

Preferences of Consumers: Malls with Entertainment and Multiplexes

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Abstract

India is a country obsessed with movies. Whether it is eastern part of India, southern region, western part or North India movie buffs can be found every corner & part of India. Movies are something that attracts the persons from all age groups, social classes, religions or castes. Shopping malls came into India very late in comparison to western part of the world. But it becomes 'Mall Mania' which spreads very fast. Several marketing research firms analyzed & concluded thereafter that movies are the main reason which attracts the footfalls of customers in a particular mall first time. Thereafter it depends on other factors associated with shopping malls which attracts consumers & convert those footfalls into buying decisions. So in this research paper we aim to study the truth of this hypothesis:

Family consumers are more likely to visit shopping mall with an entertainment centre and multiplex cinemas.

Key Words :Entertainment at malls, Shopping Malls, Multiplexes, Speical dimension of mall etc.

Introduction

As shopping mall boom has entered in India in a very big way. Shopping mall culture is now part of today's life in big metros moreover these big luxurious malls are now entered in Tier-II or even smaller cities. Customer likes shopping malls as they found these malls as complete place for their entertainment, outing, eating out, and watching movies & day to day shopping needs. So this trend is continued to spread from big metros to smaller cities. But as the initial shopping malls grown up it was felt that there is a deep connection in entertainment facilities like kids zones, Play area for kids

as well as the grown up teenagers & for inside games like pool, table tennis for mature visitors and customers footfall for shopping area. Same is also applicable with multiplexes, In days when new & awaited movie come the footfall inside the mall become increase. So the more footfalls come into the mall there is higher percentage of sales conversion through these footfalls.

Literature Review

There are several studies to learn the consumer's reasons for choosing a particular brand, product or place while giving preference on the other brand, product or place. Still it is difficult to understand the psychology of consumer decision making process. The decision making process while buying a particular product or service is a complex process and also this needs to understand that why consumer prefer to buy a same product from a particular place or time. In order to identify the shopping behaviour of Indian consumers across different retail outlets, traditional outlets are preferred as consumers wish to have a chance to bargain while modern outlets are preferred because they are associated entertainment facilities with shopping (Sinha 2003). Bloch et al., 1994; Roy, 1994) described about consumers motives go to shopping centers i.e, to seek entertainment, boredom relief, social interaction with friends, fun, relaxation and freedom from concerns about personal safety, as well as a wide choice of comparison shopping. Shim and Eastlick (1998) also surveyed adult shoppers on cross-shopping behaviours at two entertainment and retail focused malls in Phoenix, Arizona and San Diego, California. They found that both entertainment-oriented shoppers and cross-shoppers are seeking fun and enjoyment through their mall activities, whereas shoppers pursuing particular goods and services are generally not drawn to entertainment activities. They found that regardless of the shopping motivations, positive experiences translate into a higher probability of repeat business and that entertainment can be part of an effective strategy to increase visits and shopping center profitability. While retailers are focusing more on 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-to-day activities and could include movies, theatre, people watching, entertainment retail stores, shopping itself, restaurants, bars and even the architecture 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.

Research on the key determinants and motivations of shopping behaviour by Dholakia (1999) has explored and empirically tested three reasons behind going for shopping as 'interactions with family', 'utilitarian' and 'shopping as pleasure.' Kavita Kanabar (2012) in her paper entitled "Change in consumer behaviour in Surat with introduction of Mall". Modern organized retail has forayed into Surat, as is evident in supermarkets and multi-storied malls that offer shopping, entertainment and provision for eating under one roof. The study concluded that primarily in the malls for shopping, consumers prefer eating at food-courts, window shopping and entertainment in the form of movies at multiplexes or video game parlors. They also

attend events, promotions, competitions and product launches that are organized in the malls and spend their leisure time with family and friends. Over the period, the mall culture has gained acceptance and consumers are repeating their visits for successive purchases marked by the increase of regular users at malls.

Research Methodology

There are two types of approaches used by researchers –Quantitative and Qualitative. As the consumer's behavior is something which cannot quantified on scale as output may be different due to opinions. Thus qualitative research methods have been used

Objectives of the Research Paper

The objectives of this research paper to explore the behavior of consumer's towards shopping malls. In this paper we need to identify the following aspects:

- Entertainment facilities & multiplexes are the motivation behind due to which footfalls come into a particular shopping mall.
- Customers who come along with their spouses, children & other family members prefer only those malls with entertainment facilities & multiplexes

Consumer's Motives for Visiting at Shopping Malls

There are several motivations behind consumer's visit to a shopping mall. Motivation factors are the driving forces which creates the intention within the consumer to visit to a particular shopping malls. These motivation factors are as follows:

- To seek relief from boredom from daily routine : In urban areas where life is so fast that an individual, they just wish to relax or 'chill out' shopping mall provides that atmosphere for visitors so that they can enjoy in pleasant atmosphere. Eat out with their family at food courts or restaurants. Their kids can enjoy in play zones or he/she can enjoy with friends, collagues or family. So this is main motivation behind consumer's visit to a shopping mall.
- Shopping for all needs under single roof: As we mentioned in urban areas people have less time for performing their routine purchase or special shopping. Mall offer that particular offering to consumers so that they can buy their regular food & grocery items and also do the shopping for special occasions. Also consumers relate themselves with malls they visit. Consumers even check those items which they wish to purchase or use.
- Satisfying the hunger of brand consciousness: Due to more & more spread of telecom services complete world is now closer to us. So consumers have now exposure on global & Indian branded products. They easily find these products in shopping malls so increasing brand consciousness or desire to use more quality products motivates them for visiting mall.
- Price Consciousness: Main consumer of these malls belongs to middle class. So these consumers have price consciousness associated with good product.

So this desire brings them to mall in which retailers offers discounts and other promotional deals.

- **Shopping Experience:** This is the main motive which attracts shoppers to come & come again. This is a broad factor for which the shopping malls are created .As malls provides a pleasant, air-conditioned atmosphere so that people can do shopping without being tired. This motive provides consumers to visit again & finalize their favorite mall for future.
- **Hang Out Experience:** Malls are perfect places for hang out. There are several people who like to visit malls with combination of all above mentioned reasons. These are not actually customers but they just come & enjoy at mall .They do window shopping, use entertainment facilities & enjoy there. They visit malls as hang out experience motivates them for the same.

Entertainment & Multiplexes –Necessity at Shopping Malls

Mall culture in India is just a decade old in India. So Indian consumer wish to enjoy the its childhood & grown up stage. With all other motivation factors we came to know that pleasant ambience at shopping mall & entertainment facilities the main factor in taking decision to visit a mall. Shopping malls are becoming entertainment hubs which have all type of entertainment facilities in it along with the big brands or services to buy.

A typical shopping mall has following entertainment facilities in it:

- **Kids Play Zone:** Kids play zones or child amusement corner is that space which is dedicated play area for kids so that families who visited along with their kids, their kids can play & they can enjoy while seeing their child in a happy mood. This contains several type of games,
- **Video Parlors:** This is area dedicated for teenagers .It can be termed as play zone for teenagers.
- **Food Courts, Restaurants & Bars:** Entertainment facilities include food courts, restaurants, bars and pubs which offers different kinds of cuisines and drinks.
- **Multiplexes:** These are the main attraction for a country like India where people are ‘Mad for Movies’. People at each corner in India are passionate for movies so mall give them a reason to enjoy their favorite movie with very pleasant & luxurious ambience with taste of popcorns with it.
- **Rest-Rooms:** Rest-rooms are necessity for visitors who came at mall with any purpose. This is one of the main reasons which has competitive advantage over unorganized market.

Conclusions

So through this research paper we can conclude that entertainment facilities & multiplexes are main dimension of shopping mall choice variables. As people are adopting shopping malls due to its convenience & ambience along with entertainment facilities & shopping advantages. Mall provides to visitors a relaxing atmosphere

which generates positive energy and excitement for visitors which motivate them for making more purchases even the unplanned ones. Mostly the family visitors when feel that they can see their family member in a happy mood the decision maker decides to go ahead & visit the retail outlets which converts into purchase decisions in most of the cases. So malls with the entertainment facilities & multiplexes are preferred by consumers, mainly the family consumers. Actually entertainment facilities & pleasant atmosphere creates an excitement in consumer so that we become motivated for purchase of new products. So we can further conclude that entertainment facilities and multiplexes motivates footfalls into a mall which converted into sales decision on later stage. So profitability of malls increases if mall have adequate entertainment facilities in it.

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