"An Impact Of Entertainment Facilities On Consumer Buying Behavior In The Selected Shopping Malls"

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1.1 INTRODUCTION

The only thing static in human life is "change". Shopping in India has witnessed a revolution with the change in consumer behaviour and the whole format of shopping is also altering. The phenomenon called shopping centre or shopping mall is rocking India's- metros and now even the smaller towns are buzzing with the mall mania. Shopping malls are an emerging trend in the global arena. The first thing that comes in our mind about the shopping malls is that it is big enclosed building housing a variety of shops or products. According to historical evidence shopping malls came in to existence in the middle age, through it was not called so. The concept of departmental stores came up in the 19th century with the Industrial revolution. Consumers wanted better shopping experience and this demand gave rise to emergence of shopping malls in India.

The emergence of malls, as an important and significant destination for shopping, recreation and socialization has turned the face of the retail industry in India. Today the word 'Mall' has become a part of people living in metro and big cities. Mall culture is mushrooming across the country's landscape at a faster pace. Now, retail market identified as modern retail market due to only the entry of mall culture in India. Modern retail format i.e. shopping malls are characterized by professionally managed large format stores, providing goods and services that appeal to consumers, in an ambience that is conducive shopping. Few years before people felt that malls are for upper middle class people but now mall mania is common among all people. Also that earlier people had to make a choice among shopping stores or movies but today all that is available under one stop shop with a good shopping experience. Today people believe that the malls are the best place to shop or hang out. The recent surge in the growth of shopping malls is changing the way people shop. Today, consumers look for facilities like cost, comfort, convenience, in-house parking, entertainment, coffee
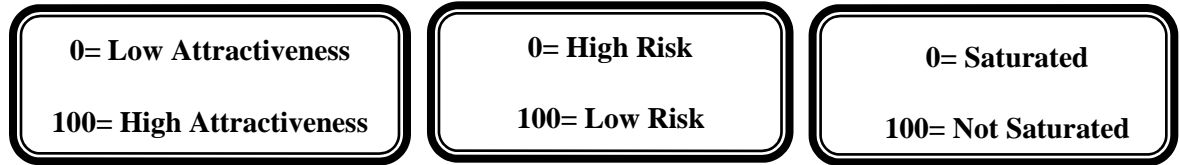
shop, food courts and children play area when they step into the malls and they demand the best of everything. It's not about shopping, dining or watching movie, it's an experience in itself, a lifestyle activity, and providing this experience is what these malls are building up as their unique selling proposition.

Mall culture in India and especially in Gujarat state has grown with an incredible pace. Gujarat is very popular acknowledged for its business growth. Presently the Gujarat state is considered as the most booming, prosperous, encouraging, and flourishing state in India. Gujarat has some of the largest business corporations in India. It is one of the major industrial hubs of India. Ahmedabad, Surat, Baroda, Rajkot are some major cities of Gujarat which have been located to have the best of tradition, history, architecture, culture and philosophy of Gujarat in an atmosphere of luxury, beauty and comfort. The economy of Gujarat is also doing very well. Gujarat is a home to the Guajarati people. They are very fun loving people. Gujarati people are so interested in food, shopping and different festivals. They like to do shopping in the supermarkets, shopping malls, departmental stores or from the local retailers. Gujarati people have like to do enjoy with their family, friends and relatives so, generally they visit the shopping malls where they enjoy a lot under one roof. Just a few years back, people had to make a choice among shopping, movies or hanging out on a holiday but thanks to our malls, all these activities people can perform at the same time, under the same roof and that too with a wonderful experience. Now, people of Gujarat are highly habituated with the shopping malls in the four major cities. The possibility of shopping for clothes, shoes and grocery, while simultaneously having provision for eating and entertainment in the form of movies or video games, parlor, has been a convenient experience for the consumers. Consumers like to visit the shopping malls and spent leisure time with their friends and relatives. Pollution free, air conditions shopping ambience in the malls is preferable to the heat, humidity, noise associated with road side shopping. The mall culture has become a sensation in terms of changing the lifestyle of Indians-the way they are shopping and socializing. The changing lifestyle of consumer, strong income growth and favourable demographic pattern have provided various opportunities as well as set more challenges for retailers. Increase in the number of nuclear families with double income group and tight working schedules have left consumers with less time for leisure and entertainment. This has spurred the demand for one stop destination that may help the people to fully utilize their scant time.

Table: 1.1 2014 Global Retail Development Index Country Wise

2014 Rank	Country	Market Attractiveness	Country Risk	Market Saturation	GRDI Score
1	Chile	100.0	100.0	13.2	65.1
2	China	60.9	52.5	44.5	64.4
3	Uruguay	93.4	57.5	70.3	63.4
4	United Arab Emirates	98.5	82.3	17.5	60.5
5	Brazil	99.4	59.8	48.7	60.3
6	Armenia	26.4	35.3	81.5	57.5
7	Georgia	32.4	32.8	79.6	55.9
8	Kuwait	78.8	72.6	32.9	54.0
9	Malaysia	66.7	68.7	32.2	52.8
10	Kazakhstan	45.4	38.5	72.7	52.7
To Consider In Global Retail Development Index					
11	**Turkey**	**83.6**	**50.2**	**46.5**	**52.6**
12	**Russia**	**94.0**	**38.4**	**30.7**	**52.4**
13	**Peru**	**46.0**	**43.0**	**61.9**	**50.6**
14	**Panama**	**56.2**	**46.9**	**52.7**	**49.3**
15	**Indonesia**	**46.2**	**33.4**	**57.7**	**49.2**
16	**Oman**	**75.1**	**79.1**	**27.0**	**48.1**
17	**Sri Lanka**	**6.3**	**36.7**	**78.8**	**47.3**
19	**Nigeria**	**39.6**	**6.6**	**92.3**	**46.6**
20	**India**	**26.4**	**39.0**	**72.3**	**45.3**

Source: 2014 Global Retail Development Index, Full Steam Ahead For GlobalRetailers, AT Kearney Analysis, p: 02.

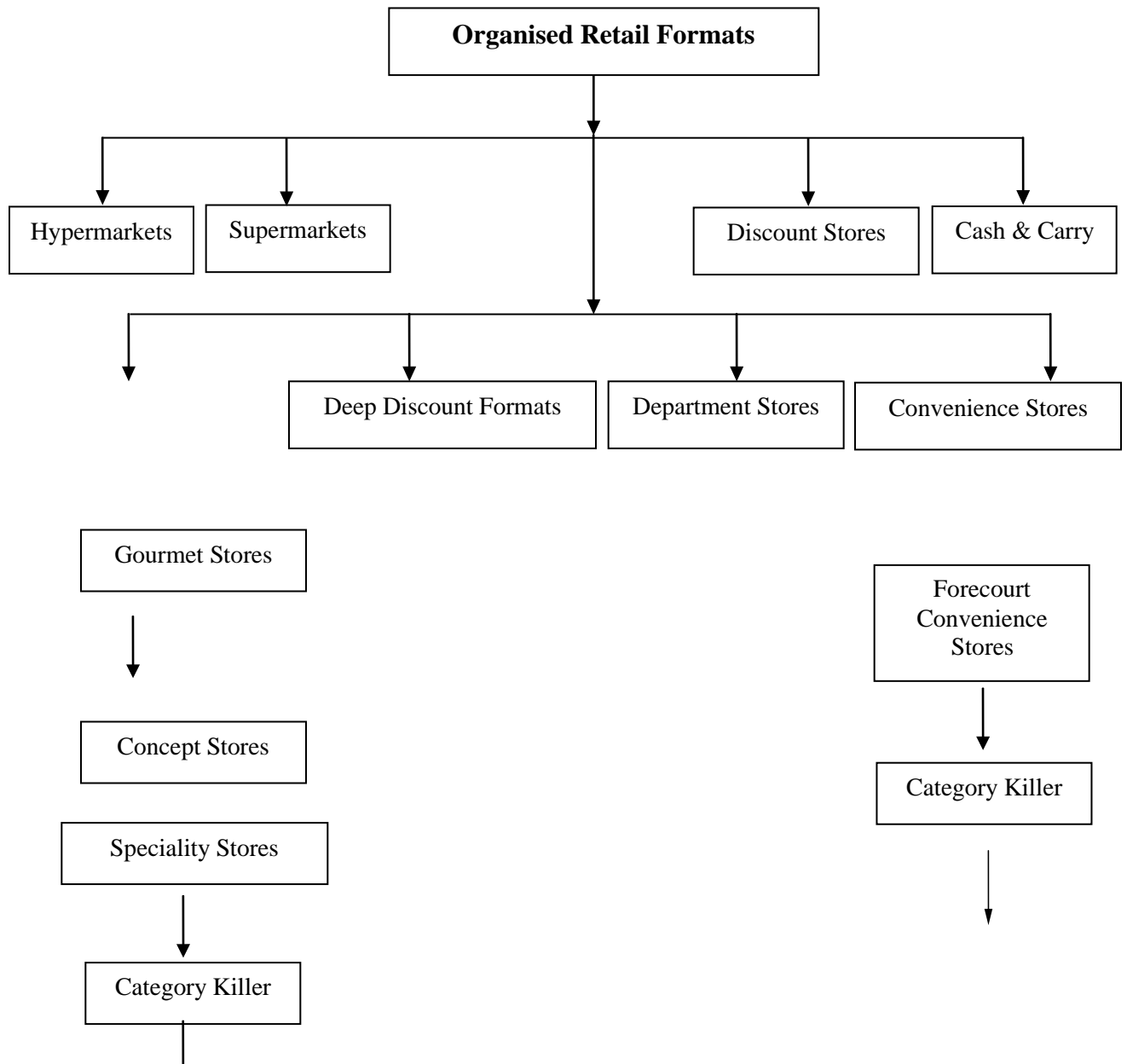| 0= Low Attractiveness	0= High Risk	0= Saturated
100= High Attractiveness	100= Low Risk	100= Not Saturated

1.2 RETAIL FORMATS IN INDIA

India is a large marketplace, with diversities in terms of people, culture, cities, region, etc. and various companies work on different models to cater to the diverse needs on people. Likewise, in retail various formats co exist and continue to grow. Today while modern retailing is gaining prominence, traditional retailing also continues to attract consumers given their customized value offering.

The first phase of modern retail was evident in late 1990"s when the concept of department stores was popularized in the Indian market. These department stores were perceived more like a mall-the air conditioning environment selling quality products under one roof. During this period, specialty stores also gained popularity in varied segments like books and music, consumer durables, etc. though with very a limited penetrations. The second phase of growth took place post 2005 with several large players coming up in the food and grocery formats-hypermarkets, supermarkets and convenience stores. This phase was more about testing the market, creating consumer awareness and selling the propositions of modern stores to them. Major growth was seen during 2008 to 2010 when the concept of modern retailing was gaining popularity. This period was marked with launch of various malls as well as entry of large international groups primarily in cash and carry and speciality stores format. This was the time when retailers focused more on strengthening their back-end systems and get themselves up for the rapid expansion phase. The current phase is seen form 2010 onwards where entry of international players is on a surge, several existing formats are being remodelled around the needs and expectations of new generation and rapid expansion plans are underway to tap the opportunities in the market. Further, with the possibilities of opening up of retail sector for FDI, many international players are chalking out plans to enter Indian market and create a whole new experiential shopping environment for the consumer. Many researcher and retailers analysts the Indian retail formats with the growth and expansion of retailingin India. Retail formats are classified on the basis of products categories dealt, as indicated below.

Figure: 1.1. Classification of Retail Formats in India

Figure: 1.1 Retail formats are classified on the basis of products categories dealt, as indicated below.

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                    ┌──────────────────────────────┐
                    │   Organised Retail Formats    │
                    └──────────────────────────────┘
         ┌──────────────┬──────────────────────────┬──────────────┐
         ▼              ▼                           ▼              ▼
  ┌─────────────┐ ┌─────────────┐         ┌───────────────┐ ┌─────────────┐
  │ Hypermarkets│ │ Supermarkets│         │ Discount Stores│ │ Cash & Carry│
  └─────────────┘ └─────────────┘         └───────────────┘ └─────────────┘

     ┌──────────────┬──────────────────┬──────────────┐
     ▼              ▼                   ▼              ▼
              ┌──────────────────┐ ┌──────────────────┐ ┌──────────────────┐
              │Deep Discount     │ │Department Stores │ │Convenience Stores│
              │Formats           │ │                  │ │                  │
              └──────────────────┘ └──────────────────┘ └──────────────────┘

  ┌─────────────────┐                          ┌──────────────────┐
  │ Gourmet Stores  │                          │   Forecourt      │
  └─────────────────┘                          │   Convenience    │
          │                                     │   Stores         │
          ▼                                     └──────────────────┘
  ┌─────────────────┐                                   │
  │ Concept Stores  │                                   ▼
  └─────────────────┘                          ┌──────────────────┐
  ┌─────────────────┐                          │ Category Killer  │
  │ Speciality Stores│                         └──────────────────┘
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  │ Category Killer │
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Source: Indian Retail Report: 2013.

Modern marketing aims at determining the needs and wants of target markets and adopts the organization to deliver the desired satisfaction more effectively and efficiently than its competitors. So the study and understanding of consumer

behaviour is sine-qua-non for any marketing programme. The study of consumer behaviour flow naturally from the marketing concept and the idea of looking at the product from the consumers' point of view offering what they really want instead of what one thinks, what they need.

An understanding of the economic, psychological and sociological characteristics of the consumers and their motives, attitudes, cognitions and personalities can help to discover new market opportunities, to providea sharper segmentation of the market and meaningful product differentiation and to formulate marketing strategies based on consumer responses as a major variable. In brief, the understanding of consumer preference and emotions are all important determinants for the success of the marketers' and all that influencing his decision relating to the identification of opportunities, product policy, and channel of distribution, pricing selling and promotional strategies. Thus the marketing concept is more consumers oriented. Hence the study of consumer behaviour is basic to all marketing activities.

Marketing has been developed as a discipline only in the past few decades in India. In today's world of competitive offering, diversity of consumer preference and proliferation of brands, consumer behaviour has become extremely important for marketing decision- be it marketing mix elements, segmentation changes or exploring new dimensions in consumer behaviour in a changing environment [8]. Consumer behaviour provides the -behavioural fit‖ to marketing mix elements which need to be changed from time to time by marketers.

Consumer behaviour is comparatively a new field of study which has evolved just after the Second World War. The sellers' market has disappeared and buyers' market has come up. This led to the paradigm shift of the manufacturer's attention from product to consumer and specially focused on the consumer behaviour. Consumer behaviour as a field of the study is rooted in the marketing strategy that evolved in thelate 1950s, when some marketers began to realize that they could sell products more easily if they produced only those products that they led already determined that consumer would buy. Consumer behaviour is a study of how individuals make a decision to spend their available resources (time, money and effort) or consumption related aspects (What they buy? When they buy? How they buy etc.).

Consumer behaviour deals with the psychological process of decision making by consumer in a social context which also exert group pressure on them. The consumer buying behaviour involves with several psychological factors. These factors govern the individual thinking process (like motivation, personality, perception and attitude), decision making steps involved in buying (decision making process) interaction of the

consumer with several groups like friends, family and colleagues (group oriented concepts) and selection of the brand and outlet depending on price and features and emotional appeal (marketing mix elements in a given environment). Consumer behaviour likes these four aspects to enable a marketer to formulate marketing

1.3 ENTERTAINMENT FACILITIES IN THE SHOPPING MALLS

Every consumers visit the shopping malls for different purpose. Malls attribute are so important for consumers. Many consumers go to the malls for shopping purpose only, some consumers go to the malls for visit purpose only and some consumers are for entertainment and leisure activities only. It is observed that most of the shoppers visit the shopping malls not only for shopping but entertainment too. However, we should understand that why do consumers go to shopping malls? There is no doubt that malls provide necessary and desired products for consumers in a modern economy. However, a mall may also provide a pleasurable diversion from everyday activities and chores (Bloch, Ridgway, and Dawson, 1994; Eastlick, Lotz, and Shim, 1998; Hirschman and Holbrook, 1982). Malls are now being built with large entertainment centers including rides, skating rinks, amusement parks, tens of movie theaters, museums, and virtual reality centers. Marketers have frequently suggested that the entertainment value of a shopping mall is an important area for study (Christman, 1988; Eastlick, Lotz, and Shim, 1998; Hoban, 1997; Wakefield and Baker 1998). However, empirical research of the relationship between entertainment and consumer buying behaviors and/or attitudes has been suggestive but not conclusive.

As a result of increase in disposable income, Indian retail industry is expected to grow. In fact, malls play a major role in consumers' lifestyle (Terblanche, 1999). They have become not only a centre for shopping but also a community centre for social and recreational activities (Ng, 2003). Stores, food courts, restaurants, cinemas, children's play areas, interactive entertainment, social use areas, relaxation spaces and promotional areas are now major components of any mall (Terblanche, 1999).

Entertainment it is well said that shopping malls are places where people can socialize with friends& family, enjoy entertainment, watch motives comfortably, shop at variety of stores or solve their loneliness or other psychological stresses. It is very obvious that if the individuals do not enjoy being in a mall, and then they shop quickly or do the activity for which he is there and return back quickly. Therefore only one way to keep the customers at the mall longer is to make the shopping experience more pleasant. People want things like sport centers, dance clubs, restaurants and cafe. Additionally, playground for kids should be present. Bloch et al., 1994; Roy, 1994 demonstrated that consumers mainly visit go to shopping malls for entertainment

purpose, boredom relief, get together, interaction with friends, fun, relaxation and freedom from concerns about personal safety, and to make comparison shopping. India's new malls are redefining entertainment. The new attractions are video-game arcades, bowling alleys, air shooting, air hockey, pool, children's play areas and adventure rides. A developer needs to cater to diversified interests in a mall and this is where entertainment zones become important. Youngsters come to malls not only for shopping but chilling out with friends.

Malls are getting into such activities in order to become a one-stop-shop for consumers. It is also because nowadays children mostly drive a family's buying decision. "To promote shopping, developers today want play areas and newer entertainment options within the malls. This adds to the footfalls for sure. India's new malls are not only larger than the retail complexes of the past, they offer more than shops and restaurants. Entertainment—often more expensive to set up and less lucrative for mall owners than retail—is included in malls to draw customers in and keep them spending. The newer malls, in addition to multiplexes, have video-game arcades, bowling alleys, children's play areas and carnival rides. Some malls are even toying with the idea of bungee jumping.

1.4 REVIEW OF LITERATURE

Dobbin (2011) says that shopping behavior has changed and malls have become the landmark of urban shopping. In India, malls have transformed shopping from need-drivenactivity to a leisure time entertainment.

Christiansen et al. (1999) examined the effects of mall „entertainment value" from the consumers" perspective on mall profitability. Consumers basically defined entertainment as some activity that provided a diversion or relief from normal day– 93 School of Management Studies, Punjabi University, Patiala Malls and Hypermarkets: Perspectives of Contemporary Shopping today activities and could include movies, theatre, people watching, entertainment retail stores, shopping itself, restaurants, bars and even thearchitecture and interior design of the mall itself. The study found evidence that demonstrated that there is a positive relationship between entertainment and mall profitability and value.

Kang and Kim (1999) also conducted surveys at three malls in San Diego, Cleveland and Atlanta to examine the impact of „entertainment as motivation for shopping." Their survey asked mall patrons to rate 'The main reason I visited this type business was':

- „A" for shopping or for finding what I needed.

- „B" for experiences or environments that are enjoyable and entertaining.

- Both „A" and „B"."

Shoppers who indicated „B" or both „A" and „B" were classified as being a high entertainment motivated shopper. Findings from that research found:

- More female than male shoppers indicated a high level of entertainment as motivation for shopping. 95 School of Management Studies, Punjabi University, Patiala Malls and Hypermarkets: Perspectives of Contemporary Shopping

- Shoppers with a low level of education tended to have a high level of entertainment as motivation for shopping with the exception of cinemas, where the ratio was reversed and customers with a college degree or higher, had a high level of entertainment as motivation.

- The amount of time and money spent in department / anchor stores, children"s apparel /toy / specialty stores, accessory / fashion stores, craft / house wares / home furnishing stores and mall common area stores was higher for shoppers with a lower level of entertainment as motivation for shopping.

- The level of entertainment motivation for shopping had no impact on the amount of cross–shopping.

- Shoppers who perceived a high level of enjoyment usually spent more time on shopping than those that experienced a low level of enjoyment.

Consumers these days are becoming very variety seeking and searching for novel and unique experiences **(Berry et al., 2002).** According to the findings of **Wilhelm and Mottner (2005),** the age group of teenagers also preferred going to a shopping mall whose atmosphere was friendly and made them feel welcomed. They wanted a mallwhich provided cool stores, entertainment options, attractive designing and a good place to spend time with friends, on the whole a good

shopping experience. They see malls as a source and venue for recreation **(Wilhelm and Mottner, 2005).** Thus the overall shopping experience which includes shopping, leisure as well as entertainment is a key determinant of mall attractiveness Customers need entertainment and shopping malls do so by accommodating retailers offering entertainment services, but this is not the only way to create entertaining experience. Shopping malls can improve shopping experience by engaging customers in an enjoyable manner while carrying out shopping. For ensuring this it is important to understand what makes shopping experience appealing. Different studies have suggested different sets of attributes as constituents of shopping experience. It is confirmed that mall shopping is a relative choice phenomenon **(LeHew and Fairhurst, 2000; Lowry, 1997; Stoltman, 1991).**

Jason Sit and Bill Merrilees (2006), in the article entitled, „Understanding Satisfaction Formation of Shopping Mall Entertainment Seekers: A Conceptual Model" had a „view that entertainment consumption was a common activity in the shopping centre environment. However, very little research had been examined the concept of entertainment consumption in the shopping center context. Researchers had presented a research model which contributes to understand shopper satisfaction with entertainment consumption. The model comprised five key constructs- Hedonic motives, Functional evaluation, Affective evaluation, Overall satisfaction, Behavioral loyalty. It pointed out that the primary focus of hedonic consumption was on affective experience. This study pointed out that affective experiences were likely to be influenced by functional attributesrelative to entertainment consumption. According to conceptual model the impact of hedonic motive on overall satisfaction would be mediated by both functional and affective evaluation. Overall satisfaction of entertainment seekers would result in positivebehavioral loyalty.

Entertaining shopping experience exploring shopper"s excitement and desire to stay at a mall, **Wakefield and Baker (1998)** identified four factors: ambient factors, design factors, layout and variety. Each factor was composed of multiple attributes represented by different statements. Some of the attributes covered in their study included architecture and overall design, temperature control, variety of stores, music, ease in locating stores and lighting. These attributes influence the desire to stay at a mall.

The entertaining shopping experience can be assessed in terms of various characteristics viz. browsing **(Bloch et al., 1994),** the retail atmosphere **(Kotler, 1973),** the socialinterplay **(Bloch et al., 1994)** and purchase bargains **(Schindler,**

1989). Jones (1999) posited nine specific factors of entertaining shopping experience including both shopper and retailer factors. **John Konarsky (1995)** came out with an entertaining typology and came out with different types of entertainment in the retail stores. This classification of entertainment is based on two types of factors: owner driven or retailer driven. In the retailer driven segment, we have two categories i.e., shopping experiences and centre environment.

The quality of the shopping experience is generally thought to have a positive effect on customers" behavioural intentions **(Tai and Fung, 1997; Wakefield and Baker, 1998),** with enjoyment of shopping as a pleasurable experience associated with raised patronage **(Mano, 1999).**

Quite a few shopping-related scholars, including **Hoban (1997), Eastlick, Lotz, and Shim (1998), Wakefield and Baker (1998), Kang and Kim (1999), Coalman (2002), Ibraham and Ng (2003), Michon, Chebat, and Turley (2005), Wilhelm and Mottner (2005), Biba et al. (2006) and Backstrom (2006),** emphasise that a distinction should be fully recognized between shopping and buying in contemporary consumer society. The shopping behaviour usually comes with a generous supply of free time, a flexible amount of funds and certain aimlessness. In contrast, the buying behaviour is depicted placing primary priority on the acquisition of economical but quality-assuring products with expeditiousness. Unlike buying behaviour, shopping behaviour is said to be rather recreation-oriented than merely utility-oriented. Based on the distinction between shopping and buying behaviours, the entertainment paradigm researchers contend it is an effective strategy to invent a differentiating strength for a shopping mall through the creation of entertainment experience. It tends to revolve more around seekingentertainment experience. Metaphorically, the shopping mall is a place that is more orless like a theme park featuring fun, joy, excitement, curiosity and even dream-like fantasies.

1.5 OVERVIEW OF RESEARCH METHODOLOGY

Research is a logical and systematic search for new and useful information on a particulartopic. In the well-known nursery rhyme **"Twinkle Twinkle Little Star How I Wonder What You Are"** the use of the words "how" and "what" essentially summarizes what research is. It is an investigation of finding solutions to scientific and social problems through objective and systematic analysis. It is a search for knowledge, that is, a discovery of hidden truths. Here knowledge means

information about matters. The information might be collected from different sources like experience, human beings, books, journals, nature, etc. A research can lead to new contributions to the existing knowledge. Only through research it is possible to make progress in a field. Research is indeed civilization and determines the economic, social and political development of a nation.

Research is not just a process of gathering information, as is sometimes suggested. Rather, it is about answering unanswered questions or creating that which does not currently exist. "Research is defined as a systematic, self-critical enquiry". The enquiry isaimed at understanding a thing or phenomenon or solving a problem. When an enquiry is aimed at understanding, it is termed as basic or fundamental research, which pursues knowledge, and may or may not have practical or commercial use. When the enquiry is aimed at applying the available knowledge for practical or commercial use, or for solvinga problem faced in practice, it is termed as applied research" (K.N.Krishnaswamy, Appa Iyer Sivakumar & M.Mathirajan, 2008, p:04). This chapter presents in detail the methodology adopted for carrying out the current research. It is organized into eleven sections. It begins with an overview of the research methodology, which revolves around

the theme of research followed by the problem statement that has a set of questions the research seeks to answer, which is followed by the research objectives. An impact of independent variable (Entertainment facilities) on dependent variable (Customer re- purchase behaviour and Customer word of mouth) followed by research hypothesis. The chapter then elaborates on the scope of research, development of the questionnaire. Thereare sections on sources of data and sample selection, which are followed by a brief tools used for analysis of data. The chapter concludes with a brief mention of the analysis and interpretation of the study.

1.5.1 RESEARCH QUESTIONS & OBJECTIVES

The broad research questions that formed the basis of this exploratory research are:

1. Does the consumer perception remain the same towards entertainment facilities inthe shopping malls of Gujarat State?
2. What is the impact of in-mall entertainment facilities on consumer perception?
3. What is the impact of in-mall entertainment facilities on consumer

repeatpurchase behaviour?

4. What is the impact of in-mall entertainment facilities on consumer word ofmouth?

RESEARCH OBJECTIVES
1. To know the impact of entertainment facilities on consumer buying behavior.
2. To analyse the relationship between entertainment facilities in the mall and its impact
   on customer perception.
3. To analyze the relationship between entertainments facilities in the mall and its impact
   on customer repurchase behaviour.
4. To analyze the relationship between entertainments facilities in the mall and its impact
   on customer word of mouth.
5. To analyze the relationship between entertainment facilities in the mall and its impact
   on general shopping activities.

1.5.2 SCOPE OF THE STUDY

The goal of the present study is to know the entertainment facilities in the malls of Gujarat and how it creates greater impact on consumers" behaviour. This study is limited to consumers of Gujarat state who are frequently visit the malls and purchasing the products from the selected cities of Gujarat: (Ahmedabad, Vadodara, Surat and Rajkot). The geographical scope of the study is restricted to the selected cities of Gujarat due to time and resource constraints. From the above literature, the researchers will explore the following areas in this research work and will try to ascertain whether the entertainment facility provided by malls is one of the gravity factors affecting shoppers" behaviour.

1.5.3 PROBLEM IDENTIFICATION

Malls play significant role in the life of consumers by influencing their lifestyle. The concept of retail as entertainment came to India with the advent of malls. The development of malls is now visible not only in the major metro cities but also in theother part of the country. Shopping malls are not only a center for shopping but have also become a center for social and recreational activities. With the growth of the large number of malls, consumers tend to be more selective in making choice. They like malls that are more attractive and a wide variety of entertainment facilities are available in the shopping malls. We have conducted the

research study in four cities of Gujarat states. Today, some of the shopping malls are going to close down in the Gujarat state and I analyzed from the past available data that entertainment facility is one of the reasons for it. In India malls are mushrooming in every corner, but sustainability of malls is a big question mark. So, I decided to study "An Impact of Entertainment Facilities on Consumer Buying Behaviour in Shopping Malls of Gujarat State".

1.5.4 RESEARCH GAP

The study by Sit and Bill Merrilees (2005) provided understanding of satisfaction formation of „pro-entertainment" shopper segments in shopping centers. This model is used to understand causes and effects of shopper satisfaction with entertainment consumption. There are five constructs on which this model is based – 1) Hedonic Motives, 2) Functional Evaluation, 3) Affective evaluation, 4) Overall satisfaction and 5) Behavioral loyalty. Many studies have been done on shopping experience in the malls, shopping center image is dominated by four key attributes, namely merchandise mix, accessibility, services and atmospherics. The dominance of the „big four" attributes in shopping center studies reveals that entertainment has been neglected (Reynolds, Ganesh and Luckett 2002; Dennis, Marsland and Cockett 2001; Frasquet, Gil and Molla 2001.

1.5.5 IDENTIFICATION OF VARIABLES

On the basis of extensive literature review of research already done in the area of entertainment facilities in the shopping malls in the developed countries, certain variableswere identified. These variables form the basis of research and have been discussed briefly.

Independent variable
In-mall entertainment facilities

Dependent variables

1) Repeat Purchase Behaviour

2) Word of Mouth

1.5.6 RESEARCH DESIGN

Research design is the master plan of any research study focusing on (Hair et al., 2003) the structure, procedures and data analysis of the research (Leddy & Ormrod, 0225). There are three designs to choose from dependent on the types of

the present study. They are exploratory, descriptive and causal research designs. Descriptive research used to validate the hypothesis generated from the exploratory research. A structured questionnaire was developed from the literature and the exploratory research. The respondents were contacted at the retail stores and questionnaire was filled up.

The exploratory nature of this investigation into shoppers" entertaining facilities and impact on shoppers" behaviour require the researchers to carry out in-depth interviews with shoppers before undertaking the quantitative research. The findings of the qualitative research are important in compiling the scope of the research, as well as the development of the questionnaire. Walker (1985), state that a sample size of between 20 to 40 in-depth interviews is necessary for the qualitative research studies that are undertaken prior to quantitative studies.

1.5.6.1 Population of the study

Population study is really important to identify in the research study. All the actual shoppers or consumers in any organized retail outlet (shopping malls) make the population for the research.

1.5.6.2 Sampling Frame

It was quite difficult to identify the sampling frame. Unlike other researches where a telephone directory or a map can be the sampling frame, in this case the frame was little blurred as a retail outlet can invite customers from other localities other than its location also. So broadly the outlets (shopping malls) were defined as the sampling frame.

1.5.6.3 Sampling Unit
The urban consumers shopping at different shopping malls are the primary unit of analysis. The behaviour of these consumers is observed and data are collected through questionnaire method. The individual, students, family, friends and relatives visiting the shopping malls were considered as a sampling unit for the research work.

1.5.6.4 Sampling Design
A sample design is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure would adopt in selecting items for the 159 sample(Krishnaswamy et. al. 2006). Sample design may as well lay down the number of items to be included in the sample i.e. population of the study, sampling

unit, sampling frame or sampling sources, size of sample and sampling procedure.

1.5.6.5 Sample Size
The sample size of 502 respondents was selected from different location in four cities of Gujarat. All the respondents were administered the questionnaire the visit about the shopping malls.

1.5.6.6 Primary data
The data used for the present study is primary in nature. The primary data was collected through the field survey.

1.5.6.7 Secondary data
As a part of the research, secondary data have been collected from various Journals, Magazines, Proceedings of Seminars and Conferences, from Vikram Sarabhai library of Indian Institute of Management-Ahmedabad (IIM-A), Center for Retailing of IIM-A Mudra Institute of Communication (MICA), Nirma University-Ahmedabad, Pandit Deendayal Petroleum University and library of Devi Ahilya University (Indore).

1.5.6.8 Survey Instrument
The respondents were administered a structured non-disguised questionnaire (shown in appendix- A). The questionnaire begins with a brief introduction revealing the purpose and importance of the study in addition to the statements allaying fears regarding participation and confidentiality of their responses in the survey. The questionnaire used dichotomous, multiple choice, five – point Likert scale type statements, and open ended questions.

The questionnaire has been divided into four different parts: part-A, part-B, part-C and part-D. The part-A consist of twelve questions connected to respondents" socioeconomic,demographic characteristics and consumers visiting the malls. The second part-B consists of 15 questions relating to general shopping activities (five point Likert scale), and expectation and usages of entertainment facilities by consumers" in the shopping malls. Part-C consists of 30 statements on entertainment facilities, consumers" perception; consumers" re-purchase behavious and consumers" word of mouth. Part-D consists of six questions on personal background of consumers. All items are measured using five-point Likert scale. The questionnaire ends with thanks for participation in the study.

1.6 DATA ANALYSIS

Finally, data analysis techniques such as frequency-distribution, t-test, regression analysis, ANOVA analysis, and cross tabulations are carried out with SPSS in order to test the hypothesis.

1.7 DATA ANALYSIS & INTERPRETATION

1.7.1 Regression Analysis

1.7.2 Hypothesis testing

The hypothesis test was conducted for to understand relationship between entertainment facilities in the mall and impact on customer perception, customer repurchase behaviour, customer word of mouth and general shopping activities.

H1: There is significant relationship between entertainment facilities in the mall and impact on customer perception.

H2: There is significant relationship between entertainment facilities in the mall andimpact on customer repurchase behaviour.

H3: There is significant relationship between entertainment facilities in the mall andimpaton customer word of mouth.

H4: There is significant relationship between entertainment facilities in the mall and impact on general shopping activities.

The variable we want to predict is called the dependent variable (or sometimes, the outcome variable). The variable we are using to predict the other variable's value is called the independent variable (or sometimes, the predictor variable).

1.8 HYPOTHESIS TESTING

SPSS Simple linear regression model outputTable: 1.8.1

Table: (1.8.1) Model Summary

			Adjuste d R	Std. Error of the

Model	R	R Square	Square	Estimate
1	.083[a]	.007	.005	.41572

a. Predictors: (Constant), Entertainment Facility

This table provides the R and R^2 values. The R value represents the simple correlation and is 0.83 (the "**R**" Column), which indicates a high degree of correlation. The adjusted R^2 value was 0.05. R2 value (the "**R Square**" column) indicates how much of the total variation in the dependent variable, entertainment facility was explained by the independent variable. In this case, the value of R square is found 0.07 (7%). It explained 7% of variance in customer perception.

The next table is the **ANOVA** table, which reports how well the regression equation fits the data (i.e., predicts the dependent variable) and is shown below:

Table: 1.8.2 ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.606	1	.606	3.508	.062[a]
	Residual	86.410	500	.173		
	Total	87.016	501			

a. Predictors: (Constant), Entertainment Facility

b. Dependent Variable: Customer Perception

The **Coefficients** table provides us with the necessary information to predict customerperception from entertainment facility, as well as determine whether entertainment facility contributes statistically significantly to the model (by looking at the "**Sig.**" column).

Table: 1.8.3 Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.297	.092		46.578	.000
	Entertainment Facility	-.062	.033	-.083	1.873	.062

a. Dependent Variable: Customer Perception

Thus, the Regression equation is:

Customer Perception = (4.297) + (-0.062) * Entertainment Facilities

Interpretation:

Result
The above table of single linear regression analysis explained that the (B) is -0.62 and p value is 0.62 which is higher than significance value 0.05, so the null hypothesis is accepted and alternative hypothesis is rejected. It means there is no significant relationship between in-mall entertainment facilities and its impact on customer perception.

Table: 1.8.4

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.046[a]	.002	.000	.46802

a. Predictors: (Constant), Entertainment Facility

This table provides the R and R^2 values. The R value represents the simple correlation and is 0.46 (the "**R**" Column), which indicates a high degree of correlation. The adjusted R^2 value was 0.00. R2 value (the "**R Square**" column) indicates how much of the total variation in the dependent variable, entertainment facility can be explained by the independent variable. In this case, the value of R square is found 0.002 (2%). It explained 2% of variance in customer repurchase behaviour.

The next table is the **ANOVA** table, which reports how well the regression equation fits the data (i.e., predicts the dependent variable) and is shown below:

Table: 1.8.5 ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.235	1	.235	1.072	.301[a]
	Residual	109.521	500	.219		
	Total	109.756	501			

a. Predictors: (Constant), Entertainment Facility

b. Dependent Variable: Customer Repurchase Behavior

The **Coefficients** table provides us with the necessary information to predict customer repurchase behaviour from entertainment facility, as well as determine whether entertainment facility contributes statistically significantly to the model (by looking at the "**Sig.**" column).

Table: 1.8.6 Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.126	.104		39.735	.000

	Entertainment Facility	-.039	.037	-.046	1.035	.301

a. Dependent Variable: Customer Repurchase Behavior

Thus, the Regression equation is:

Customer Repurchase Behaviour = (4.126) + (-0.039) * Entertainment Facilities

Interpretation:

Result

The above table of single linear regression analysis explained that the (B) is -

0.046 and p value is 0.301 which is higher than significance value 0.05, so the null hypothesis is accepted and alternative hypothesis is rejected. It means there is no significant relationship between entertainment facilities and customer repurchase behaviour.

Table: 1.8.7 ANOVA[b]

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	2.200	1	2.200	13.737	.000[a]
Residual	80.071	500	.160		
Total	82.271	501			

a. Predictors: (Constant), Entertainment Facility

b. Dependent Variable: Customer Word of Mouth

The **Coefficients** table provides us with the necessary information to predict customerword of mouth from entertainment facility, as well as determine whether entertainment facility contributes statistically significantly to the model (by looking atthe "**Sig.**" column).

Table: 1.8.8 Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.663	.089		52.514	.000
Entertainment Facility	-.118	.032	-.164	3.706	.000

a. Dependent Variable: Customer Word of Mouth

Thus, the Regression equation is:

Customer Word of Mouth = (4.663) + (-0.118) * Entertainment Facilities

Interpretation:

Result
The above table of single linear regression analysis explained that the (B) is - 0.118, Beta is -.164 and p value is 0.000 which is less than significance value 0.05, so the null hypothesis is rejected and alternative hypothesis is accepted. It means, there is positive relationship between entertainment facilities and customer word of mouth.

Table: 1.8.9

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.02	.00	-.001	.39888

	8a	1		

a. Predictors: (Constant), Entertainment Facility

This table provides the R and R² values. The R value represents the simple correlation and is 0.28a (the "**R**" Column), which indicates a high degree of correlation. The adjusted R² value was -0.001 (the "**R Square**" column) indicates how much of the total variation in the dependent variable, entertainment facility can be explained by the independent variable. In this case, the general shopping activities is found (01%). It explained 01% of variance in general shopping activities, which is very low.

The next table is the **ANOVA** table, which reports how well the regression equation fits the data (i.e., predicts the dependent variable) and is shown below:

Table: 1.8.10 ANOVAᵇ

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	.061	1	.061	.385	.535a
Residual	79.551	500	.159		
Total	79.613	501			

a. Predictors: (Constant), Entertainment Facility

b. Dependent Variable: Shopping Attitude

The **Coefficients** table provides us with the necessary information to predict customerword of mouth from entertainment facility, as well as determine whether entertainment facility contributes statistically significantly to the model (by looking atthe "**Sig.**" column).

Table: 1.8.11 Coefficientsa

	Unstandardized Coefficients		Standardized Coefficients		

Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	3.644	.089		41.167	.000
	Entertainment Facility	-.020	.032	-.028	-.620	.535

a. Dependent Variable: General shopping activities

General Shopping Activities = (3.644) + (-0.020) * Entertainment Facilities

Thus, the Regression equation is:

Interpretation:

Result

The above table of single linear regression analysis explained that the (B) is - .020, Beta is -.028 and p value is 0.535 which is higher than significance value0.05, so the null hypothesis is accepted and alternative hypothesis is rejected.It means there is no positive relationship between entertainment facilities and general shopping activities.

1.9 RECOMMENDATIONS FOR FUTURE RESEARCH

The present research study has covered all the important aspects of retailing and shoppingmalls. The survey of the current research study was limited to Gujarat state only. This research work will be helpful to other research scholars to do future research in the areaof entertainment and shopping malls. The future study may cover the other region ofIndia or also can do a comparative study for better result. Further, the case study also can be taken up by covering some specific retail area. It will help to validate the results on thebasis of case studies.

It can be attempt to differentiate between the perspective of entertainment in the Western countries and perspective of entertainment in emerging Asian countries. It will give insights on how a retailer should design entertainment model for shopping malls to increase overall interest of visitors or consumers. It also helps the retailers to apply entertainment as a strategy for shopping malls. The future research in the

same area will be helpful to the retailers to accelerate the growth and overall development of shopping malls. Today, shopping malls are not doing good work, so retailers can find out majorand minor problems or reasons with the help of an effective future research study. This research work will open the avenue of future research in the field.

1.10 CONCLUSION OF THE STUDY

The objective of this study was to measure an impact of entertainment facilities on consumer buying behaviour in the shopping malls of Gujarat. The study was an attempt to profile the consumers based on the key demographic variables namely gender, age, marital status, education, occupation and family income. In this study, the researcher has identified three dependent variables and one independent variable. Entertainment facilities in the shopping malls of Gujarat were studied across these demographic factors and also with dependent variables to find out an impact of independent variable (Entertainment) on the consumer buying behaviour in the shopping malls. In this study, itwas found that entertainment facilities in the malls, customer perception, customer repeat purchase behaviour and the customer word of mouth are the major variables to measure an impact on consumer buying behaviour.

In the current research study, researcher measured three dependent variables namely, consumers perception, consumers repeat purchase behaviour and consuemrs word of mouth. Researcher had analysed relationship between in-mall entertainment facilities and all dependent variables with the help of regression analysis.

Thus, in this upcoming era of mall culture, a retailer success lies in studying consumers choice of entertainment providing and nourishing what a consumer needs apart from shopping in shopping mall. Entertainment facilities can not be overload or ignored. They have become the part and parcel of the mall. It is that component part of the mall that instinctively attract the consumer to visit it. In-mall entertainment facilties are inseperable, insatiable and inevitable.

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