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The Role of Retailtainment on Generation Z Behavioral Intentions in Shopping Centers

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Master in Hospitality and Tourism Management

Supervisor:
Prof. Dr. Mónica Mendes Ferreira, Invited Assistant Professor, ISCTE Business School, Marketing Department, Operations and General Management

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RESUMO

Fazer compras é uma importante atividade turística, uma característica de atração de destino e um motivo de viagem. A primeira escolha para fazer compras são os centros comerciais, que desempenham um papel crucial na atração de turistas, residentes e investidores e representam uma componente chave do marketing turístico na promoção de destino.

Um dos principais atributos de atratividade nos centros comerciais é o entretenimento. Apesar de existir um esforço em perceber o impacto do entretenimento nos centros comerciais, há uma lacuna no que respeita o impacto dos diferentes tipos de entretenimento nos vários resultados comportamentais. Este estudo está entre os primeiros a examinar os efeitos de cada tipo de entretenimento nas intenções comportamentais, direcionado a um segmento específico: a Geração Z.

A Geração Z é ainda uma geração incompreendida, subestimada e brevemente tornar-se-á a financiadora do turismo.

Dito isto, o objetivo desta dissertação é investigar a relação entre os tipos de entretenimento propostos e as intenções comportamentais da Geração Z nos centros comerciais. Um questionário com uma amostra de 150 membros da Geração Z foi desenvolvido para testar as hipóteses propostas.

Os resultados revelaram que o entretenimento permanente e temporário estão positivamente relacionados com a intenção da Geração Z de visitar o centro comercial. Adicionalmente, os resultados indicam que o entretenimento permanente também está positivamente relacionado com a intenção da Geração Z de recomendar o centro comercial. Os resultados deste estudo têm implicações teóricas e de gestão significativas e representam indicações futuras para investigadores, estudantes e gestores.

Palavras-chave: Turismo de compras; Centro comercial; Retailtainment; Geração Z.

Classificação JEL: L82 – Entertainment; Z32 – Tourism and Development.

ABSTRACT

Shopping is a major tourist activity, destination attraction feature and motive for travel. The number one choice for shopping is shopping centers, which play a crucial role in attracting tourists, residents and economic investors and represent a key component of tourism marketing in promoting a destination.

One of the main attractiveness attributes in shopping centers is entertainment. Although some effort has been made to understand the impact of entertainment in shopping malls, there is a gap in what concerns the impact of different entertainment types on the diverse behavioral outcomes. This dissertation is among the first studies to examine the effects of each entertainment type on behavioral intentions, targeting a specific segment: Generation Z.

Generation Z is yet a misunderstood generation, underestimated and will soon become the financiers of tourism and travel.

That said, this dissertation aims to investigate the relation between the proposed entertainment types and Generation Z behavioral intentions in shopping centers. A survey-based study with a sample size of 150 Generation Z members is used to test the proposed model.

The results revealed that permanent and temporary entertainment are positively related to Generation Z intention to visit the mall. Moreover, findings indicate that permanent entertainment is also positively related to Generation Z intention to recommend the mall. This study’s findings have significant theoretical and managerial implications and represent future insights for researchers, academics and managers.

Keywords: Shopping Tourism; Shopping Center; Retailtainment; Generation Z.

JEL Classification: L82 – Entertainment; Z32 – Tourism and Development.

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CHAPTER 1

INTRODUCTION

The main reason for travelling has always been leisure and the search for pleasant activities outside of the usual environment (World Tourism Organization [UNWTO], 2014). It has been proven that shopping is one of the most common and enjoyable activities that tourists choose to do during their holidays and has, therefore, been considered a major attraction and basic motivation for travel (Timothy, 2005; Tosun et al., 2007). For this reason, the shopping approach in the context of tourism has become a prominent theme, playing a key role in the entire tourism experience (Timothy, 2005), "paving the way for the development of shopping tourism" (Choi et al., 2016, p.13).

Shopping is the second largest tourism expenditure, representing a meaningful source of income for national economies (UNWTO, 2014). "The retail industry has a symbiotic relationship with the tourism industry" (Stephenson, 2013, p.6), shopping tourism contributing significantly to the tourism industry and to the region's economy (Choi et al., 2016). Shopping tourism is "a multidimensional phenomenon worthy of greater attention than it has been given thus far" (Moscardo, 2004, p.307). Although the interest in this topic has increased in recent years and given its economic and sociocultural impact on tourism destinations (Timothy, 2005: UNWTO, 2014), scholars of tourism have focused mostly on cross-border shopping (Timothy & Butler, 1995), souvenir purchasing (Yu & Littrell, 2003), shopping satisfaction (Tosun et al., 2007), shopping motivations (Sundström et al., 2011; Choi et al., 2016), shopping perceived value (Choi, et al., 2018a), shopping destination competitiveness (Choi et al., 2018b), and luxury shopping (Brochado et al., 2019).

Recently in studies carried out on this topic, it was well emphasized that shopping could not be taken as the sole purpose of a trip to a shopping destination; instead, it is expected to experience a unique and distinct time of shopping and entertainment merging together (Ritzer, 1999; Tsai, 2010). Therefore, tourism shopping, similarly to other tourism activities, is essentially experiential consumption, and this can impact the overall evaluation of the entire tourism experience (Meng & Xu, 2012). That said, a new trend in shopping tourism has emerged, which is nothing less than the combination of cosmopolitan shopping with contemporary entertainment opportunities (Zaidan, 2014).

Retailtainment, this trend most common name, stands for entertainment retail (Ritzer, 1999) and has been embraced by major brands and companies. According to the literature, the experience-driven retailing is very promising (Howard, 2007), as retail is the basis of life in most big cities and brands constantly seek innovation. In addition, shopping centers are associated with numerous responsibilities, such as commerce, accommodation and socio-cultural issues (Estiri et al., 2018), being considered important tourism attractions and, consequently, a pull factor for a destination (Choi et al., 2016). Shopping centers' role in attracting tourists, residents and economic investors is irrefutable and represent a key component of tourism marketing in promoting a destination (Estiri et al., 2018). Although entertainment has been highlighted as one of the attractiveness factors in shopping centers (El-Adly, 2007; Estiri et al., 2021; Ortegón-Costázar & Royo-Vela, 2017; Wong & Nair, 2018), very few malls had recognized entertainment as a differentiating attribute of the mall. Understand this new trend in the shopping space and to focus on deliver a total shopping experience represent a major challenge for the tourism industry (Jansen-Verbeke, 1991). In this way, studies on retailtainment within shopping centers need to take off.

This dissertation contributes to the existing literature by addressing essential gaps and research problems. First, although empirical research on retailtainment is growing (Arnold & Reynolds, 2003; Carù & Cova, 2003; Gauri et al., 2020; Jones et al., 2010; Kim, 2001; Kotler & Armstrong, 2019; Ritzer, 1999; Stephenson, 2013) it is still limited within shopping centers. Second, although some effort has been made to distinguish different types of entertainment in shopping malls, Sit et al. (2003) and Elmashhara and Soares (2020) studies were the only attempts to examine the impact of each type of entertainment independently. However, Sit et al. (2003) focused solely on shopping center image, while Elmashhara and Soares (2020) pioneered the study of how each type of entertainment influences shopper behavior. In addition, the retail and mall industries have undergone major changes in the past years. Hence, there is a gap in what concerns the impact of entertainment types on the different behavior outcomes. Finally, the epicenter of this study is Generation Z, where there is a dearth of empirical studies in general, as its individuals were, until very recently, considered too young to be part of empirical studies (Rue, 2018), but especially in the tourism field. Most of its members have come of age and are already professionally active (Dolot, 2018), becoming independent consumers with high purchasing power noteworthy. Thus, knowledge about this generation should be deepened in order to help industries, in particular tourism, to build solid strategies that meet the new needs of these consumers (Entina et al., 2021), as they "will soon become the financiers of tourism and travel" (Robinson & Schänzel, 2019, p.137).

Therefore, this study aims to investigate the role of retailtainment on Generation Z behavioral intentions in shopping centers. More specifically, the study objectives are to (1) explore the tourist motivations and preferences of Generation Z, to (2) investigate the role of entertainment on Generation Z tourist choices, to (3) understand Generation Z fit in shopping tourism, and to (4) study the relation between the offered types of entertainment and Generation Z behavioral intentions in shopping centers. Then, the central research questions to address are: What are the tourist motivations and preferences of Generation Z? Does entertainment play an important role in the tourist choices of Generation Z? How does Generation Z fit into shopping tourism? Is there a relationship between shopping centers' entertainment types and the behavioral intentions of Generation Z?

This paper is structured as follows. The next section includes an overview of the existing literature about shopping tourism, shopping motivations, shopping center attractiveness, retailtainment, and Generation Z. After reviewing the existing theoretical background, the methodology section describes the research context and the conceptual model adopted, as well as the formulation of the hypotheses to be tested, and also a description on the collection and treatment of the data under study. It follows a clarification of the results obtained through the data analysis and a brief discussion of the key findings. The last section provides some final general conclusions, and highlights the study limitations giving some guidelines for future research.

CHAPTER 2

LITERATURE REVIEW

2.1. Shopping Tourism

Choi et al. (2016) presented a study on the progress in shopping tourism over time. According to the authors, the search for defining the term shopping tourism has not been an easy task, and despite the proposals made by several authors, the concept remains broad and unclear (Table 1).

TABLE 1 Definition of Shopping Tourism*

Reference	Definition
Jansen-Verbeke (1991)	It is related to both the attractiveness of the environment and the actual activities and the perception of this environment.
Timothy & Butler (1995)	Tour with the main purpose of product purchase.
Yu & Littrell (2003)	Tourist incidental activities of purchasing products at a destination.
Timothy (2005); Tosun et al. (2007)	Shopping is the primary motivation for a trip, or the primary element in forging the touristic experience.
UNWTO (2014)	A contemporary form of tourism fostered by individuals for whom purchasing goods outside of their usual environment is a determining factor in their decision to travel.

Source: Developed by the author

Note: *Based on literature review

Jansen-Verbeke (1991) was the first to use the key term of shopping tourism in the context of tourism research. The author states that shopping tourism is not just about the product purchased or the place where the purchase takes place, but about a combination of factors that shopping involves, to what he called shopping experience. Timothy and Butler (1995) believe that there are strong indicators that prove shopping is a primary motive, if not the only one, in the decision process to travel. Yu and Littrell (2003) considered shopping tourism to be the set of tourist activities for acquiring products incidentally at a destination. The perspective on the importance of shopping tourism taken by Jansen-Verbeke (1991) was later adopted by Timothy (2005), who considered shopping as a part of the tourist experience and a motivation factor for traveling simultaneously. He described the act of shopping as a contemporary recreational activity that appeals to several senses, such as looking, touching and exploring, resulting in the satisfaction of needs for enjoyment, relaxation and escape from the daily routine. Thus, he sees shopping tourism as a prime travel motivation, a vision that was later reinforced by Tosun et al. (2007). Far along, in 2014, shopping tourism was defined by World Tourism Organization as a determining factor in the decision to travel (UNWTO, 2014). However, there is still no globally accepted definition, due to the existence of several agents that integrate this new type of tourism (Choi et al., 2016; UNWTO, 2014).

Until recently, studies on this topic approached shopping as a consequence of tourism instead of considering it as the real reason to travel (Timothy & Butler, 1995). Only later, studies confirmed that going shopping was the main motive for tourists to travel. Moscardo (2004) recognized that shopping is a major tourist activity, destination attraction feature and motive for travel. In addition, the conclusions drawn from Sundström et al. (2011) study supported the relevance of shopping as a tourist activity. Accordingly, the World Tourism Organization's global report on shopping tourism state that "shopping has converted into a determinant factor affecting destination choice, an important component of the overall travel experience and, in some cases the prime travel motivation" (UNWTO, 2014, p.4).

Nevertheless, Meng and Xu (2012, p.260) confirmed that "tourist shopping behavior is a mixture of planned, impulsive, and experiential consumption behavior", which means that several factors influence tourists' intentions and consumption behavior. Therefore, research on this topic has not been linear.

2.1.1. Shopper Typology

Some authors thought it would make sense to distinguish shopping tourism from tourist shopping, while others chose to use both terms as synonymous (Choi et al., 2016). Timothy (2005) explained that although there is a relationship between shopping and tourism, these activities must be divided into categories of travelers on the basis of motivation theory.

Timothy (2005) distinguished two categories of tourists in the context of shopping tourisms: the 'shopping tourists', and the 'tourism shopper's'. This categorization was adopted later on by Sundström et al. (2011). The first category was defined as tourists visiting a certain destination with the main purpose of shopping. The second category was defined as the incidental shopping activity in a tourism destination, this means "shopping as one of perhaps many activities undertaken by people who travel primarily for other reasons" (Timothy, 2005, p.69).

On the other hand, Moscardo (2004) identified four types of shoppers with different patterns of motivations and behaviors based on the link between the importance of shopping in choosing a destination and the real participation in shopping-related activities, namely: the 'serious shoppers', the ones who most visit the major shopping centers, local craft and souvenir shops; the 'not-so-serious shoppers', who also showed high levels of frequency in shops; the 'arts-and-craft shoppers', who showed preference for local art and craft products shops; and finally, the 'non-shoppers', these being the ones that obtained the lowest levels of interest in the commercial areas although they visited some. It has been proved in her study that the type of shopping motive (e.g., crafts, souvenir) have influence in the chosen shopping area, as well as the type of products and services sought.

The search for new shopping experiences is the basis of shopping tourism, so Sit et al. (2003) identified six market segments of shopping centre patrons based on their interest for entertainment in the shopping area: the 'serious' shopper, those whom almost all image attributes except entertainment were of high importance; the 'entertainment' shopper, those to whom entertainment attributes and atmospherics were of higher importance; the 'demanding' shopper, those to whom all image attributes including entertainment were of high importance; the 'convenience' shopper, those who placed higher importance on macro- and micro-accessibility and lesser importance on entertainment; the 'apathetic' shopper, those to whom nearly all image attributes were of low importance; and the 'service' shopper, those who placed greater importance on personal service, ambulance and entertainment.

2.2. Shopping Motivations

Tourists' motivation to travel overseas have been studied for several years. The travel destination decision is based on the will to fulfill intrinsic desires and, at the same time, on destination attributes (Mohammad & Son, 2010). Tourist motivation is closely associated with destination's competitive advantage and image. Thus, destination attributes and motives hold a significant relationship. Tourists intend to satisfy a set of needs simultaneously when they travel. In this way, tourists are attracted by several attributes in a destination and not by an individual quality (Baloglu & Uysal, 1996).

According to Mohammad and Som (2010), internal and external factors drive tourists' destination choice. For this reason, motivation can be stated as multidimensional and, therefore, it is helpful to analyze the interaction between push and pull motivations in the same context (Baloglu & Uysal, 1996). Push factors can be classified as those originating individual's intrinsic desires (e.g., relaxation, adventure, health, etc.), representing socio-psychological motivations. Pull factors, on the other hand, represent the consequences of the attractiveness of a given destination on the individual. In short, people travel because their internal forces push them and external forces of destinations pull them. Thus, the push factors predispose the individual to travel, while the pull factors attract the individual to a certain destination after they made the decision to travel (Baloglu & Uysal, 1996).

"In the context of shopping and tourism, the push factors can be viewed as the relative unattractiveness or over-familiarity of the home shopping environment, and the pull factors the attraction of new and perhaps unvisited shopping opportunities which may offer a range of items not available in the home area" (Timothy & Butler, 1995, p.19). For shopping tourists, buying abroad is much more than buying a product, as a whole set of factors contribute to a completely different experience from the one they would have in their home country. Purchasing goods outside their usual environment is one of the motives by which a traveler chooses a particular travel destination (UNWTO, 2014). As shopping becomes increasingly essential to tourists, this interest drives their destination choices (Choi et al., 2016; Timothy, 2005; UNWTO, 2014).

The preferred activity for tourists in most destinations is shopping, which is why they spend more money shopping than on food, accommodation, etc. (Timothy & Butler, 1995). For this reason, some destinations worldwide have promoted shopping as a main attraction, using it as a tourism resource (Meng & Xu, 2012). It has been shown that shopping tourists stay at the destination for a longer time than leisure tourists (Jansen-Verbeke, 1991; Moscardo, 2004; UNWTO, 2014). The more time the tourists spend in the commercial area, the more evident the leisure aspect becomes (Jansen-Verbeke, 1991). In addition, shopping tourists shop three to four times more during their stay than leisure tourists. For these reasons, shopping tourism has proved to be an element worthy of attention for city tourism, and is now included in the classification of trips according to their main purpose (UNWTO, 2014).

Shopping is an activity that goes far beyond leisure and the pure shopping element of tourists' visit, allowing them to acquire knowledge about the identity of the destination, arousing more significant interest in the destination and increasing the desire to repeat the experience (UNWTO, 2014). Thus, "more than just an attractive shopping area" is required (Jansen-Verbeke, 1991, p.11), and it is essential to bet on the development of successful tourism shopping experiences (Meng & Xu, 2012). The demand for an "authentic and unique shopping experience" (UNWTO, 2014, p.4) and the fact that any shopping trip might be motivated by several factors (Howard, 2007) need to be considered. Howard (2007) made fundamental distinction within shopping trips in the preceding discussion. According to him, shopping trips can be either product or experience-oriented. The first refers to purposeful trips to make any kind of purchase, and the second referring to shopping trips motivated by pleasure or social factors. However, he highlights that even trips with product purchase focus have somehow a degree of leisure, as their outcomes impact the overall experience.

Jansen-Verbeke (1991) pioneered a study about shopping areas and argued that the attractiveness of commercial spaces must be rethought to support and leverage the interest in shopping activities. Consequently, the answer to becoming a destination of choice now lies in the quality of its retail offerings (UNWTO, 2014). Moscardo (2004) claims that the opposite is also true, that is, shopping is one of the main elements that make a tourist destination attractive. So, “shopping opportunity can also function as an attraction” (Timothy & Butler, 1995, p.31). For this reason, and in order to understand the behavior of shopping tourism tourists, it is essential to understand the nature and unique characteristics of the shopping experience (Meng & Xu, 2012).

2.3. Shopping Center Attractiveness

Shopping centers have been created to achieve social and economic goals (Gillette Jr., 1985). Shopping malls have changed and shaped the look of cities, becoming drivers of retail sales (Bloch et al., 1994; Howard, 1997). Over the years, shopping centers have proven their ability to dynamically and effectively adapt to consumer preferences (International Council of Shopping Centers [ICSC], 2014). Although the offers available in each shopping center differ a lot, their potential contributions to the civic and commercial vitality are undeniable (Gillette Jr., 1985), as they play many roles: for the developer, the owner, the tenant, the employee, the shopper and the citizen (Howard, 1997).

With shopping centers playing a central role in modern lifestyle, Bloch et al. (1994) describe the shopping center as the ‘society’s dominant consumer habitat’, generating a growing need to offer more and more diversity within these spaces. The competition in the shopping center industry is growing exponentially and it continues to prove to be a potent economic force for tourist destinations (ICSC, 2020). According to Estiri et al. (2018), several theoretical studies have recognized the importance of shopping centers as one of the main drivers of tourism. Shopping from malls that are attractive to tourists can be considered a major driver for travel to tourist destinations (Choi et al., 2016). “Enhancing the shopping centers attractiveness affects significantly the experience of tourists”, consequently contributing to economic growth of the destination (Estiri et al., 2021, p.1556). As a result, several studies have focused on developing models that identify effective factors, dimensions and variables in the attractiveness of shopping centers (De Juan, 2004; Dennis et al, 2002; El-Adly, 2006; Estiri et al., 2018, 2021; Ortegón-Costázar & Royo-Vela, 2017; Wong et al., 2001).

Until recently, shopping center managers and developers believed that extended hours, sales, and promotions were enough to attract customers. Although these practices are somewhat attractive, they carry very little weight in the decision-making process when choosing a place to visit for shopping and are not enough to keep long-term attention. It is no longer about offering an everyday shopping experience (Wong & Nair, 2018). Shopping centers are much more than places to purchase consumer products (Stephenson, 2013). They are seen by consumers as a place for entertainment and to enjoy the atmosphere (El-Adly, 2007; Ortegón-Costázar & Royo-Vela, 2017). Therefore, shopping centers must be to some degree leisure centers (Howard, 2007). So, and according to Sit et al. (2003), its image cannot be restricted to a place where people can buy goods. To remain relevant, large-scale retail projects must be more than just "a distribution center for goods" as said by Yaromir Steiner in ICSC Report of 2020. A shopping center can and should be equated with a trade show - a finding place to learn about and purchase exhibitors' offerings if a need is met (Pine II & Gilmore, 1998). Visitors consistently mentioned their purposes to shopping centers like meeting friends and family, having meals, going to the movies or even gaming zones (Sit et al., 2003). So, Sit and Merrilees (2005) recognized entertainment consumption as a common activity in the shopping centre environment. Accordingly, to increase the attractiveness of shopping centers, the criterion of entertainment must be in the equation (Jansen-Verbeke, 1991). Several more recent studies revealed that entertainment or the atmosphere is one of the factors that generates attractiveness for a shopping center (El-Adly, 2007; Estiri et al., 2021; Ortegón-Costázar & Royo-Vela, 2017; Wong & Nair, 2018). "Since many shoppers are looking for entertainment, so malls management have to create a pleasant environment for shopping if they want shoppers to visit shopping malls more frequently and spend more time in the malls" (El-Adly, 2007, p.946). However, very few malls had recognized entertainment as a differentiating attribute of the mall.

Several factors are considered in shoppers' decision of where to shop. According to Wakefield and Baker (1998), the mall environment, the variety of offerings and the level of involvement influence the excitement, meaning that when choosing a shopping place, enthusiasm plays an important role. Following the same logic, after the visit, positive emotions will turn into satisfaction. The study conducted by Estiri et al. (2018) proved that there is a direct relationship between customer satisfaction from shopping malls and attractions of tourist destinations. Also, according to Dennis et al. (2002), there is a direct association between attractiveness and the number of stores in the mall. So, the more attractive a shopping center is, the more well-known retailers want to be there, and vice-versa.

Howard (2007) affirmed that magnet leisure activities must be added to the retail mix as "ambient leisure is required to increase the attractiveness of any trip or place" (Howard, 2007, p.668) and since any shopping trip can have other motivations like pleasure or social factors. Hence, "the physical shopping environment is at the heart of the omni-channel shopping experience" (ICSC, 2014, p.5).

Based on the literature, the unique role of urban shopping centers in attracting tourists, residents and economic investors in tourism development and the promotional activities in cities is incontestable and marketing for tourist attractions must lay eyes on it (Estiri et al., 2018). However, "mushrooming of malls make the industry very competitive and in many cases the mall managements invest time and money to make their malls attractive to shoppers without exactly knowing what is valued by the shoppers" (Wong & Nair, 2018, p.290).

2.4. Retailtainment

Retailtainment is the linking word between 'retail' and 'entertainment' (Gauri et al., 2020; Ritzer, 1999; Stephenson, 2013). This combination has been dubbed by several authors over the years, like experiential retailing (Kim, 2001; Kotler & Armstrong, 2019), shoptainment (Codeluppi, 2001, as cited in Carù & Cova, 2003), entertailing (Arnold & Reynolds, 2003), consumption experience (Carù & Cova, 2003) and experience retailing (Jones et al., 2010) (Table 2).

TABLE 2 Retailtainment appellations*

Reference	**Appelation**
Gauri et al. (2020); Ritzer (1999); Stephenson (2013)	Retailtainment
Kim (2001); Kotler & Armstrong (2019)	Experiential Retailing
Codeluppi (2001) citted in Carù & Cova (2003)	Shoptainment
Arnold & Reynolds (2003)	Entertailing
Carù & Cova (2003)	Consumption Experience
Jones et al. (2010)	Experience Retailing

Source: Developed by the author

Note: *Based on literature review

The first time we heard the term retailtainment was in 1999 when George Ritzer referred that creating a nurturing environment is a way of drawing customers into shopping mode. Later, in 2013, Stephenson clarified the concept as being the combination of shopping with entertainment opportunities. In a contemporary consumer society, shopping and entertainment must go hand in hand (Tsai, 2010). People now prefer a one-stop shopping and entertainment solution (Wong & Nair, 2018). Buying by itself does not convey any emotion to the customer, it is the whole surrounding environment that makes this act a unique experience by appealing to the human senses (Sullivan & Heitmeyer, 2008; Timothy, 2005). Buyers respond to the 'total product', being explicitly influenced by the atmosphere (Kotler, 1973). The idea behind retailtainment is to provide an experience that will forever stay in customer's memory (Dastidar et al., 2021).

Typically, experiences and services are not distinguished, being considered the same by economists. However, "an experience is not an amorphous construct; it is as real an offering as any service, good, or commodity", thus a pretty distinct economic offer (Pine II & Gilmore, 1998, p. 98). Therefore, the next competitive market is based on staging experiences. The pioneer of this new market - the experience economy - was Walt Disney (Pine II & Gilmore, 1998), who created The Walt Disney Company. This magical place allows customers to experience a fairytale reality, bringing together the concept of selling entertainment, where the atmosphere is the primary product (Kotler, 1973). "In the past, malls were mostly in the business of selling goods, whereas parks focused on entertainment" (Ritzer, 1999), but nowadays the concept of selling entertainment goes far beyond that (Pine II & Gilmore, 1998; Ritzer, 1999). The evolution of the retail market, and the consequent change in its environment, combined with the inevitable and uncontrollable changes in consumer expectations, are the main motives for the development of experiential retailing strategies (Sullivan & Heitmeyer, 2008). For this reason, the entertainment aspect of retailing is increasingly being recognized as a key competitive tool (Arnold & Reynolds, 2003).

Nowadays, "retailers foster an association of a stimulating, entertaining shopping experience with the consumption of products" (Sullivan & Heitmeyer, 2008, p.286). Everyday life comprises experiences from acquiring elements, be they products, services or intangibles. In this way, companies consider that "any consumption experience [i]s necessarily dependent on the acquisition of products and services from the market" (Carù & Cova, 2003, p.281). Following this logic, Sullivan and Heitmeyer (2008, p.286) state that "experiential retail marketing strategies create value-added by communicating social identity and images through a particular bundled assortment of goods, services and experiences". Thus, entertainment retail can be seen as a way for retailers to elevate their brands and, consequently, their brand value (Dastidar et al., 2021). According to Kotler and Armstrong (2019, p.403) "such experiential retailing confirms that retail stores are much more than simply assortments of goods. They are environments to be experienced by the people who shop in them". The core objective of experiential retailing is to keep consumers in the retail area longer, involving them in the shopping process. In this way, the consumer will feel more predisposed to buy, increasing sales (Stephenson, 2013; Sullivan & Heitmeyer, 2008).

Every consumer store experience must be considered if a retailer wants to succeed (Kim 2001; Kotler & Armstrong, 2019). Whether it is the layout of the product, the background music, the lighting positioning, or even the simple smell of the store. The goal is to create an in-store experience that attracts and engage customers (Gauri et al., 2020). This attention to detail “has been carefully orchestrated to help shape the customers’ shopping experiences—and open their wallets” (Kotler & Armstrong, 2019, p.402). The right element can influence the clients’ behavior, affecting his mood, and, thus, his spending disposition. The key is “to create an environment in which consumers can obtain a satisfactory total consumption experience” (Kim, 2001, p.289).

Merchandising and hospitality businesses, both international growing markets, are merging, and experiential retailing is the next step to success (Kim, 2001). So, in the same way that several companies have been developing an entire experience around their traditional offers in order to sell more (Pine II and Gilmore, 1998), tourism destinations should seriously consider further exploring this market trend in order to attract more tourists, where creating authentic shopping experience can became a vital aspect of their tourism positioning (UNWTO, 2014). As evidenced by several studies, shopping tourism deserves attention from destinations (UNWTO, 2014), being evident the urge need to follow this movement since shopping tourism requires much “more than just an attractive shopping area” (Jansen-Verbeke, 1991, p.11) but a total shopping experience (Jansen-Verbeke, 1991; Meng & Xu, 2012; UNWTO, 2014).

Zaidan (2014) conducted a study to better understand this direction of combining shopping and contemporary entertainment and leisure opportunities in developing tourism destinations. It has been proved that “the exciting mix of shopping experience with entertainment and leisure opportunities” is seen as a significant advantage in the competitiveness of a shopping destination (Zaidan, 2014, p.19). “Consumers today value experiences over things” (Dastidar et al., 2021, p.110), responding to more than the product or service being offered (Kotler, 1973).

Despite all the aids that entertainment retail brings to a brand, the fact that most companies providing experiences (designed around the goal of selling their existing products) still do not explicitly charge for the events they stage reveals a great immaturity of the experience economy (Pine II & Gilmore, 1998).

According to the literature, experience-driven retailing is very promising. It has been proven that the shopper's well-being inside the mall increases if it is characterized, among other characteristics, by leisure and atmospherics (El Hedhli et al., 2013). Having this in mind, and because a continuous interaction with varied shopping attractions and related tourist facilities is expected in a shopping destination, more than focusing on entertainment in individual retail stores is creating a “cosmopolitan-based shopping adventure” (Zaidan, 2014, p.7). It is necessary to embrace the human experience and stimulate the consumer inside and outside the retail environment (ICSC, 2020). It is crucial the existence of a certain “level of coordination between developers and retailers in creating a seamlessly attractive and entertaining environment” (ICSC, 2020, p.16). In this way, shopping center managers must optimally synchronize these two dimensions in order to stand out, gathering shopping with entertainment retailers (cinema, play house, arcade) and unique events within the shopping area.

2.4.1. Entertainment Typology

Shopping center's successful management involves an integration of entertainment experience into the marketing mix in order to create differentiation in shopping centre image (Arnold & Reynolds, 2003; Sit et al., 2003; Tsai, 2010) while improving shopping centre attractiveness for shoppers in tourism destinations (Estiri et al., 2021). Accordingly, shopping malls have been investing in expanding their offer beyond traditional retail stores by adding facilities like food courts, education, leisure and entertainment (Wong & Yu, 2003). Therefore, researchers sought to describe mall entertainment activities and facilities.

In 1999, Kang and Kim discussed the competition between shopping malls and other retail formats (e.g., discount retailers, superstores, factory outlets) and concluded that entertainment is an important rationale behind it. Also, the authors pointed out the role of entertainment in steering consumers away from their home electronic delights. The ICSC typology of entertainment developed in 1995 was reviewed in their study. This typology considered two main entertainment types: retailer-driven and owner/developer-driven. The first type included center entertainment (e.g., food like food courts and specialty/theme restaurants; common area like amusement park retailers; and in-line like movie theaters, video games, and technology-based entertainment), and shopping experience (e.g., merchandise/service entertainment like book, electronic, toy, sports and music/video stores). The second type represented the permanent and programmatic (e.g., carousel and small play areas; art exhibits, antique shows, fashion shows, taking pictures with Santa Claus). Later, Li et al. (2001) alleged that entertainment facilities at shopping malls included department stores, supermarkets, food courts, cinemas, ice-skating rinks and boutiques. Stoel et al. (2004) described a regional shopping mall listing its entertainment-oriented facilities like a multiscreen cinema, food court, kiddie rides and a large arcade area. Following, Lotz et al. (2010) identified viewing movies, visiting recreational facilities (e.g., carousel, play area, arcade), attending special events (e.g., celebrity, art, theater) as entertainment activities at the mall. For Yiu and Xu (2012) cinemas and theatres, disco/karaoke, sports, gambling centers, game centers, photo-sticker taking, internet bars, rentals of books, videos, DVDs and videotapes were all considered entertainment attributes of the mall. Sit and Merrilees (2005), similarly to Kang and Kim (1999), classified entertainment into three categories, taking into account their length of operation: special event entertainment including fashion shows and celebrity singing; specialty entertainment, and food entertainment including the permanent mall tenant mix like movie theaters and video arcades, eateries, cafés and restaurants. In the same context, Hart et al. (2007) noted that additional entertainment activities were provided in shopping malls during special seasons (e.g., Christmas, Thanksgiving, and Easter). More recently, Anselmsson (2016) divided entertainment into permanent (e.g., larger cinema complex, specific areas for organizing and hosting special events and entertainment, playground zones for kids, amusement park) and temporary and event-based entertainment (e.g., musical performances, sports and radio station events, civic and charity events).

Despite all these descriptions and distinctions between entertainment facilities and activities within shopping centers, Sit et al. (2003) was the first to empirically test entertainment types, specifically special event entertainment offered on an occasional or seasonal basic, and specialty entertainment generally incorporated into a shopping center's property.

Elmashhara and Soares (2020) contributed to the literature by providing in their study an inventory classifying all the above-mentioned entertainment attributes in shopping malls based on Anselmsson (2016) and Sit et al. (2003) classification (Table 3). Two categories were listed: permanent entertainment, and temporary and special event entertainment. The authors also added a few entertainment options that can be currently found in shopping centers but have not been previously reviewed in the literature.

TABLE 3 Permanent entertainment, and temporary and special event entertainment

Permanent entertainment	Temporary and special event entertainment
Cinemas, a multiscreen cinema, cinema complex, theaters, and/or movie theaters	Special events
Food court, eateries, cafés or restaurants	Temporary art galleries/temporary exhibitions
Kiddie rides, playground zones for kids and play areas	Musical performances
Arcade area, video arcade, disco/karaoke	Celebrity signing
Amusement parks, sports, ice-skating rinks, indoor ski slope, indoor skydiving experience, Go-kart, bowling, and billiards center, balloon rides, spas, fitness clubs, gambling centers, game centers	Visits of celebrity and public figures
Internet bars, rentals of books, videos, DVDs, and videotapes	Fashion shows, open casting (for kids and adults)
Massage chairs, Photo-sticker booths	Album or movie launching
Fountain show, dancing fountains, water entertainment, aqua-play, aquarium	Book launching
Lottery shops	Radio station events
Special areas for organizing and hosting events	Sports events
	Civil events
	Charity events
	Additional entertainment provided in shopping centers during special seasons (Black Friday, Christmas, Thanksgiving, or Easter)
	Seasonal kiosks
	Temporary kids' activity areas

Source: Elmashhara and Soares (2020)

2.5. Generation Z

Although there is still some doubt among researchers, Generation Z (or Gen-Z for short) was born between 1995 and 2010. This is the generation with the most significant racial and ethnic diversity (Rue, 2018), but also the one with the most nicknames over time: Zoomers, iGen, Digital Natives and Internet/Online Generation are some of the names by which this generation is known (Dolot, 2018).

There is little peer-reviewed research on this group because until then they were considered too young to have participated in research studies (Rue, 2018). However, some studies have focused on the first members of the generation as adolescences and future coveted consumers (Rue, 2018; Seemiller & Grace, 2019). Data from 2019 show that Generation Z has become the largest generation, representing 32% of the world's population (Entina et al., 2021).

The individuals of this generation were born during the emergence of the World Wide Web, and technology is part of Gen-Z's DNA. Thus, the main characteristic trait of this generation is technology, followed by innovation, convenience, and escapism (Wood, 2013).

Seemiller and Grace (2019) speak of two micro-generations within Generation Z: the 'Big Z' (born 1995 through 2002) and 'Little Z' (born 2003 through 2010). According to the authors, Big Zs and Little Zs show some behavior differences based on their birth year. For the younger ones, there has never been an offline world (Wood, 2013), which resulted in the development of true technological devices addicts (Hoque, 2018). For the older ones, despite having witnessed the invention of the Internet and the emergence of mobile phones, it is still possible for them to remember a life before these major changes (Seemiller & Grace, 2019).

"Generation Z has an innate comfort with the virtual world" (Wood, 2013, p.1) since "from earliest youth, they have been exposed to the internet, to social networks, and to mobile systems" (Francis & Hoefel, 2018). These individuals take constant innovation for granted. Likewise, it makes it difficult to surprise them as the technological uncertainty felt by Baby Boomers and Generation X is not a concern for Gen-Z (Wood, 2013). Moreover, they expect a certain level of digital features to be widely available in the retail environment (Priporas et al., 2017).

Nowadays there is great pressure from society on Generation Z for them to reach their goals at a young age. It ends up being reflected in a consumption dependent on convenience, giving preference to products that are easy to access (e.g., e-commerce), intuitive to use, and multifunction that offer a total experience without spending much time doing one task (Wood, 2013).

Several experts point out that the elders of this generation easily switch between the real and virtual world as they perceive them as complementary to each other (Dolot, 2018). The context in which they grew up created a generation that is very comfortable with integrating virtual and offline experiences (Francis & Hoefel, 2018). In this way, Generation Z is often characterized as a generation highly prone to escapist consumption pursuits including entertainment, extreme sports, dining out, and fostering social tribes (Wood, 2013).

Generations are shaped by the context in which they emerged. Generation Z will likely show some significant consumer-oriented differences because, contrary to the previous generation – the Millennials – who got its start in an era of economic prosperity (Francis & Hoefel, 2018), they grew during periods of economic recession (Wood, 2013). Thus, these consumers are very selective in their investments (Özkan & Solmaz, 2017), and they "may feel more careful and discriminating in where they spend their money" (Wood, 2013, p.2).

The technological context has produced a hypercognitive generation comfortable collecting and crossing many sources of information (Dolot, 2018; Francis & Hoefel, 2018). They also quickly share the information they find with their peers. "Communication processing among them is continuous, as they use a wide variety of communication devices" (Dolot, 2018, p.45). Gen-Z grew up in the middle of communication means and it has been proved they can use it, create it and even control the content on the Internet (Hardey, 2011). Based on that, Generation Z word of mouth must be considered by companies, since it can represent an opportunity but also a threat.

In tourism and travel, Generation Z is considered a vital segment. Based on Băltescu (2019) study, Gen-Z members usually have a trip once at 6 months. Even so, a considerable part highlighted the habit of organizing trips more regularly, more precisely every 3 months or even once a month. On one hand, Gen-Z members have high influence on family holidays (Robinson & Schänzel, 2019). On the other hand, they have already reached adulthood and started to plan their own trips, once they are already professionally active (Dolot, 2018) and now possess a high purchasing power.

Haddouche and Salomone (2018) studied the tourist drivers of Generation Z. They concluded that emotions, pleasure and enchantment are at the heart of their needs. Also, there is a constant quest to break the daily routine looking for relaxing and fun experiences, this being the basis of their tourism experience. Additionally, their preference for experiences rather than possessions increases their propensity to travel in search of entertaining experiences (Robinson & Schänzel, 2019).

Used to the reality escaping that is technology, Gen-Z often looks for other ways to emerge in a parallel reality and escape from social networks (Haddouche & Salomone, 2018). Hence, among Generation Z's multiple reasons for travel, Robinson and Schänzel (2019) highpoint the search for adventure and novelty, attractions, escapism and engaging in travel. "Generation Z members select during their vacations mainly ethnic and authentic tourism activities, modern activities and, at the same time, entertainment represents an important part of their tourism consumption behavior" (Băltescu, 2019, p.67). Consequently, they can be expected to seek out remote places and engage in numerous activities while traveling (Robinson & Schänzel, 2019).

The biggest future challenge for marketing, tourism and retailing seems to be Generation Z, "since it is the driver of innovation and change" (Priporas et al., 2017, p.375) and their expectations are constantly changing due to continuous internet access and communication on social networks (Dolot, 2018), being their life preferences quite different from previous generations (Özkan & Solmaz, 2017). As a generation born and raised in a period of great transformation and technological 'boom', from year to year the disparities are strong between the 'early Z's' and the younger ones (Seemiller & Grace, 2019). Accordingly, Gen-Z is yet "a misunderstood generation, one that is both underestimated and overrated in equal measure" (Nanda, 2020, p.2). Thus, despite being a common mistake in studies on this topic, "treating Generation Z as a homogeneous whole would be a mistake" (Haddouche & Salomone, 2018, p.77) and "make generalizations harder to affix" (Rue, 2018, p.5). It is, therefore, essential for tourism professionals to better understand Gen-Z travel motivations and to develop tourism facilities accordingly (Robinson & Schänzel, 2019).

CHAPTER 3

METHODOLOGY

3.1. Contextualization

Retailing literature refers to several outcomes of entertainment. Based on the studies reviewed, consumer patronage (Hart et al., 2007; Lotz et al., 2010; Stoel et al., 2004) and shopping satisfaction (Anselmsson, 2016; El-Adly & Eid, 2016; Elmashhara & Soares, 2018, 2020; Sit & Merrilees, 2005; Wakefield & Baker, 1998; Wesley et al., 2006) are the most prevalent outcomes. Although the impact of entertainment value has been addressed to other consumer behavior outcomes, mostly focused on during and after visiting behaviors. However, important before visiting behaviors also affect the tourist experience, like the visit and recommendation intention (Altunel & Erkurt, 2015; Kim, 2018; Lu et al., 2021). In this way, and because before visiting studies are missing, although there are some (Calvo-Porral & Lévy-Mangín, 2018; Kushwaha et al., 2017; Oliandes & Hananiel, 2022; Wakefield & Baker, 1998), the visit and recommendation intentions within the shopping mall will be addressed, as they are valuable behaviors in attracting tourists and customers, and helpful for communication strategies development, a challenging task for shopping center managers and tourist destinations today.

Entertainment was studied as a whole until some years ago, hence a unique variable. Later, researchers began to segment entertainment (Anselmsson, 2016; Kang & Kim, 1999), and to look at its components as unique and with independent influence (Elmashhara & Soares, 2020; Sit et al., 2003).

In this way, and following the directions of Elmashhara and Soares (2020), this study explores the effect of entertainment types on two different consumer behaviors: the intention to visit (i.e., the desire to visit the mall) (Wakefield & Baker, 1998), and the intention to recommend (i.e., word of mouth [WOM]) (Altunel & Erkurt, 2015; Lu et al., 2021) a mall based on given entertainment facilities and events.

Additionally, this study will adapt Elmashhara and Soares (2020) model and test it with a specific sample: Generation Z, a generation that will soon become the financier of tourism (Robinson & Schänzel, 2019) and is still misunderstood and underestimated (Nanda, 2020). Entertainment represents an important part of Generation Z tourism consumption behavior (Băltescu, 2019). Also, being born based on technology and social media, they constantly share information and continuously communicate with each other (Dolot, 2018; Francis & Hoefel, 2018; Hardey, 2011), so their WOM has a high impact and should be taken into account.

3.2. Conceptual Model and Research Hypotheses

The research model developed by Elmashhara and Soares (2020) to investigate the relationship between entertainment presence and shopper behavior distinguished two types of entertainment: permanent entertainment (PENT), and temporary and special event entertainment (TENT). By testing Elmashhara and Soares (2020) model with a specific sample (Generation Z), some appropriations were made, as their motivations and interests differ from other segments, and the shopping behaviors under study differ, being the desire to visit the mall and the WOM. Based on that, and using the same entertainment types designation, four hypotheses are proposed:

H1. Permanent entertainment (PENT) is positively related to Gen-Z desire to visit the mall.

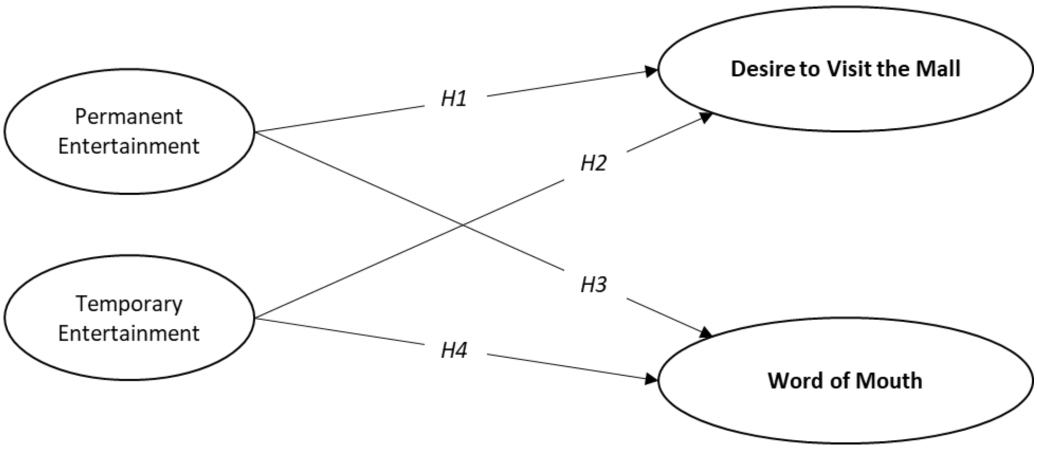
H2. Temporary and special event entertainment (TENT) is positively related to Gen-Z desire to visit the mall.

H3. Permanent entertainment (PENT) is positively related to Gen-Z WOM.

H4. Temporary and special event entertainment (TENT) is positively related to Gen-Z WOM.

The proposed hypotheses can be summed up by the following research model (Figure 1).

FIGURE 1 Proposed Conceptual Model



Source: Developed by the author

3.3. Data Collection

Since this study's objective is to understand how retailtainment affects Generation Z behavioral intentions in shopping centers a quantitative approach was adopted.

To test the proposed model a survey with closed questions was conducted online (see *Appendix A*), as approaches with limited alternative responses have proven to be consistent by reducing the variability in the results (Malhotra & Birks, 2007). Data were gathered from Portugal; however, since Generation Z is very diverse on a racial and ethnic level (Rue, 2018), the questionnaire was written in English for a broader understanding. The questionnaire was designed as the survey instrument including all constructs of the proposed model to investigate the hypotheses of interest. At the beginning of the questionnaire all individuals outside of generation Z were immediately excluded, being explicit the exclusive participation of people born between 1995 and 2004, this being the part of Generation Z over 18 years old. A snowball sampling technique was used. This way, at the end of the survey participants were asked to share the survey with their contacts.

The questionnaire consists of four parts. Part 1 of the questionnaire focuses on support and deepen the reviewed literature with regard to Generation Z's travel patterns and motivations (Băltescu, 2019; Haddouche & Salomone, 2018; Robinson & Schänzel, 2019). Part 2 deals with the measurement of entertainment types. Existing scales in the relevant literature were adapted taking into consideration the proposed classification of entertainment by Elmashhara and Soares (2020). Questions were divided into two subsections: permanent entertainment, and temporary entertainment. Precisely and specifying the items used in Table 5, three items were used to measure each entertainment type. Part 3 deals with the measurement of the dependent factors: desire to visit the mal and WOM. Respondents were asked to indicate their agreement level for each item, in part 2 and 3, on a five-point Likert scale (1=strongly disagree; 2=disagree; 3=indifferent; 4= agree; 5=strongly agree). Finally, Part 4 comprises participants' demographic information with four items (age, gender, employment status and individual income).

The developed questionnaire was pre-tested on a pilot sample of 10 Generation Z volunteers to check the comprehensibility of the questionnaire, the wording and question order. In general, pretest subjects indicated a clear understanding of the survey items. Participants were assured that the collected data would be used for purely academic purposes, and their responses were anonymous at the beginning of the questionnaire. Following the disclaimer, when asked about the desire to visit the mall and the WOM based on two types of entertainment the participants were asked to imagine a shopping mall with some specific characteristics and to answer based on that description.

3.4. Data Analysis

The final sample size was 150. According to Kline (2016), structural equation modeling analyzes have a median sample size of about 200 cases. Nevertheless, Barrett (2007) suggested that if the population from which a sample is supposed to be drawn is small or constrained in size, sample size can be less than 200, as is the case with Generation Z. Also, for simple models' analysis the minimum sample size can go down to 100 (Kline, 2016). Bearing this in mind, and taking into account that the model under analysis is relatively simple with a low number of variables and constructs, the sample size is halfway between.

The demographic profile of the respondents can be characterized as follows: 66 per cent are female; the majority is between 21 and 24 years old (62 per cent); 36 per cent are employed, and 22 per cent work and study; the most common income range is 750 to 1150 euros. The participants' profile is summarized as Table 4.

TABLE 4 Participants' profile

Demographic characteristics	Frequency	Percentage (%)
Gender		
Male	51	34%
Female	99	66%
Age		
18-20	23	15,3%
21-24	93	62%
25-27	34	22,7%
Nationality		
Portuguese	145	96,7%
Other	5	3,5%
Occupation		
Student	58	38,7%
Worker-student	33	22%
Employed	54	36%
Unemployed	5	3,3%
Monthly income		
350€-750€	24	26,1%
750€-1150€	44	47,8%
1150€-1550€	13	14,1%
1550€-1950€	3	3,3%
More than 1950€	8	8,7%

Source: Developed by the author

A two-step approach was taken using IBM SPSS AMOS to assess the proposed model. First, the model fit was checked using confirmatory factor analysis (CFA) by evaluating the reliability and validity of the measurement model. Next, structural equation modeling (SEM) was used to assess the structural model and hypotheses test.

CFA with the original items revealed standardized loading estimates above 0.7, except for one indicator that, despite being still acceptable and above 0.5 (DES2=0.546), was causing some problems concerning the model-fit measures. According to Hair et al. (2014) the minimum acceptable number of items per construct is three. However, as no other construct has more than three items, to improve the model, that item regarding desire was eliminated, resulting in an overall satisfactory fit.

In addition, the model-fit measures were used to assess the model's overall goodness of fit, and all values were within common acceptance levels (Bentler, 1990; Hair et al., 2014; Hu & Bentler, 1999): Chi-Square = 127.882; df = 36; CMIN/df = 3.552; CFI = 0.910; TLI = 0.863; SRMR = 0.0765; and RMSEA = 0.131. Moreover, a reliability analysis was carried out on the remaining 11 indicators (Table 5).

The results indicate that standardized loading estimates of all items were now above 0.7, and were all significant at $p < 0.001$, which provided evidence for the individual indicator of reliability (Hair et al., 2014). Cronbach's alpha values exceeded the lower limit of acceptability of 0.6 and composite reliability (CR) was higher than 0.7 for all the constructs (Hair et al., 2014), indicating adequate convergence and internal consistency. With reliability established, the next step was to assess the validity.

TABLE 5 Item loading, Cronbach's α, AVE and Composite Reliability

Factor	**Item loading**	**Cronbach's α**	**AVE**	**Composite reliability**
Permanent entertainment		0.863	0.698	0.873
PEN1: There are plenty of permanent entertainment facilities at the mall.	0.870			
PEN2: The permanent facilities at the mall are attractive.	0.901			
PEN3: I think the mall is great when it comes to permanent entertainment facilities.	0.724			
Temporary and special event entertainment		0.863	0.681	0.864
TEN1: There are plenty of temporary entertainment events at the mall.	0.854			
TEN2: The temporary entertainment events at the mall are attractive.	0.880			
TEN3: I think the mall is great when it comes to temporary entertainment events.	0.734			
Desire to visit the mall		0.744	0.595	0.746
DES1: I desire to visit the mall because there are plenty of permanent entertainment facilities.	0.784			
DES2: I desire to visit the mall because there are plenty of temporary entertainment events.	eliminated			
DES3: I desire to visit the mall because there is a combination of entertainment types.	0.759			
Word of mouth		0.856	0.667	0.857
DES1: I would recommend the mall because there are plenty of permanent entertainment facilities.	0.862			
DES2: I would recommend the mall because there are plenty of temporary entertainment events.	0.744			
DES3: I would recommend the mall because there is a combination of entertainment types.	0.840			

Source: Developed by the author

The convergent validity of each scale was also confirmed by the average variance extracted (AVE) ranged from 0.595 to 0.698 for each latent construct, being above 0.5 and thus adequate (Fornell & Larcker, 1981; Hair et al., 2014). Similarly, the validity of the scales was also examined by checking the discriminant validity with the Fornell-Larcker criterion (Table 6). Based on a comparison between the square root of AVE and construct correlations, the results indicated that the square root of AVE is greater than each construct correlation pair. Even though the correlation between the constructs 'Permanent' and 'Desire' is close to the threshold of the squared AVE for 'Permanent', its value is still lower; therefore, discriminant validity was proven (Fornell & Larcker, 1981).

TABLE 6 Discriminant validity: Fornell-Larcker criterion

Latent variables	Permanent	Temporary	Desire	WOM
Permanent	*0.835*			
Temporary	0.559	*0.825*		
Desire	0.827	0.577	*0.772*	
WOM	0.291	0.197	0.415	*0.817*

Source: Developed by the author

Note: The italic numbers in the diagonal are the square root of AVE.

To test the proposed hypotheses, the structural model was estimated using the sign, magnitude, and significance of the structural path coefficients. As shown in regression weights (Table 7), PENT is positively and significantly associated with Gen-Z desire to visit the mall ($\beta = 0.663$; $p < 0.05$) and also with WOM ($\beta = 0.133$; $p < 0.05$). Additionally, TENT has a significantly positive relation with Gen-Z desire to visit the mall ($\beta = 0{,}342$; $p < 0.05$). Contrarily, TENT does not have a significantly positive relation with WOM ($\beta = 0.062$; $p < 0.05$).

TABLE 7 Regression weights

Path	**Estimate**	**Standard Error**	**Critical Ratio**	**p-value**
Permanent entertainment -> Desire to visit the mall	0.663	0.030	22.258	***
Temporary entertainment -> Desire to visit the mall	0.133	0.036	3.639	***
Permanent entertainment -> WOM	0.342	0.118	2.897	***
Temporary entertainment -> WOM	0.062	0.144	0.432	0.665

Source: Developed by the author

Note: ***p-value < 0.05

Based on the results, H1, H2 and H3 were supported and H4 was not (Table 8).

TABLE 8 Hypotheses validation

Hypothesis	Description	Validation
H1	Permanent entertainment (PENT) is positively related to Gen-Z desire to visit the mall.	Accepted
H2	Temporary and special event entertainment (TENT) is positively related to Gen-Z desire to visit the mall.	Accepted
H3	Permanent entertainment (PENT) is positively related to Gen-Z WOM.	Accepted
H4	Temporary and special event entertainment (TENT) is positively related to Gen-Z WOM.	Rejected

Source: Developed by the author

CHAPTER 4

RESULTS AND DISCUSSION

Generation Z is, without a doubt, worthy of attention by marketing, retail and tourism entities, and the findings of this study support and leverage previous research on this generation.

When it comes to professional activity, the biggest percentage of the respondents researched is employed (58%), some of them worker-students (22%), being the other party completing studies (39%), and only a few are unemployed (3%). This goes in line with Dolot (2018) statement that Generation Z has already entered the labor market or is just entering it. Thus, they are earning and managing their own money. In this follow-up, the study participants reported earning a very reasonable salary, the majority ranging from 750 to 1150 euros a month (48%). Also, when asked about their spending habits while traveling, entertainment opportunities were the top choice, followed by food and beverages, shopping and accommodation. Similarly, their travel motivations and destination choice rely on searching for new experiences and entertainment opportunities, culture and landscape being next, then shopping, food, and destination popularity. These results make total sense, as Haddouche and Salomone (2018) concluded that emotions, pleasure and enchantment are the drivers of Gen-Z tourist preferences. Likewise, and as they are very selective in their spending (Özkan & Solmaz, 2017), they prefer experiences over possessions (Robinson & Schänzel, 2019).

Regarding the thought that the younger generations constantly seek contact with technology (Hoque, 2018), the results contradict this thought. 81% of the research participants agreed that they need a break from the online world from time to time, and 64% try to escape the routine and disconnect from social networks when travelling. Escapism has been identified in previous studies as being a purpose in Gen-Z tourist intentions (Robinson & Schänzel, 2019; Wood, 2013).

In terms of shopping, the third main travel motivation revealed on this study, 23% always shop at their destination, 23% often do shopping, 36% shop sometimes, and 18% rarely shop. No respondent stated that they never shop on their trips.

According to these preferences, Generation Z can be allocated into one specific category of shopper identified in the shopping tourism literature. They are ‘tourism shoppers’, as they usually do not travel with the main reason of shopping but shopping being an incidental activity in a tourist destination (Timothy, 2005). Even so, shopping revealed to be part of their multidimensional tourist motivations.

Considering their favorite place to shop in a travel destination, the majority selected shopping centers (45%). The other chosen retailers were souvenir shops (23%) and convenience stores (32%). In addition, when asked about what attributes they look for in a shopping mall, entertainment activities and facilities were once again the first choice. This confirms that entertainment is an attractive factor within a shopping centers (El-Adly, 2007; Estiri et al., 2021; Ortegón-Costázar & Royo-Vela, 2017; Wong & Nair, 2018) for Generation Z. This way, Generation Z perfectly fits into 'entertainment shoppers' profile identified by Sit at al. (2003) as those to whom entertainment attributes and atmospherics were highly important within shopping centers. Following the same logic, they seek experience-oriented shopping trips (Howard, 2007), as they seek for experiences and entertainment in their tourist choices (Haddouche & Salomone, 2018; Robinson & Schänzel, 2019).

The results of this study confirm the direct effect of both permanent and temporary entertainment on Gen-Z desire to visit the mall. These findings are consistent with various studies that found a significant relationship between entertainment and visiting intention (Anselmsson, 2016; Calvo-Porral & Lévy-Mangín, 2018). Also, the results follow the same line according to entertainment's positive relation with the time spent at the mall (Stoel at al., 2004; Wakefield & Baker, 1998), and with other consumer behavior outcomes (Christiansen et al., 1999; De Nisco & Warnaby, 2014; El-Adly, 2007; Sit & Merrilees, 2005). In addition, and as this study was carried out based on a shopping center with specific characteristics in terms of entertainment facilities, activities and events, the intention to visit only make sense if there is a positive expectation and a certain degree of satisfaction with the mall even before visiting it. In this way, the results follow the positive outcomes between entertainment and satisfaction in other studies (Ahmad, 2012; Elmashhara & Soares, 2020; Sit & Merrilees, 2005; Wakefield & Baker,1998) and between entertainment and shopping center image (Sit et al., 2003).

The results also confirm the direct effect of permanent entertainment on Gen-Z WOM. The idea of satisfaction with the entertainment that awaits customers at the shopping center meets the positive impact on WOM (Ahmad, 2012). However, this study findings revealed that, contrarily to permanent entertainment, temporary entertainment is not enough to lead Generation Z recommendation intentions towards the mall. Hence, the direct effect of temporary entertainment on Gen-Z WOM regarding the mall recommendation was not supported. These findings are in line with previous studies which find no significant impact of entertainment on shopper behavior (Anselmsson, 2016; Kim et al., 2005). These findings highlight the importance of distinguishing the types of entertainment as not all types of entertainment may be equally relevant for Generation Z.

CHAPTER 5

CONCLUSIONS

5.1. Overall Discussion

Retailing is a saturated market and has gone through significant changes in past years. Competitiveness is increasing, and differentiation is more challenging to achieve. Even so, shopping centers remain the number one choice within retail formats. The attractiveness factors have been the subject of many studies and entertainment continues to stand out within shopping malls. However, entertainment impact on shopping behaviors remains unclear. Therefore, this dissertation aimed to empirically investigate how entertainment influence shopping intentions according to the entertainment typology developed by Elmashhara and Soares (2020). The empirical study considered Generation Z as the study population, as these consumers represent the future of consumption.

Concerning the empirical study, four direct hypotheses were tested. The two hypotheses regarding the relationship between entertainment and Generation Z intentions were supported when based on permanent entertainment. However, when the same hypotheses were applied to temporary entertainment, only one was confirmed. In short, permanent and temporary entertainment positively impact Generation Z intention to visit the mall, but only permanent entertainment is enough to make Generation Z recommend it.

Regarding the study objectives, it was founded that entertainment is the basis of tourist motivations and preferences of Generation Z; Generation Z fits into two relevant categories in the shopping tourism literature that have so far been ignored, as Generation Z shopping tourism is based on entertainment consumption; there is a positive relation between the entertainment types and Generation Z intention to visit the mall, and permanent entertainment is enough for Generation Z to recommend a shopping center, as opposed to temporary entertainment, which alone has no influence on Generation Z recommendation intention. Therefore, retailtainment revealed a positive impact on Generation Z behavioral intentions in shopping centers.

5.2. Theoretical Implications

This study findings are important for researchers, academics and managers alike.

Concerning the literature, this study contributes by broadening the knowledge of several topics as this study aimed to understand how entertainment influence behavioral intentions.

First, it aimed to comprehend the relationship between entertainment and behavior, having only Generation Z as the target niche. This allowed a deeper understanding of their lifestyle, expectations, intentions, motivations and tourist choices. Research on important groups of individual consumers is an asset for industries, particularly tourism, which have the most impact on the global economy. Generation Z is still misunderstood and characterized by evolution and constant change of habits and preferences.

Second, shopping centers have proven to be crucial facilities for tourist destinations. This way, entertainment was studied within shopping centers, expanding the knowledge on important matters for tourism, such as shopping tourism, shopping center attractiveness and shopping outcomes.

Third, retailtainment has been strongly mentioned in the literature but there is still a lot of research ahead. Despite retailtainment being increasingly present in retail formats and its attractiveness being evident, entertainment has not been recognized as an attribute of the mall.

Finally, this study contributes to Elmashhara and Soares (2020) theory that different entertainment types play different roles on consumer behavior outcomes and intentions, and researchers have neglected this fact.

5.3. Managerial Implications

The obtained results have important implications for shopping centers, retailing managers, tourist organizations and destination marketers. By understanding the influence of entertainment on Generation Z intention behaviors is possible to assess the importance of investing in entertaining shopping experiences to attract these valuable customers.

This study proved the importance of entertainment as one of the attractive factors of shopping centers, reinforcing its role in shopping tourism. Likewise, this study provides useful insights for retail managers because it contributes to knowledge about customer attraction, which is one of the biggest challenges for shopping center managers. There are numerous tools to influence consumers' intention to visit, with this study verifying the effectiveness of entertainment in this regard. Consequently, managers must direct their attention and investments towards creating new spaces for pure entertainment instead of limiting themselves to integrating entertainment into the traditional product stores that already exist in the mall. Creating marketing strategies that praise entertainment as a differentiating factor for a shopping center is imperative. In this way, the entertainment factor will become evident, more effective and more attractive, with the sale of products being secondary yet more attractive. Also, it has been proved in the literature that entertaining environments make consumers more likely to spend more time at the mall and more prone to spend. This will affect how customers perceive shopping malls and consequently influence the image of the destination. Finally, this study findings proved that shopping centers must be used to promote destinations, as entertainment is undoubtedly a key resource.

Furthermore, Generation Z proved to be attention-worthy as they represent a significant and valuable segment. Also, their WOM is powerful. This way, this study helps managers realize this target value and to understand that entertainment opportunities are their live drivers. So, investing in communication and promotion activities that enhance the entertainment attribute of the mall will quickly reach these consumers and the word will spread.

5.4. Limitations and Future Research

This study was conducted based on the description of a shopping center with certain entertainment facilities and special events included in the adopted typology. The existing entertainment typology in the literature was applied entirely, which may be a limitation because the adequate entertainment mix for the specific segment under study may differ. Future research should try to understand, within the two proposed types of entertainment, which facilities or activities have the most impact on the behavior of Generation Z. In addition, this generation's behavior can be studied inside the shopping center, as the physical existence of the various types of entertainment can increase both visit and recommendation intentions. Another way would be to study shopping centers advertisements and communications where entertainment is the main attraction.

The specific characteristics of the retail format shopping centers do not allow the results to be generalized to other formats. Thus, future research might test the model in other shopping contexts.

Although the sample is internally varied, its nature is practically entirely Portuguese which can bias the study. This means that the results may vary if applied in other countries, because even when dealing with members of the same generation, culture has a strong impact on the opinion of individual beings. Additionally, Generation Z has proven to be a complex and quite diverse generation. Although the population under study encompasses only half of this generation (born between 1995 and 2004, and therefore of legal age), being already restricted, it would be a mistake to generalize the results treating it as homogeneous. So, future studies could investigate the potential moderating influence of, for example, year of birth.

Finally, in what refers to the conceptual part of this study, even though reliability and validity were checked, some values are within the very limits of acceptability. Thus, some improvements should be made to the developed model, namely its application to larger samples. Furthermore, additional research could explore the potential contribution of entertainment to other Generation Z important behavioral outcomes like electronic word of mouth (eWOM). Also, since this generation preferred to pay for entertainment over possessions, it would be interesting to study if they would really be predisposed to pay for entertainment inside a shopping center and thus understand to what extent shopping center managers could begin to profit from the existence of an authentic shopping experience in the shopping area.

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APPENDICES

Appendix A Questionnaire

Dear participant,

I am a final year student of the Master in Hospitality and Tourism Management with Specialization in Marketing at ISCTE. In order to complete my master thesis, this survey aims to understand how entertainment influences Generation Z desire to visit a shopping center in a tourist destination.

If you were born between 1995 and 2004 you are invited to take part in this research by answering this short questionnaire.

This survey is anonymous and all responses will be used for academic purposes only. Its completion should take approximately 10 minutes. Please read the questions carefully before answering, considering the provided instructions.

Thanks in advance for your answer!

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*Mandatory

Part 1

1. How often do you plan a trip?
    a. Monthly
    b. Every 3 months
    c. Every 6 months
    d. Once a year
2. With who do you usually travel with?
    a. Alone
    b. With family
    c. With friends
    d. With co-workers
3. What are your main motivations when traveling? (Order by preference)
    - Culture, Food, Shopping, Landscape, entertainment opportunities and destination popularity.

4. Do you consider the search for new experiences and forms of entertainment the main reason for your leisure trips?
    a. Yes
    b. No
    c. Not sure
5. While traveling, do you prefer to spend your money on (order by preference):
    - Accommodation, food and beverages, entertainment experiences and shopping.
6. When you travel do you shop at your destination?
    a. Always
    b. Often
    c. Sometimes
    d. Rarely
    e. Never
7. Where do you prefer to shop when you travel?
    a. Supermarket
    b. Convenience stores
    c. Souvenir stores
    d. Shopping centers
8. What do you look for when you go to a shopping centre? (Order by preference)
    - Food courts, product stores, entertainment (e.g., cinema, amusement parks, arcade area).
9. Do you consider the search for new experiences and forms of entertainment the main reason to choose a shopping center?
    a. Yes
    b. No
    c. Not sure
10. Do you think that from time to time you need a break from the online world?
    a. Yes
    b. No
    c. Not sure
11. When travelling do you try to escape the routine and disconnect from social networks?
    a. Yes
    b. No
    c. Not sure

*Mandatory

Part 2

1. Imagine a shopping mall with the following facilities:

   - Cinema complex and theatre;

   - Food court (e.g., eateries, cafés, restaurants, internet bars);

   - Play area (e.g., kiddie rides, playground zones);

   - Arcade area (e.g., videogames, game centre);

   - Amusement parks (e.g., climbing room, trampolines room, surf/ski simulator, kart track, ice-skating ring, bowling, fitness club, spa, karaoke, escape rooms);

   - Rentals of books, videos, DVDs, and videotapes

   - Water entertainment (e.g., aquarium, fountain shows, aqua-play)

   - Themed zones (e.g., collectibles stores, lottery shops, photo-sticker booths)

   Using the suggested scale, say whether you agree with the following statements: 1=strongly disagree; 2=disagree; 3=indifferent; 4= agree; 5=strongly agree

   a. There are plenty of permanent entertainment facilities at the mall.
   b. The permanent facilities at the mall are attractive.
   c. I think the mall is great when it comes to permanent entertainment facilities.

2. Imagine a shopping mall with the following special events:

   - Temporary exhibitions (e.g., art galleries, cinema galleries)

   - Musical performances

   - Visits of celebrities and public figures (e.g., live interviews, workshops)

   - Fashion shows and open castings

   - Launching events (e.g., books, music albums, movies)

   - Radio station events

   - Sports events (e.g., championships and sports competitions in the mall)

   - Special season events (e.g., Black Friday, Christmas)

   Using the suggested scale, say whether you agree with the following statements: 1=strongly disagree; 2=disagree; 3=indifferent; 4= agree; 5=strongly agree

   a. There are plenty of temporary entertainment events at the mall.
   b. The temporary entertainment events at the mall are attractive.
   c. I think the mall is great when it comes to temporary entertainment events.

*Mandatory

Part 3

1. Answer regarding your intention to visit a mall with these facilities and special events. Using the suggested scale, say whether you agree with the following statements: 1=strongly disagree; 2=disagree; 3=indifferent; 4= agree; 5=strongly agree
   a. I desire to visit the mall because there are plenty of permanent entertainment facilities.
   b. I desire to visit the mall because there are plenty of temporary entertainment events.
   c. I desire to visit the mall because there is a combination of entertainment types.
2. Answer regarding your intention to recommend a mall with these facilities and special events. Using the suggested scale, say whether you agree with the following statements: 1=strongly disagree; 2=disagree; 3=indifferent; 4= agree; 5=strongly agree
   a. I would recommend the mall because there are plenty of permanent entertainment facilities.
   b. I would recommend the mall because there are plenty of temporary entertainment events.
   c. I would recommend the mall because there is a combination of entertainment types.

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*Mandatory

Part 4

1. What gender do you identify with?
   a. Feminine
   b. Masculine
   c. Other
2. What is your age range?
   a. 18 - 20
   b. 21 - 24
   c. 25 - 27
3. What is your nationality?
   a. Portuguese
   b. Spanish
   c. French
   d. Italian
   e. German
   f. English
   g. Chinese
   h. Other
4. What is your current occupation?
   a. Student
   b. Worker-student

c. Employed
d. Unemployed

5. What range does your monthly income fall into? (Respond only if you are employed)
    a. 350€ - 750€
    b. 750€ - 1150€
    c. 1150€ - 1550€
    d. 1550€ - 1950€
    e. More than 1950€