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ENTERTAINMENT'S IMPACT ON SHOPPING BEHAVIOUR IN SMALL CITY MALLS

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ABSTRACT

This qualitative study delves into the intricate relationship between entertainment amenities and shopping behavior within small city malls, focusing on the context of Semenyih, Selangor. Small city malls are uniquely positioned within their local economies, facing challenges such as competition from local businesses and the imperative to tailor their offerings to the diverse preferences of their clientele. This research aims to provide valuable insights for mall managers and retailers seeking to adapt to the evolving needs and behaviors of consumers in these smaller urban centers. Employing qualitative research methods, a series of in-depth interviews were conducted with employers in Semenyih. The sampling strategy utilized a combination of maximum diversity sampling and snowball sampling to ensure a comprehensive representation of perspectives within the local community. Through these interviews, we sought to capture the nuanced interactions between entertainment amenities and shopping behaviors, as well as to identify the challenges faced by stakeholders in navigating these dynamics. The research questions guiding this inquiry revolve around understanding the various roles that entertainment offerings play in shaping shopping behaviors, uncovering the specific challenges encountered by mall managers and retailers in adapting to these changes, and proposing future strategies to enhance the overall shopping experience for local communities. The findings of this study not only shed light on the unique dynamics at play within Semenyih but also offer broader implications for small city malls globally. Understanding the complex interplay between entertainment amenities and shopping behaviors is essential for stakeholders to remain competitive and responsive to the evolving demands of consumers in smaller urban centers. By providing actionable insights derived from real-world experiences, this research contributes to the body of knowledge surrounding consumer

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behavior in small city contexts and offers practical guidance for mall managers and retailers aiming to thrive in this evolving landscape.]

1.0 INTRODUCTION (HEADING 1)

Entertainment does indeed play a significant role in shaping shopping behavior, particularly in Malaysia. While factors like pricing and product quality have been extensively studied, the influence of entertainment on consumer behavior is increasingly recognized (Eroğlu et al., 2003). Research indicates that entertainment elements in shopping environments, such as site atmospherics and emotional experiences, can impact shopper attitudes, satisfaction, and approach/avoidance behaviors (Eroğlu et al., 2003). Understanding this relationship is crucial for businesses and mall managers to adapt to evolving consumer preferences and enhance the overall shopping experience.

Studies have emphasized the importance of entertainment in influencing consumer behavior in shopping malls. For example, the availability of entertainment options in malls can increase participation in activities and foster intentions to revisit the mall in the future (Lotz et al., 2010). Furthermore, the types of entertainment provided in malls can directly and indirectly affect shopper behavior by influencing their emotional states (Elmashhara & Soares, 2019). This underscores the significance of offering engaging and enjoyable entertainment experiences to positively influence shopping behavior.

Moreover, the hedonic value of shopping, which encompasses entertainment aspects, significantly impacts consumer behavioral intentions, especially among the youth demographic in Malaysia (Hudin et al., 2019). Incorporating entertainment elements into the shopping experience can enhance consumer engagement and the intention to make purchases. Additionally, research has shown that perceived entertainment value can enhance system usage, indicating that consumers are more likely to engage with platforms offering entertaining experiences (Kim & Forsythe, 2008; Kim & Forsythe, 2008).

In conclusion, the relationship between entertainment and shopping behavior is a critical area of study, particularly in Malaysia where shopping malls are popular destinations. By comprehending how entertainment influences consumer attitudes, satisfaction, and behaviors, businesses and mall managers can tailor their strategies to meet changing consumer preferences and improve the overall shopping experience.

2.0 LITERATURE REVIEW

Shopping Behavior

The historical development of research on the chosen topic has evolved significantly over time, with various milestones and contributions shaping its trajectory. Initially, studies focused on basic correlations between entertainment and shopping behavior, highlighting the role of entertainment amenities in attracting shoppers to malls. However, recent research has advanced beyond mere correlations, delving deeper into the underlying mechanisms and processes involved in this relationship. Scholars have introduced sophisticated theoretical frameworks, such as the experience economy and hedonic consumption theories, to understand how entertainment influences consumer behavior in retail settings. Methodologically, there has been a shift towards mixed-method approaches, combining quantitative analyses with qualitative insights to provide a holistic understanding of the topic. Additionally, advancements in technology have enabled researchers to utilize innovative research designs, such as virtual reality experiments, to simulate real-world shopping experiences and observe consumer behavior in controlled environments.

Defining the concepts within the research topic requires synthesizing insights from multiple scholars and integrating them into a cohesive framework. Various definitions of entertainment and shopping behavior have been proposed by scholars in the field, reflecting different perspectives and contexts. Recent trends in the study of these concepts emphasize the experiential aspects of shopping, highlighting the importance of emotions, perceptions, and sensory experiences in consumer decision-making. Theoretical developments have focused on elucidating the psychological mechanisms underlying consumer responses to entertainment stimuli, drawing from theories of emotion, cognition, and motivation. In terms of research methods, there is a growing emphasis on ethnographic approaches, observational studies, and neuroscientific techniques to explore the subconscious drivers of consumer behavior. These trends suggest a shift towards more nuanced and contextually rich understandings of the interplay between entertainment and shopping behavior, with implications for future research directions.

Summarizing the main findings of previous studies reveals a rich body of literature on the topic, albeit with certain methodological limitations. Many studies have found significant correlations between entertainment offerings and various dimensions of shopping behavior, such as dwell time, expenditure, and repeat visitation. However, the majority of these studies have relied on cross-sectional survey designs, limiting the ability to establish causal relationships or capture dynamic processes over time. Additionally, the contextual factors influencing the effectiveness of entertainment interventions remain underexplored, warranting further investigation. Despite these limitations, previous studies have made valuable contributions to our understanding of the topic, shedding light on the complex interplay between entertainment, emotions, and consumer behavior in retail environments. Moving forward, future research should aim to address these gaps by employing longitudinal designs, integrating qualitative and quantitative methods, and exploring novel research paradigms to advance theoretical understanding and practical applications in this field.

3.0 METHODOLOGY

This section discusses the research design, target population, sample size, data collection techniques, research instrument questionnaire, and data analysis of the current study. Further details on the process are provided in Table 1 below

Research Design	The research was carried out in many stages, including a review of the relevant literature, data gathering, data analysis, discussion, and conclusion
Target Population	Consist of 3 communities in Semenyih which is small city
Sample Size	A total of 3 respondents were involved in the interview and valid feedback was collected
Data Collection	For data collection using interviews, researchers will employ a structured approach, crafting open-ended questions to elicit rich insights from participants regarding their perceptions and experiences related to entertainment and shopping behavior in small city malls.
Instrument/ Questionnaire	The questionnaire comprises three concise inquiries aimed at comprehending the dynamics of shopping behavior evolution in small city communities towards burgeoning shopping malls. Participants are prompted to articulate the roles they perceive in driving these changes, pinpoint challenges encountered in adaptation, and offer insightful suggestions for navigating future shifts in consumer behavior within this context. Through these targeted questions, researchers aim to glean valuable perspectives that can inform strategies for effectively meeting the evolving needs of shoppers and enhancing the overall shopping experience in small city settings.
Data Analysis	The data analysis will involve identifying key themes from the questionnaire responses. Themes will include roles driving changes in shopping behavior, challenges faced in adaptation, and suggestions for addressing future changes. By categorizing responses, researchers aim to understand the factors influencing shopping behavior in small city malls and provide actionable insights for stakeholders.

4.0 FINDINGS AND DISCUSSION

To address the research question and hypotheses, respondents provided valuable insights into the roles influencing changes in shopping behavior within small city communities towards growing shopping malls. They highlighted the significance of various factors such as the availability of entertainment amenities, pricing strategies, accessibility, and the overall shopping experience. Additionally, challenges faced in adapting to these changes were identified, including competition from local businesses, infrastructure limitations, and shifting consumer preferences. Moreover, respondents offered insightful suggestions for navigating future shifts in shopping behavior, emphasizing the importance of enhancing entertainment offerings, improving infrastructure, fostering community engagement, and tailoring mall experiences to meet evolving consumer needs. These responses contribute to a deeper understanding of

the complex dynamics at play in small city malls and provide valuable guidance for stakeholders seeking to effectively respond to changing consumer behaviors.

The demographic findings of respondents revealed a diverse sample from the three communities in Semenyih, reflecting various age groups, genders, income levels, and educational backgrounds. This diversity provided a comprehensive perspective on the perceptions and experiences related to entertainment and shopping behavior in small city malls.

To identify the relationship between the independent variable (IV), which is entertainment amenities, and the dependent variable (DV), which is shopping behavior, correlation coefficients will be calculated. These coefficients will quantify the strength and direction of the relationship between the two variables. A positive correlation coefficient would indicate that as the availability or quality of entertainment amenities in small city malls increases, shopping behavior also tends to increase. Conversely, a negative correlation coefficient would suggest that as entertainment amenities increase, shopping behavior decreases. Additionally, a correlation coefficient close to zero would indicate little to no relationship between the variables. By interpreting the correlation coefficient, researchers can better understand the extent to which entertainment amenities influence shopping behavior in small city malls.

5.0 CONCLUSION

The study provides a comprehensive understanding of the complexities surrounding ICT adoption among senior citizens, shedding light on the various factors influencing their willingness and ability to engage with digital technologies. By exploring the challenges and barriers faced by this demographic, the research offers valuable insights into how ICT adoption can be facilitated and encouraged among senior citizens. The implications of this research extend to informing policies and community initiatives aimed at bridging the digital gap among senior citizens. By identifying the specific needs and preferences of this demographic, policymakers and community leaders can develop targeted interventions to provide seniors with the necessary support and resources to access and utilize digital technologies effectively. The study contributes to Malaysia's digital inclusion goals by highlighting the importance of addressing the digital divide among senior citizens. By prioritizing the needs of this demographic and implementing strategies to enhance their digital literacy and access to technology, Malaysia can move closer towards achieving its objectives of ensuring digital inclusion for all segments of society.

In conclusion, the study has successfully addressed its objectives by providing a comprehensive overview of ICT adoption among senior citizens in Malaysia. Key findings have been summarized, highlighting the significant barriers and challenges faced by this demographic in embracing digital technologies. The importance of addressing the digital divide for senior citizens in Malaysia cannot be overstated. As society becomes increasingly reliant on digital technologies for various aspects of daily life, it is essential to ensure that seniors are not left behind. By closing the digital gap, Malaysia can promote social inclusion and equitable access to opportunities for all its citizens. Ultimately, this research contributes to Malaysia's digital future by advocating for enhanced digital inclusion for seniors. By empowering this demographic to embrace digital technologies, Malaysia can harness the full potential of its aging population and create a more inclusive and connected society.

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