment center cannot be expected to overcome existing competitive or trade area weaknesses (in fact, several of the malls studied had significant vacancy).

An FEC, therefore, is apparently just another reason to go to a mall—another destination. It is not an entity, which by itself draws shoppers for other mall tenants. In fact, some of the results from this study could be interpreted to show that the department stores and shops of a mall draw traffic for the entertainment center *rather than vice versa.*

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