ROLE OF SHOPPERTAINMENT AS A DETERMINANT IN ELEVATING IN-STORE EXPERIENCE AND ENHANCING RETAIL SALES

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ABSTRACT

Shopping has historically been an activity that humans subconsciously enjoy. Marketer's role isn't merely to fulfill purchase-related needs of a customer, but also to ensure that they enjoy the experience. This is called Shoppertainment/Experiential Retailing, wherein hedonistic experiencesare created. This research has been done to explore how Shoppertainment affects people with different demographic details, from age group of 18-55 years.

This study aims to investigate customer behavior and resonance with Shoppertainment, while justifying that by elevating in-store elements, retailers can create exciting experiences. The study has been carried out in Indore using responses of 227 people on a structured questionnaire, data being obtained through non-probability convenience sampling. Data has been analyzed using data normality tests, reliability statistics, frequency distribution, chi-square test, and regression analysis. The research design is exploratory and cross-sectional. Variables were named "Shoppertainment" and "Retail Sales". It has been deduced how retail sale is directly dependent on certain Shoppertainment factors.

Keywords: ***Shoppertainment, Retail, Experiential Retailing, Retail Sales, Hedonistic, In-store Retailing, Shopping***

INTRODUCTION

Retailing is a distribution process of selling goods and/or services, right to the end-user. Retailers procure goods in large quantities from suppliers or wholesalers, who obtain them from the manufacturers and retailers sell it to (individual) customers in smaller quantities. They carry out the retailing process

and form a channel of communication between the customer, manufacturer, and the company.

There are different categories of retailing. As a concept, the idea and functions are similar. Everyone is trying to sell to the final customer. But it is differentiated based on the product offerings and organizational structure. The types of retailing are-Store Retailing and Non-Store Retailing. Store Retailing refers to the type of retailing that happens within a brick-and-mortar store. These are retail stores located in a building. They have a deep product mix, divided into various sections and departments in the facility. Non-store retailing refers to the type of retailing where sales are made outside a conventional store. Customer interaction and transaction is not carried out through a traditional retail channel. It isn't confined to a physical retail space.

Apart from the above-mentioned classification, retailing can also be classified into Unorganized Retailing and Organized Retailing. The Organized retail scenario is undergoing a massive change. With emerging changes in the industry, retailing has majorly become digital. With the uprise of e-commerce, the brick-and-mortar store model faces tough competition from its online counterpart. But online retailing fails to fill a major void. It lacks personal touch, face-to-face interaction, and opportunity to deliver a well-rounded shopping experience to consumers. Emerging lifestyle changes are making human beings seek real-life experiences instead of virtual experiences.

For consumers, in-store shopping isn't merely a mundane activity anymore. It is becoming an activity that appeals to their senses and attracts them. Customers have subconsciously started seeking in-store experiences that convert satisfaction into delight. And this want is subconsciously turning into a need. For them, shopping is becoming a stress relief therapy. As a result, it is crucial for retailers to learn how to tap these points correctly. They must start catering to the experiential needs of customers whilst catering to commodity needs as well. This term is called **"Shoppertainment" or "Experiential Retailing"**.

Shoppertainment combines the elements of shopping and entertainment to attract customer. This approach moves beyond product offering. It combines the elements of in-store service as well, hence creating an overall (entertaining) experience. The idea is to maximize engagement, not burden. In today's life, where people of age groups hustle and lead busy lives, shopping is one of the activities they may turn to, to release routine stress. Also, in this online shopping era, creating a hedonistic in-store shopping experience for customers is the key.

When someone develops an aversion towards the screen, they might want a real-life experience. And shopping is one of them. So, the aim should be to engage customers in a manner that shopping is not just another errand. Rather, it becomes an entertaining experience that lets them actively interact with the brand and not become a passive participant.

To keep shoppers engaged, retailers must be innovative towards enhancing physical evidence elements of the store which should make shopping a pleasurable experience. If these elements are tapped right, the time spent by shoppers in the store would gradually increase. As a result, sales will be enhanced.

There could be various factors that make entertaining experience (aka experiential retailing). Few examples could be Enhancing store interiors, which makes the in-store experience immersive and entertaining, creating a themed environment during festivals or sale seasons, organizing mini-events inside the store, in-built play area for kids in stores attracts families to have a hassle-free shopping experience, playing entertaining music inside the store, places within stores to try out new technologies like augmented and virtual reality, lounge areas with magazines and other facilities like charging points, drinking water, and having a service-oriented courteous staff that assists customers at every step.

People have different shopping requirements, patterns, tastes and preferences, etc. But the Shoppertainment phenomena unites everyone. It must be kept in mind that it involves psychological aspects. Entertainment stimulates senses. When humans experience recreation, they feel emotionally appealed to, and connected to the experience. Entertainment and recreation evoke feelings of joy. This makes them subconsciously seek the same. These aspects should be identifiedto appeal to various categories of consumers and fill the gap. Retail experience is planned by marketers to craft experiences for shoppers that involves sensory stimulation, emotional involvement. It is key to understand patterns and thought process of a shopper and customize experiences accordingly.

This study aims to investigate customer behavior and resonance with Shoppertainment, while justifying that by elevating in-store elements, retailers can create exciting experiences.

LITERATURE REVIEW

Felix (2019), in a detailed article titled "**Experiential Retailing Statistics and Examples**" researched and studied the numbers related to experiential retailing. He found out that with stern competition from online retailing, brick-and-mortar

stores "stay relevant to millennial consumers" especially. They will have to up their game by creating immersive and memorable in-store experiences. They will have to fill the gap that online retailing leaves in terms of physical experience.

Jahn S., Nierobisch T., Toporowski W., Dannewald T., (2018) in a research paper titled "**Selling the Extraordinary in Experiential Retail Stores**" found out that operating flagship stores with augmented experiences creates a buzz among customers. It makes them excitable and in this era of to share their experiences in real-time. Hence retailers must tap onto that.

Backstrom K., Johansson U. (2017), in a research paper titled "**Creating and Consuming experiences in retail store environments: comparing retailer and consumer perspectives**" found that customer satisfaction will eventually work out for the retailers, since a satisfied customer will return and keep returning. This will drive up the sales and shoot up profits for the retailer

Bjorkman H.; Edgardsson P.; Tengstrom M.; Taube M.; (2015)in a research paper titled "Retail Experience Marketing- A study on customer perceptions of successful in-store experience marketing within retailing" published about important factors while creating successful experience marketing. These are- Store Environment, Employee Characteristics, Senses, Technology, and Additional Factors. They found out these factors need to co-exist in order for the customer experiences to be a hit.

Reimers V.(**2014**), in a research paper titled "**The role of convenience in a recreational shopping trip**" concluded that both convenience factors and entertainment factors are the key to creating a good shopping experience for customers. Retailers must strike a balance between the two.

Clarke; Daniel W.; Perry; Patsy; Denson; Hayley (**2012**), in a research paper titled **"The Sensory Retail Environment of Small Fashion Boutiques"** found that sensory experiences play a huge role in making shopping a pleasurable and entertaining experience for shoppers.

Srinivasan R.; Srivastava R. (2010) in a research paper titled "**Creating the futuristic retail experience through experiential marketing: Is it possible**?" published that to emerge out of the excessive brand clutter, retailers must work on enhancing environmental factors, "to increase satisfaction and encourage the return of the shoppers".

OBJECTIVES

1- To study awareness about 'Shoppertainment' concept among sample respondents.

2- To understand the role of demographic variables like gender, age, educational background, and employment status on consumer buying behavior due to Shoppertainment.

3- To find out the variables contributing to 'Shoppertainment'.

4- To analyze effect of 'Shoppertainment' on retail sales.

HYPOTHESIS

H_{01-} Age does not significantly affect consumer awareness about Shoppertainment, how they interact with it, and react to it.

H_{02}- Gender does not significantly affect consumer awareness about Shoppertainment, how they interact with it and react to it.

H_{03}- Educational background does not significantly affect consumer awareness about Shoppertainment, how they interact with it and react to it.

H_{04}- Employment status does not significantly affect consumer awareness about Shoppertainment, how they interact with it and react to it.

RESEARCH METHODOLOGY

Research methodology is the framework of the entire research. The research design for the present study is comprised of cross-sectional descriptive and exploratory as the data is comprised of primary and secondary in nature. The sampling framework in the study comprises of the people belonging to the age group of 18-55 who visit organized retail stores regularly. The sampling technique used is non-probability convenience sampling as the sample respondents are chosen as per the convenience of the researcher. Total numbers of respondents are 227, who filled the questionnaire. The questionnaire for the present study comprises of sections that recorded responses of the respondents about their demographic details, awareness about the concept of Shoppertainment, personal shopping patterns, habits, and preferences. After collection of data, it is analyzed by using statistical techniques like- Reliability Statistics, Frequency Distribution, Chi-Squared Test and Regression analysis.

FINDINGS AND INTERPRETATIONS

After collection of data, it is analyzed by using different statistical tests. The detailed results of the data analysis are presented as under:

1- **Test of Data Normality**

Table No.1- Test of data normality

Descriptives

	Knowledge of "Shoppertainment" or "Experiential Retailing"?			Statistic	Std. Error
Age	Yes	Mean		1.65	.085
		95% Confidence Interval for Mean	Lower Bound	1.48	
			Upper Bound	1.81	
		5% Trimmed Mean		1.55	
		Median		1.00	
		Variance		.800	
		Std. Deviation		.894	
		Minimum		1	
		Maximum		4	
		Range		3	
		Interquartile Range		1	
		Skewness		1.315	.230
		Kurtosis		.859	.457
	No	Mean		2.44	.100
		95% Confidence Interval for Mean	Lower Bound	2.24	
			Upper Bound	2.63	
		5% Trimmed Mean		2.43	
		Median		2.00	
		Variance		1.162	
		Std. Deviation		1.078	
		Minimum		1	
		Maximum		4	
		Range		3	
		Interquartile Range		2	
		Skewness		.064	.224
		Kurtosis		-1.254	.444
Gender	Yes	Mean		1.58	.047
		95% Confidence Interval for Mean	Lower Bound	1.49	
			Upper Bound	1.68	
		5% Trimmed Mean		1.59	
		Median		2.00	
		Variance		.246	
		Std. Deviation		.496	
		Minimum		1	
		Maximum		2	
		Range		1	
		Interquartile Range		1	
		Skewness		-.336	.230
		Kurtosis		-1.922	.457
	No	Mean		1.59	.046
		95% Confidence Interval for Mean	Lower Bound	1.50	
			Upper Bound	1.68	
		5% Trimmed Mean		1.60	
		Median		2.00	

		Variance		.244	
		Std. Deviation		.494	
		Minimum		1	
		Maximum		2	
		Range		1	
		Interquartile Range		1	
		Skewness		-.370	.224
		Kurtosis		-1.896	.444
Educational Background	Yes	Mean		1.97	.065
		95% Confidence Interval for Mean	Lower Bound	1.84	
			Upper Bound	2.10	
		5% Trimmed Mean		1.97	
		Median		2.00	
		Variance		.467	
		Std. Deviation		.683	
		Minimum		1	
		Maximum		3	
		Range		2	
		Interquartile Range		0	
		Skewness		.034	.230
		Kurtosis		-.823	.457
	No	Mean		2.09	.071
		95% Confidence Interval for Mean	Lower Bound	1.94	
			Upper Bound	2.23	
		5% Trimmed Mean		2.09	
		Median		2.00	
		Variance		.596	
		Std. Deviation		.772	
		Minimum		1	
		Maximum		3	
		Range		2	
		Interquartile Range		2	
		Skewness		-.149	.224
		Kurtosis		-1.300	.444

Through this table, it has been interpreted that since the values of Skewness and Kurtosis are not zero, this means that the data is not normally distributed, and therefore, Non-parametric tests can be used.

2- Reliability Test

Total sample size taken in the study was 227. Hence, the actual data analysis was done on 227 respondents.

Table No. 2-Case Processing Summary

		N	%
Cases	Valid	227	100.0
	Excluded	0	.0
	Total	227	100.0

The total number of items in the questionnaire were 26. After running the data on SPSS, the value of Cronbach's Alpha is 0.873. As this value is greater than 0.6, hence the data is reliable to undergo data analysis.

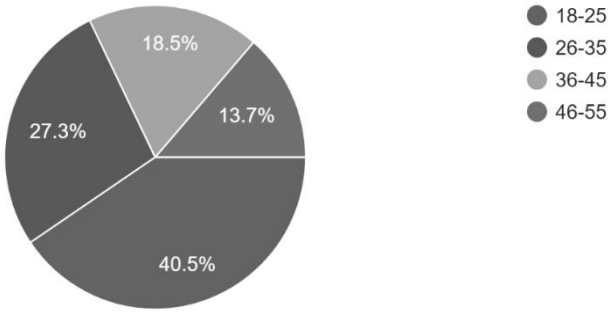
Table no. 3- Reliability Statistics

Cronbach's Alpha	N of Items
.873	26

3- Frequency Distribution of Demographic Variables

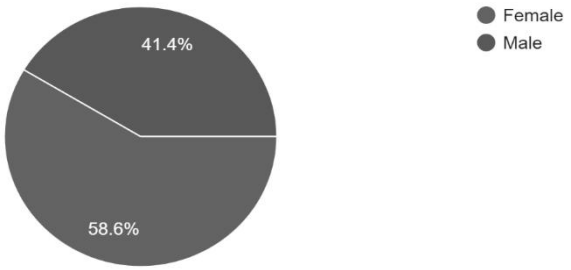
This section contains the demographics of respondents obtained from the structured questionnaire.

Chart no.1- The chart shows the frequency percentage of age groups of respondents of the questionnaire.



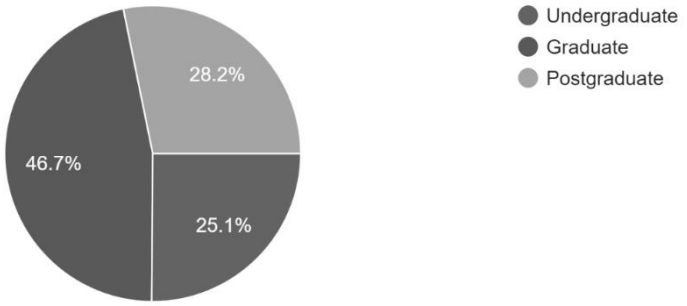
The focus group of the study was college graduates and post-graduates, housewives, working professionals, and businesspeople, aged 18-55. From the chart it is interpreted that data distribution was done randomly, but the result shows that major contributors are comparatively young, in the age bracket of 18-25 (40.5%) and 26-35 (27.3%). Respondents in the older age bracket contribute to only 32.2%.

Chart no. 2- The chart shows the frequency percentage of the gender of the respondents of the questionnaire.



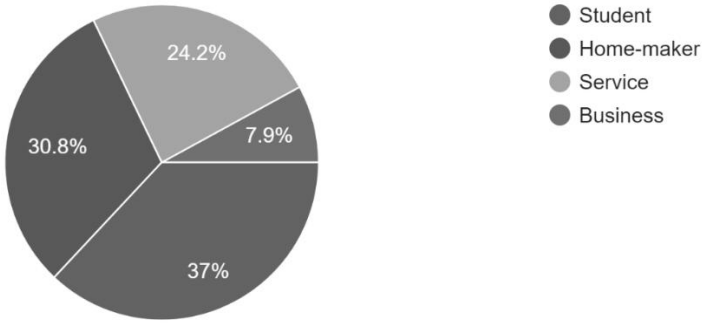
The study is focused on both males and females. This is a fairly even distribution of the two genders. Since there was an inclusion of housewives in the questionnaire, it could've been a reason why there are more female respondents (58.6%) as compared to their male counterparts (41.4%).

Chart no. 3- The chart shows the frequency percentage of the educational background of the sample respondents.



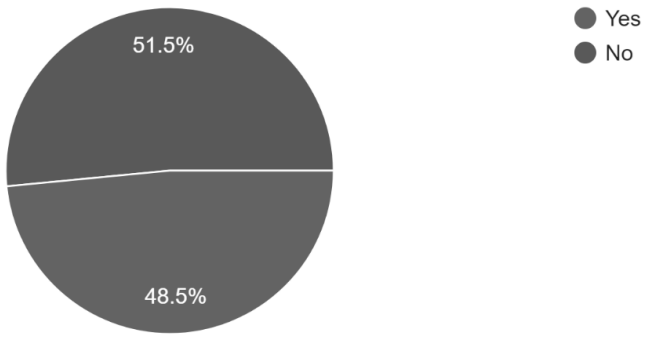
It is interpreted from the chart that majority of the respondents' minimum qualification is "Graduate".

Chart no. 4- The chart shows the frequency percentage of current employment status of the respondents of the questionnaire.



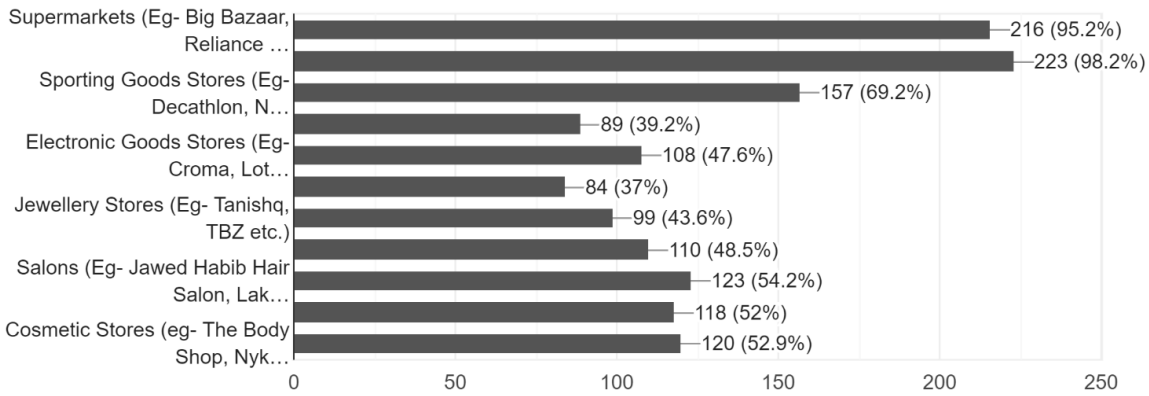
The focus group of the study was college going students, working professionals, housewives and businesspeople. From the chart it is interpreted that data distribution was done randomly, but the majority of respondents consisted of students and home-makers.

Chart no. 5- The chart shows the frequency percentage of understanding and awareness of the term of Shoppertainment among respondents.



It is interpreted from the chart that slightly more than 50% of the respondents are not aware of the term Shoppertainment, while close to 50% of the respondents are aware of the term Shoppertainment.

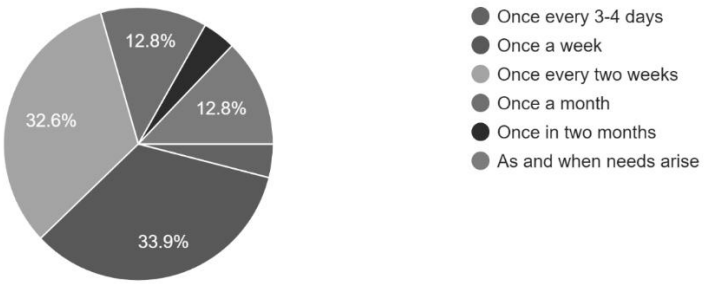
Chart no. 6- The chart shows the graphical representation of which type of retail stores that the respondents generally visit.



The options were as follows- 1) Supermarkets 2) Apparel and Accessories Stores 3) Sporting Goods Stores 4) Toy Stores 5) Electronic Goods Stores 6) Footwear Stores 7) Jewelry Stores 8) Furniture and Lifestyle Stores 9) Salons 10) Restaurants 11) Cosmetic Stores

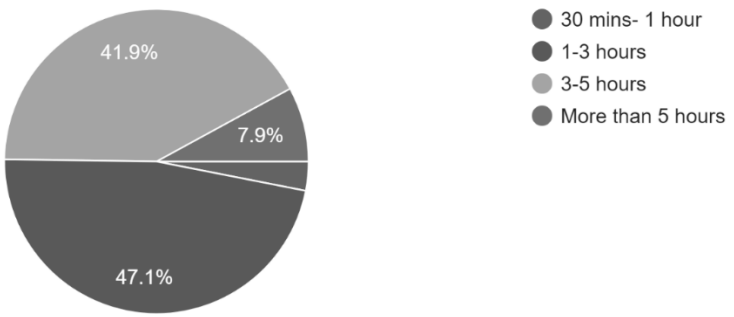
Through the chart, it is interpreted that almost all respondents visit Apparel and Accessories Stores and Supermarkets. 98.2% of the respondents visit Apparel and Accessories stores, and 95.2% of the respondents visit Supermarkets to fulfill their needs and wants. This shows that these two types of physical stores gain a higher footfall as compared to other types. Rest of the types receive a rather lower footfall from the respondents.

Chart no. 7- This chart shows frequency percentage of the frequency at which the respondents visit a physical retail store for shopping.



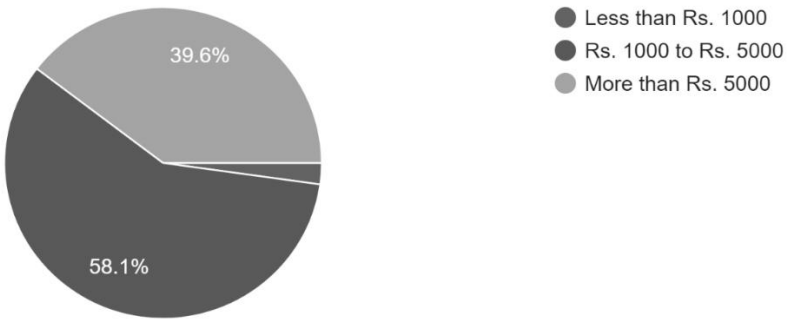
It is interpreted from this chart that mostly respondents visit physical retail stores either once a week (33.9%) or once every two weeks (32.6%).This shows that a large number of respondents are frequent shoppers.

Chart no. 8- This chart shows a frequency percentage of the time duration spent by the respondents per shopping visit.



It is interpreted from the chart that most respondents spend either 1-3 hours while shopping (47.1%), or 3-5 hours while shopping (41.9%). This shows that a large number of respondents spend a considerably high time shopping.

Chart no. 9- This chart shows a frequency percentage of the money spent by the respondents per shopping visit.



It is interpreted from the chart that 58.1% of the shoppers spend Rs. 1000-5000 while shopping. While almost rest of the respondents (39.6%) spend more than Rs. 5000 per shopping visit. With reference to the chart that represented the average age bracket of the total respondents, it was deduced that the respondents mostly fell under the bracket of 18-35. Therefore, there could have been this mix of money spent per shopping visit.

4- Chi-Square test

In the questionnaire, different demographic variables were taken. Four hypothesis were constructed on the basis of demographic variables including age, gender, educational background and current employment status. These hypotheses were tested by using chi-square test. The hypotheses are mentioned as under:

H_{01}- Age does not significantly affect consumer awarenessabout Shoppertainment, how they interact with it, and react to it.

H_{02}- Gender does not significantly affect consumer awareness about Shoppertainment, how they interact with it and react to it.

H_{03}- Educational background does not significantly affect consumer awarenessabout Shoppertainment, how they interact with it and react to it.

H_{04}- Employment status does not significantly affect consumer awarenessabout Shoppertainment, how they interact with it and react to it.

Table no. 4- Chi –Square Test Statistics

	Age	Gender	Educational_Background	Current_Employment_Status
Chi-Square	37.899	6.700	18.564	42.692
Df	3	1	2	3
Asymp. Sig.	.000	.010	.000	.000

From the above Table No. 4, it may be interpreted that:

The value of Chi Square with respect to age of the respondent is coming to be 37.899 at a degree of freedom 3 and the asymptotic significance value is coming to be .000. As this value is less than 0.05, hence, the null hypothesis namely H_{01} is rejected. Thus it may be interpreted that the knowledge about Shoppertainment and perception of people of different age groups towards Shoppertainment is different. The reason for this could be the difference in the level of knowledge about the concept if Shoppertainment and difference in purchasing habits and preferences.

The value of Chi Square with respect to gender of the respondent is coming to be 6.700 at a degree of freedom 1 and the asymptotic significance value is coming to be .010. As this value is greater than 0.05, hence, the null hypothesis namely H_{02} is accepted. Thus it may be interpreted that gender does not play a role in awareness of Shoppertainment andirrespective of the gender of a person, he/she may have enjoyable shopping experiences. The reason for this could be that human beings in general seek entertaining experiences in general and there isn't a gender aspect towards enjoyment of this activity.

The value of Chi Square with respect to educational background of the respondent is coming to be is coming to be 18.564 at a degree of freedom 2 and the asymptotic significance value is coming to be .000. As this value is less than 0.05, hence, the null hypothesis namely H_{03} is rejected. Thus it may be interpreted thatawareness of Shoppertainment and perception of people towards it with different educational backgrounds is different. The reason for this could be difference in the literacy level of different educational background respondents.

The value of Chi Square with respect to current employment status of the respondent is coming to be is coming to be 42.692 at a degree of freedom 3 and the asymptotic significance value is coming to be .000. As this value is less than 0.05, hence, the null hypothesis namely H_{04} is rejected. Thus it may be interpreted that awareness of Shoppertainment and perception of people towards it with different employment status is different. The reason for this could be that people

who have more time on their hands have more time to treat shopping as an enjoyable experience. And people who do not have much time to spare might treat shopping merely to fulfill their purchase requirements.

5- Regression Analysis

Table no. 5- Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.925[a]	.855	.844	.209

It is interpreted from the table that the value of R square is .855. This means that 85.5% of dependent variable (Retail Sales) is explained by the independent variable (Shoppertainment) i.e. 85.5% of the respondents tend to purchase more when they have an entertaining shopping experience. This proves that Shoppertainment has a positive impact on Retail sales

Table No. 6- ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	53.792	17	3.164	72.756	.000[b]
Residual	9.090	209	.043		
Total	62.881	226			

It is interpreted from the table that since the value of Sig. is 0.000 which is lesser than 0.05, it means that null hypothesis is rejected and the value is statistically significant. In this case, the independent variable (Shoppertainment) reliably predicts the dependent variable (Retail Sales). Thus, it can be deduced that Shoppertainment has a direct effect on Retail Sales.

Table No. 7- Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	**Sig.**
		B	Std. Error	Beta		
1	(Constant)	.188	.071		2.658	**.008**
	Importance of Attractive layout	-.002	.050	-.002	-.037	**.971**
	Importance of Interactive and immersive displays (Posters, TV Screens, iPads etc.)	.053	.040	.064	1.307	**.193**
	Importance of Digital Tools	-.002	.037	-.002	-.046	**.963**
	Importance of Proper ambience	.036	.050	.035	.720	**.472**
	Importance of Courteous staff	-.034	.043	-.036	-.805	**.422**
	Importance of Entertaining events and activities	.075	.029	.139	2.612	**.010**
	Importance of Trial Kiosks/ Pop up shops	-.132	.028	-.244	-4.748	**.000**

	Importance of Personalized services	.077	.024	.138	3.255	**.001**
	Importance of Background Music/ Live Music	-.029	.028	-.049	-1.038	**.300**
	Importance of Lounge areas/ Sofas	.002	.021	.003	.101	**.920**
	Importance of Great customer service	-.089	.037	-.092	-2.398	**.017**
	Shopping is a stress busting activity for me	-.025	.027	-.041	-.913	**.362**
	I pay attention to my surroundings in a retail store	-.092	.034	-.131	-2.682	**.008**
	I feel/ have felt entertained while shopping	-.020	.043	-.022	-.454	**.650**
	Entertaining and interactive in-store experiences are important to me	.171	.037	.230	4.672	**.000**
	If I enjoy the in-store experience, I would revisit more often	.145	.102	.135	1.427	**.155**
	If I enjoy the in-store experience, I would share the experience with my peers	.798	.102	.732	7.791	**.000**
a. Dependent Variable: A good in-store experience will increase my purchases						

- The coefficient for **Importance of Attractive Layout** (-.002) is not statistically significant at the 0.05 level since the p-value is greater than .05. The p-value is 0.971. Since this value is higher than 0.05, it means that the null hypothesis is rejected. Thus, it can be deduced that an attractive store layout does not have a direct effect on people's purchases, therefore does not directly contribute to increased retail sales.
- The coefficient for **Importance of Interactive and Immersive Displays (**.064**)**is not statistically significant at the 0.05 level since the p-value is greater than 0.05. The p-value is 0.193. Since this value is higher than 0.05, it means that the null hypothesis is rejected. Therefore, it can be deduced that immersive displays do not have a direct effect on people's purchases, therefore does not directly contribute to increased retail sales.
- The coefficient for **Importance of Digital Tools (**-.002**)** is not statistically significant at the 0.05 level since the p-value is greater than 0.05. The p-value is 0.963. Since this value is higher than 0.05, it means that the null hypothesis is rejected. Thus, it can be deduced that presence of digital tools does on have a direct effect on people's purchases, therefore does not directly contribute to increased retail sales.
- The coefficient for **Importance of Proper Ambience (**.035**)** is not statistically significant at the 0.05 level since the p-value is greater than 0.05. The p-value is 0.472. Since this value is higher than 0.05, it means that the null hypothesis is rejected. Thus, it can be deduced that proper ambience might be appealing to customers, but it doesn't have a direct effect on

people's purchases, therefore does not directly contribute to increased retail sales.

- The coefficient for **Importance of Courteous staff**(-.036) is not statistically significant at the 0.05 level since the p-value is greater than 0.05. The p-value is 0.422. Since this value is higher than 0.05, it means that the null hypothesis is rejected. Thus, it can be deduced that a courteous staff does not directly have a direct effect on people's purchases and does not contribute to increased retail sales.
- The coefficient for **Importance of Entertaining events and activities (**.139**)** is statistically significant at the 0.05 level since the p-value is lesser than 0.05. The p-value is 0.10. Since this value is lower than 0.05, it means that the null hypothesis is accepted. Thus, it can be deduced that entertaining activities and events keep the customers engaged. This means that it has a direct effect on retail sales. This could probably be because these activities make them spend more time in the store and make them excitable. Therefore, they contribute towards increased retail sales.
- The coefficient for **Importance of Trial Kiosks/ Pop up shops (-**.244**)** is statistically significant at the 0.05 level since the p-value is lesser than 0.05. The p-value is 0.00. Thus, it can be deduced that presence of trial kiosks and pop up shops directly affect retail sales. This could probably be because once a customer samples something, it builds trusts and develops authenticity on the part of the store. Therefore, this contributes towards increased retail sales.
- The coefficient for **Importance of Background Music/ Live Music**(-.049) is not statistically significant at the 0.05 level since the p-value is greater than 0.05. The p-value is 0.300. Since this value is higher than 0.05, it means that the null hypothesis is rejected. Thus, it can be deduced that there is little importance of background music/ live music. It might keep the customers entertained at some level, but it does not directly contribute towards increased retail sales.
- The coefficient for **Importance of Lounge areas/ Sofas (**.003**)** is not statistically significant at the 0.05 level since the p-value is greater than 0.05. The p-value is 0.920. Since this value is higher than 0.05, it means that the null hypothesis is rejected. Thus, it can be deduced that presence of lounging areas/sofas does not directly contribute towards increased retail sales. This in turn might only increase footfall but not convert sales.

- The coefficient for **Importance of Great customer service (**-.092**)** is statistically significant at the 0.05 level since the p-value is lesser than 0.05. The p-value is 0.17. Since this value is lower than 0.05, it means that the null hypothesis is accepted. Thus, it can be deduced that great customer service makes the customers feel valued and needed. It increases affinity with the brand, they feel attached, and therefore might end up increasing their purchase. This directly contributes towards increased retail sales.
- The coefficient for **Shopping is a stress busting activity for me (**-.041**)**is not statistically significant at the 0.05 level since the p-value is greater than 0.05. The p-value is 0.362. Since this value is higher than 0.05, it means that the null hypothesis is rejected. Thus, it can be deduced that even though shopping might be a stress-relieving activity for people, does not necessarily guarantee that they will always end up making a purchase. They could be casual strollers who might not end up buying anything. Therefore, shoppers of this profile and this phenomenon do not directly contribute towards increased retail sales.
- The coefficient for **I pay attention to my surroundings in a retail store (**-.131**)** is statistically significant at the 0.05 level since the p-value is lesser than 0.05. The p-value is 0.008. Since this value is lower than 0.05, it means that the null hypothesis is accepted. Thus, it can be deduced that a good shopping environment makes the customer want to purchase more and more. Based on the findings, since this contributes towards increased retail sales, marketers must focus on creating an immersive retail environment.
- The coefficient for **I feel/ have felt entertained while shopping (**-.022**)** is not statistically significant at the 0.05 level since the p-value is greater than 0.05. The p-value is 0.650. Since this value is higher than 0.05, it means that the null hypothesis is rejected. Thus, it can be deduced that merely entertaining experiences are not enough. They are only a part of creating a holistic retail experience, which also includes the actual offering by the retailer. Just this one factor does not directly contribute towards increasing retail sales.
- The coefficient for **Entertaining and interactive in-store experiences are important to me (**.230**)** is statistically significant at the 0.05 level since the p-value is lesser than 0.05. The p-value is 0.000. Since this value is lower than 0.05, it means that the null hypothesis is accepted. Thus, it can be

deduced that customers like to be entertained while shopping. This factor contributes towards increased retail sales.

- The coefficient for **If I enjoy the in-store experience, I would revisit more often (**.135**)** is statistically significant at the 0.05 level since the p-value is higher than 0.05. The p-value is 0.155. Since this value is higher than 0.05, it means that the null hypothesis is rejected. This means that even though the customers may enjoy entertaining experiences and in a way that may contribute towards increased retail sales, but that is not sufficient. Along with that, their purchase related needs should also be fulfilled. Just this one factor does not contribute towards increased retail sales
- The coefficient for **If I enjoy the in-store experience, I would share the experience with my peers (**.732**)**is statistically significant at the 0.05 level since the p-value is lesser than 0.05. The p-value is 0.000. Since this value is lower than 0.05, it means that the null hypothesis is accepted. Thus it can be deduced that when people have great shopping experience, they share it with their peers. This means that a chain reaction of positive image is created. Based on the findings, this contributes towards increased retail sales.

CONCLUSION

In today's world where customers have endless options, it is easy for them to switch or deflect from their current choices without giving it a second thought. Therefore, marketers must strive to turn ordinary shopping activities into extraordinary experiences. If they want to differentiate themselves and fend off the challenges posed by online retailers and other competitors, they must pay attention towards making shopping and enjoyable experience for the customers. Experiential retailing goes beyond justfulfilling purchase related wants and needs. It makes shopping an immersive experience. It taps on all the elements of the retail marketing mix. As a result, it increases brand identity, helps the customer resonate himself /herself with the brand, and creates a positive image. These factors keep customers satisfied, leading to repeated and recurring purchases, increased loyalty, eventually will to shop more. Slowly customers tend to seek these hedonistic experiences, which results in increased purchases by them. And for the retailer, this does not only mean increased sales, but it also means a better brand image, increased loyalty, and increased popularity.

Through this study, we found out that different people have different awareness levels, and different ways of interacting with in-store elements and reacting to them. People of comparatively younger age group and home-makers have

comparatively more time on their hands to truly enjoy their shopping experience and truly interact with the in-store elements. Also, people who enjoy their shopping experience tend to spend more time and money on their purchases. They are fonder of shopping than others. It was also found that there are certain elements that might contribute towards increasing the footfall in a store but might not contribute towards increasing retail sales. Above all, it was found that merely entertaining experiences aren't sufficient, fulfilling commodity related needs is equally important, and vice versa.

The core idea of Shoppertainment is to provide immersive experiences to customers, and convert customer satisfaction into delight. The key is to appeal to their senses and emotions, which will eventually be appealing to their wallets as well. Therefore, marketers must devise appropriate strategies we have deduced through this study there is a positive association between Shoppertainment, and enhancing in-store experience and Retail Sales.

Turning an ordinary activity into an extraordinary experience is the core idea of Shoppertainment. It fosters a better customer relationship while providing top-class in-store services. Physical in-store factors always leave a long-lasting impression than virtual factors because they involve the actual presence of the customer. This is a new paradigm for marketers to explore, in order to enhance footfall and retail sales. They should devise strategies accordingly. In today's world, entertainment and aesthetic factors hold huge importance among customers. Therefore, retailers must rigorously invest in Shoppertainment as it keeps the customers curious, attracted, engaged, satisfied, and delighted.

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