Saving Brick-and-Mortar Fashion Retail

The Impact of 'Consumer-Engaged' Retail-tainment on Store Perceptions and Store Loyalty

Ji Young Lee[†] · Ki Ho Park

Associate Professor, Fashion and Textile Technology Department, SUNY Buffalo State University, Buffalo, NY, U.S.A.

President, American Might Apparel Company, and Instructor, Art Department, SUNY Jamestown Community College, Jamestown, NY, U.S.A.

Abstract   As the interest in experiential retail continues to grow, several U.S.-based fashion brands are creating and offering 'consumer-engaged' retail-tainment, which involves entertaining activities and events within the brick-and-mortal retail space that consumers can participate in. This study aims to investigate the impact of consumer-engaged retail-tainment on consumers' store perceptions (i.e., perceived store value, store innovativeness, store entertainment, store distinctiveness) and store loyalty in the context of a fashion retail store. The moderating effect of market mavenism was also assessed in the relationship between store perceptions and store loyalty. Data were collected from 210 consumers in the U.S. through Amazon MTurk, and a structural equation modeling (SEM) was performed to analyze the data. The results revealed that consumers' recognition of the store's offering of consumer-engaged retail-tainment positively influenced their perceptions of store value, innovativeness, entertainment, and distinctiveness. Subsequently, all these store perceptions positively impacted store loyalty. There was no moderating effect of market mavenism. This study contributes to the existing studies on retail-tainment by exploring the concept of consumer-engaged retail-tainment, which emphasizes the 'activity/event' aspect of retail-tainment. The practical implications highlight the effectiveness of consumer-engaged retail-tainment as a strategic marketing approach for brick-and-mortar fashion stores.

Introduction

The retail apocalypse phenomenon, characterized by the closure of numerous brick-and-mortar stores, presents a significant challenge in the U.S. In a recent report by Dsouza (2024), nearly 4,900 stores shut down in 2023 in the U.S., with fashion stores ranked as the second leading sector for closures. Several large fashion brands and retailers, such as Macy's, Sears, and Gymboree, have undergone significant downsizing of their brick-and-mortar stores nationwide. The main reasons behind the retail apocalypse include the continued growth of e-commerce, an oversupply of brick-and-mortar stores, and a shift in consumer shopping patterns (Rheude, 2023). Retailers have found that the traditional business model in brick-and-mortar retailing no longer enables them to increase revenue or attract consumers. Due to decreasing consumer demand for physical stores, retailers

with brick-and-mortar locations need strong motivations for customers to visit and shop there. Marketers have proposed various strategies and solutions for revitalizing brick-and-mortar businesses, such as adopting advanced digital technology; however, limited attention has been given to retail-tainment, especially the aspects of 'activities' and 'events' within the retail space that consumers can engage in.

Retail-tainment is the concept of combining 'retail' and 'entertainment' to enrich consumers' shopping experiences (Oh & Cheon, 2019). In a broad sense, retail-tainment encompasses various physical and non-physical forms of entertainment within retail, including displays, excellent customer service, classes, and refreshments. Retail-tainment also involves using ambience, emotions, sound, and activity to capture the interest of customers in merchandise and the store (Ritzer, 1999). Notably, several fashion brands and retailers focus on a particular retail-tainment strategy that encourages consumers to 'engage' or 'participate.' This involves offering unique, entertaining, experiential, and sometimes educational activities or events within the retail space. For example, Urban Outfitters, the U.S.-based lifestyle brand, offers customers a multi-level retail experience in its Manhattan store, incorporating retail, dining, pop-ups, classes, events like music concerts and product launching parties, and art workshops. VANS, the U.S.-based skateboarding apparel brand, has also established experiential retail stores in several locations including London, U.K. These stores offer a cinema with movies, an art exhibition at the in-store gallery, live music, and an indoor concrete skate park. The success of these retail spaces provides evidence that customers' active participation and engagement, unique in-store experiences, real human interactions, and recreational fulfillment, which are achieved through location-based engaging activities or events, can serve as significant drivers of consumers' store visits. In our study, we refer to this specific form of retail-tainment as 'consumer-engaged' retail-tainment. As mentioned earlier, the general concept of retail-tainment encompasses a wide array of entertaining elements within retail, including both tangible elements (e.g., physical store attributes) and intangible aspects (e.g., services). On the other hand, consumer-engaged retail-tainment is a specific type of retail-tainment that places emphasis on activities and events within the retail space in which consumers can participate and be involved, thus creating experiences for consumers. Consumer-engaged retail-tainment (e.g., experiential in-store activities and events) can be a unique solution for physical stores to attract consumers.

Brick-and-mortar retailers of varying sizes and formats (e.g., shopping malls, specialty stores, small boutiques) have been embracing retail-tainment due to its positive outcomes. These outcomes include the attraction of new customers (Mullin, 2019), improved brand competitiveness (Fryman, 2019), enhanced store visits and purchase intentions (PSFK, 2018), and increased store loyalty (Oyedele et al., 2023). Similar to general form of retail-tainment, consumer-engaged retail-tainment also plays a vital role in shaping positive consumer behaviors. When consumers recognize a store offering events or activities in its retail space that they can participate in, they are inclined to perceive such a store as valuable, innovative/unique, enjoyable, and distinctive (Bagdare & Jain, 2013; Feenstra et al., 2015; Lin, 2016; Sands et al., 2008). Consequently, those with these positive perceptions of the store are more likely to develop behavioral loyalty toward the store, which includes intentions to visit and revisit, make purchases, more time spent and money spent, and spread the word about the store (Jahn et al., 2018; PSFK, 2018).

Despite the extensive extant literatures on retail-tainment and the documented positive outcomes linked to it, most of these studies predominantly focused on store attributes or store atmosphere as aspects of retail-tainment (e.g., Nikhashemi et al., 2016). There is a scarcity of empirical research on retail-tainment that specifically focuses on the in-store events/activities associated with consumer engagement. Therefore, first, this study proposes and introduces the concept of 'consumer-engaged' retail-tainment. We will demonstrate various forms of consumer-engaged retail-tainment based on the concept of 'realms of experience' by Pine and Gilmore (1998). We also aim to examine how consumers' recognition of the store's offering of consumer-engaged retail-tainment influences their store perceptions (i.e., perceived store value, store innovativeness, store entertainment, store distinctiveness) and store loyalty in the fashion retail store

context. Using the S-O-R model as a conceptual framework, we seek to elucidate the mechanisms of consumers' perception and loyalty behavior that can be generated by consumer-engaged retail-tainment as in-store stimuli.

Additionally, we explored the moderating effect of market mavenism, referring to an individual's expertise on various facets of products, stores, markets, and services (Feick & Price, 1987). People with market mavenism are inclined to value, pursue, and positively respond to innovative and fun aspects of the market. This inclination leads them to visit stores that offer such aspects and share their positive impression on the store with others (Fitzmaurice, 2011). Consumer-engaged retail-tainment can be seen as a unique retail aspect, and individuals with higher market mavenism may be more likely to perceive and act toward the store offering it positively. Therefore, we assessed the moderating role of market mavenism in the relationship between store perceptions and store loyalty. Our study seeks to enrich the current literature on retail-tainment by exploring consumer-engaged retail-tainment, focusing specifically on the non-physical 'activity' aspect within the broader category of retail-tainment. This study will shed light on the strategic role of consumer-engaged retail-tainment in helping brick-and-mortar fashion businesses navigate and thrive during the challenges of the retail apocalypse.

Conceptual Framework

S-O-R Model

This study is framed by Mehrabian and Russell's (1974) S-O-R model, which comprises three elements: stimuli (S), organism (O), and response (R). Stimuli (S) pertains to external influences within the environment. In the realm of retailing, stimuli encompass both physical and non-physical store elements, such as merchandise, service, and store atmosphere (Turley & Chebat, 2002). The organism (O) indicates a person's internal state, which results from stimuli and lead to their behavioral responses. Organism involves perception, cognition (thought processes), and emotion (feelings) evoked by stimuli (Bagozzi, 1986). Response (R) pertains to one's behaviors such as approach or avoidance.

The response includes store loyalty, such as store visits, purchase intentions, purchase behavior, and word-of-mouth behavior (Kumar & Kim, 2014). In the store context, the S-O-R model postulates that a variety of store elements can act as stimuli, influencing the organism (consumers' cognition and emotions) and the response (behavior) (Zhang et al., 2021).

Several studies have applied the S-O-R model to explore the influence of experiential retailing on consumer responses. For example, Meng et al. (2023) employed the S-O-R model to explain the impact of three experiential retailing factors (i.e., experiential scene atmosphere, highlight design, experiential interaction approach) (S) on consumers' identification with the brand, brand attitude, and experiential immersion (O), subsequently influencing consumer-brand relationship quality (R). Sands et al. (2008) also applied the S-O-R model in their exploration of how in-store experiential events (S) influence consumers' perceived shopping value (O), consequently affecting their shopping behavior intentions (R).

The S-O-R model framed our study as follows. The store's offering of consumer-engaged retail-tainment (i.e., in-store events and activities engaging consumers) is considered a stimulus (S). Consumers' perceptions of the store- regarding its value, innovativeness, entertainment, and distinctiveness, generated by consumer-engaged retail-tainment- become the organism (O). Lastly, consumers' store loyalty serves as the response (R).

Realms of Experience

Pine & Gilmore's (1998) concept of the four realms of experience was also adopted as a conceptual foundation for this study. According to Retief et al. (2018), this theory is a popular framework grounding experiential retail research (e.g., Pape & Toporowski, 2023; Sands et al., 2008). The concept of the realms of experience is explained based on two bi-polar dimensions in the retail context: Customer participation and connection.

In terms of customer participation, when its level is high (referred to as 'active participation'), marketers and consumers collaboratively create a performance or event, and consumers actively engage in it, like dancing at a festival. On

the other hand, when the participation level is low (referred to as 'passive participation'), consumers are less actively involved in the event or performance, typically taking on the roles of observers or listeners, as in watching a music performance. The second dimension, connection, indicates the environmental relationship between consumers and the performance/event. On one end of this dimension is 'absorption,' indicating a low connection (e.g., watching a marathon on television at home), while the other end is 'immersion,' representing a high connection (e.g., participating in a marathon, being immersed in the sights, smells, and sounds surrounding the activity) (Pine & Gilmore, 1998).

These two dimensions categorize retail experiences into four realms: Escapist, Educational, Esthetic, and Entertaining. 'Escapist' experiences entail active participation and high connection (immersion), like a café event where local residents become a 'one-day guest chef,' creating their signature dishes and serving customers. 'Educational' experiences feature active participation but allow people to remain outside of the event (low connection or absorption), as in a baking show where customers learn about ornately decorated cookie production by just watching. Here, asking questions to the pâtissier requires a high level of participation. However, these participants who are merely watching the activity are less immersed (low connection) than those who are baking and trying decoration techniques in a baking class. 'Esthetic' experiences involve high connection (immersion) but passive participation, like customers playing Jurassic World's Augmented Realty game, virtually hunting and capturing dinosaurs in a store. This immersion is more profound than simply watching a Jurassic World film on TV, but consumers do not engage in creating the game activity and only participate in playing. Finally, 'Entertainment' experiences involve passive participation and low connection, such as watching a music concert as an audience.

By applying the four realms of experience, we can explain diverse types of consumer-engaged retail-tainment, in terms of different levels of customer participation and connection (Sands et al., 2008). For example, retailers can create a range of in-store activities, events, and performances that enable 'escapist' experiences (active participation–immersion), such as a dancing party during in-store music concerts or a yoga class encouraging participants to exercise. Consumer-engaged retail-tainment reflecting 'educational' experiences (active participation–absorption) may include a cooking show or a talk concert with a book author. Activities involving 'esthetic' experiences (passive participation–immersion) may include providing virtual reality headsets, allowing customers to virtually watch the brand's fashion show in the store.

Literature Review and Hypotheses Development

'Consumer-Engaged' Retail-tainment

To define the concept of 'consumer-engaged' retail-tainment, it is essential to discuss the generic concept of retail-tainment. Retail-tainment is derived from the concept of entertainment, which is defined as "the act of providing hospitality, escapism, fun, excitement, and/or relaxation to people as they go about their daily work and personal activities" (Newsom et al., 2009, p.168). The type of entertainment depends on the area to which it is applied (e.g., 'hotel'-tainment, 'retail'-tainment). Retail-tainment refers to the "use of ambience, emotion, sound, and activity to get customers interested in the merchandise and in a mood to buy" (Ritzer, 1999, p.98). The retail-tainment encompasses a broad spectrum of retail aspects, from tangible/physical elements like store atmosphere (e.g., displays, colors, visual merchandising) to intangible/non-physical aspects like events, activities, classes, and customer service.

'Consumer-engaged' retail-tainment is a specific type of retail-tainment that particularly focuses on the 'activity' aspect within the definition of retail-tainment. It describes retail entertainment in which consumers can actively participate; thus, it enables consumers experience, engage, and become involved in the events and activities take place in the retail space. Examples of consumer-engaged retail-tainment include, but are not limited to, entertaining events, concerts, parties, community talks, and educational meetups (e.g., art workshops, cooking classes) where consumers can actively

participate in a retail space. In addition to cases introduced earlier, several U.S. fashion brands and retailers provide consumer-engaged retail-tainment in their brick-and-mortar stores. For example, Solfire Clothing, an U.S.-based athleisure apparel brand, offers yoga and exercise classes in their Brooklyn store. Nike's Soho flagship store also has an in-store basketball court, treadmills, and a soccer trial area, allowing customers to engage in exercises, socialize with others, and try the products. In a different industry sector, Apple offers educational sessions in certain locations, called 'Today at Apple,' covering a range of topics such as photos, videos, music, and art/design, led by world-class artists and musicians. Consumer-engaged retail-tainment not only meets consumers' entertainment needs but also fulfills their social needs. The enjoyable retail experience provides pleasure and creates special memories for consumers. Simultaneously, consumers can meet people with similar interests by attending live events and activities. Stores offering consumer-engaged retail-tainment become places for people to connect, share thoughts, and enjoy fun activities together. These benefits serve as strong motivation for consumers to visit physical store. Thus, consumer-engaged retail-tainment becomes a competitive advantage that only brick-and-mortar retailers can offer, unlike other retail venues (e.g., online or mobile stores).

Some prior studies, under different names like 'experiential retail,' explored similar concepts. Experiential retail offers in-store experiences (Nicasio, 2022) and improves consumers' perceptions of the store and fosters loyalty (Jahn et al., 2018). Experiential retail examples include pop-up shops, in-store classes, hosting community events, product testing, and store amenities (e.g., live music, virtual reality, cafés and lounges) (Dopson, 2021; Nicasio, 2022). The concept of experiential retail is broad, encompassing both physical environments and non-physical elements of the store. On the other hand, some researchers focused on specific facets of in-store events and activities, such as 'in-store cultural activities' (Lunardo et al., 2017), 'in-store educational and entertaining events' (Sands et al., 2015), and 'educational workshops and events' (Feenstra et al., 2015), in their investigation of the impact of these particular aspects on consumer behavior. In contrast, this study proposes the concept of 'consumer-engaged'

retail-tainment, encompassing various formats of in-store events and activities in which consumers can actively participate. Our concept is broader than those of existing studies focused on a particular in-store event mentioned above. However, unlike the concept of experiential retail, we concentrate solely on intangible or non-physical retail experiences. Thus, we aim to fill the conceptual gap in the academic field by introducing a new retail concept of 'consumer-engaged' retail-tainment.

Effects of Consumer's Recognition of Consumer-Engaged Retail-tainment on Store Perceptions and Store Loyalty

The literature on retailing has provided compelling evidence of the positive outcomes associated with retail-tainment, including consumers' favorable perceptions and behavioral loyalty toward the store. For example, Oh and Cheon's (2019) study found that retail-tainment (e.g., entertaining store environments) increases consumers' purchase intentions in apparel shopping. Several researchers have also affirmed that experiential retail positively affects consumers' brand/ store perceptions and loyalty intentions (Dolbec & Chebat, 2013; Nierobisch et al., 2017).

Regarding consumers' perceptions of the store, we observed that prior studies have explored specific store perceptions generated by retail-tainment or experiential retail, such as store's value, innovativeness, entertainment, and distinctiveness aspect. For instance, Sands et al. (2008) discovered that the offering of in-store events enhances customers' perceived value ['store value'] and shopping behavior intentions in the DIY store context. In their experimental study, Pape and Toporowski (2023) found that an experiential fashion store, which engages consumers and offers scarce products, influences consumers' perceived novelty of the store ['store innovativeness'] and subsequent word-of-mouth behaviors. Feenstra et al. (2015), in studying edu-tainment retail experiences, confirmed that the retailer's offering of educational workshops and events targeted at children influence children's perceptions of multiple values or benefits in the store, such as escape, enjoyment, and playful practice value ['store entertainment']. Additionally, Foster & McLelland (2015) found that the themed retail

Table 1. A literature overview: Store perceptions and store loyalty in the context of retail-tainment

Store perception types	Specific variables investigated related to store perception	Store loyalty investigated as outcomes of store perception	Retail-tainment types	References
Store value	Perceived enjoyment, convenience, risk	Shopping behavior intentions	In-store events	Sands et al. (2008)
	Same as above	Store satisfaction	In-store educational and entertaining events	Sands et al. (2015)
Store innovativeness	Perceived novelty of the store	Word-of-mouth behaviors	Experiential store environments	Pape and Toporowski (2023)
	Perceived experiential innovativeness of the store	Purchase intention in the store	Retail technology in the store	Jiang et al. (2022)
Store entertainment	Escape value, enjoyment value, and playful practice value	Consumer-retailer bond	Educational workshops/events	Feenstra et al. (2015)
	Perceived store entertainment	Approach behavior toward the store	Online store characteristics	Wu et al. (2020)
Store distinctiveness	Perceived store differentiation	Attitude and loyalty toward the retail brand	Themed retail environments	Foster and McLelland (2015)
	Perceived store differentiation	Consumer satisfaction (as another significant variable positively affected by retail atmospherics)	Artistic retail atmospherics	Vukadin et al. (2019)

environment leads to consumers' higher perception of store differentiation ['store distinctiveness'], attitude, and loyalty toward the retail brand. Table 1 offers an overview of the prior literatures examined each type of store perceptions generated by retail-tainment or experiential retailing.

Building on the previous studies, we included four types of store perceptions in our research model. In the fashion retail context, we investigated consumers' perception of 1) store value, 2) store innovativeness, 3) store entertainment, and 4) store distinctiveness, as ones possibly generated by consumers' recognition of a store's offering of consumer-engaged retail-tainment. Additionally, given the established link between store perceptions and store loyalty, such as consumers' likelihood to visit, make purchases, and recommend the store to other people (Grewal et al., 2003), we also examined store loyalty as a potential outcome of store perceptions. In the following section, we delve into the four types of store perceptions and how each influences store loyalty.

Store value perception. One of the main goals of retail-tainment is to promote consumers' perception of store value. The perception of store value, or perceived store value, is described as the overall evaluation of what consumers

receive from the store (Zeithaml, 1988). Store value encompasses both functional and symbolic dimensions. Functional store value is derived from practical benefits of the store. Symbolic store value is generated by emotional and social perspectives (Doyle & Stern, 2006). Store value perception is shaped by diverse attributes of the store, such as store ambience/atmosphere (Chen & Hu, 2010; da Graça Sousa, 2012), products and services, events, and social interactions (Fiore, 2008). Consumer-engaged retail-tainment, as an intangible attribute of the store, influences consumers' perception of store value. For instance, consumers may derive symbolic value from a store that hosts enjoyable events, as it facilitates social interactions and creates positive emotions.

Researchers have explored the correlations between store attributes, consumers' perceptions of store value, and store loyalty. In the shopping mall context in India, Sadachar and Fiore (2018) found that consumers' 4E experiences in the mall (entertainment, educational, aesthetic, escapist) influence perceived experiential value (e.g., social, emotional, sensory appeal) of the merchandise- and service-retailers as well as mall patronage intentions. Although the specific concept of consumer-engaged retail-tainment has not been identified in previous research, emerging literature has

acknowledged the importance of experiential retail events or activities in which consumers partake, and their impact on consumers' store value perception and loyalty. For example, Lunardo et al. (2017) investigated whether consumers' participation in the in-store cultural activities (e.g., a painting workshop, academy class) influences consumers' perception of the retailer's legitimacy and patronage behavior toward the French retailer. Sands et al. (2008) also confirmed that in-store experiential events (e.g., Do-It-Yourself events) significantly increase consumers' perceptions of store value and purchase intentions. In their subsequent study (Sands et al., 2015), the researchers found that educational and entertaining in-store events influence consumers' value perception, arousal, and store satisfaction in the hardware/ computer retail store context. When consumers recognize that the store provides in-store events, activities, or experiences, they may perceive value and exhibit loyalty toward the store. Building upon the preceding discussion, we formulated the following hypotheses:

> **H1a.** Consumer-engaged retail-tainment influences store value perception.
>
> **H2a.** Store value perception influences store loyalty.

In gauging the effectiveness of variables such as retail-tainment, experiential retail, or store atmosphere/ attributes, prior empirical studies have employed diverse measurement approaches. For example, Nikhashemi et al. (2016) assessed consumers' 'recognition' of store attributes, while Lunardo et al. (2017) focused on measuring consumers' 'participation' in in-store events. In our study, where we aim to assess the impact of consumer-engaged retail-tainment, we measured consumers' 'recognition' of consumer-engaged retail-tainment as an independent variable in our research model. To explore the impact of consumer-engaged retail-tainment in shaping consumer responses toward the store, it is essential for consumers to first be able to 'recognize' it. We posit that if consumers acknowledge that a particular store provides in-store activities and events for consumer participation, this recognition would positively generate their perceptions and behaviors toward the store. However, in naming the variable

or stating hypotheses, most previous studies opted for the generic concept name (e.g., 'store attributes'), without specifying the consumers' behavior related to that concept (e.g., 'consumers' recognition of store attributes'). Therefore, our study follows this approach by directly employing the concept name- 'consumer-engaged retail-tainment'- in our research model and hypotheses as the independent variable. However, it is important to note that through our investigation- in questionnaire development and data analyses, we assessed consumer's 'recognition' of the store's offering of consumer-engaged retail-tainment.

Store innovativeness perception. Consumers' growing interest in entertaining retail experiences drives retailers to pursue innovation. Perceived retail innovativeness refers to the perception of consumers regarding a retailer's ability to introduce new things such as new products, services, promotions, experiences, or activities in the store (Lin, 2015). In particular, perceived 'experience-related' innovation describes how consumers view the retailer's capacity to provide novel and innovative retail experiences (Lin, 2016). Researchers have suggested several types of retail stimuli that increase consumers' perception of store innovation, including innovative retail technology (e.g., retail robotics) (Mondal, 2020), innovative products/services (Lin, 2015), and new types of promotions (Morrison & Humlen, 2013).

Researchers have examined how various retail attributes influence consumers' perceptions of store innovativeness, subsequently enhancing their loyalty toward the store. In Lin's (2016) study, the researchers discovered that consumers' recognition of the retailer's innovativeness- in terms of innovative service, creative promotions, novel product offerings, and new experiences- positively influences consumers' value perception (e.g., perceived quality and convenience) and store patronage intentions in Taiwanese convenient stores and hypermarkets. Fuentes-Blasco et al. (2017) also discovered that consumers' recognition of a store's marketing innovation and technological innovation have positive impacts on Spanish consumers' perception of store image, satisfaction, store equity, and word-of-mouth intentions, in the context of apparel, food, and furniture stores. Investigating experiential stores like pop-up or

flagship stores, Pape and Toporowski (2023) found that these stores, especially those selling scarce products, enhance perceived store novelty and word-of-mouth behaviors. Although prior research has affirmed the effectiveness of both tangible (e.g., products) and non-tangible retail-tainment (e.g., services) in generating perceived store innovation, there is limited empirical research investigating consumer-engaged retail-tainment as an innovative retail aspect. If consumers recognize the retailer's offering of unique and novel in-store events and activities that encourage their active participation, they may perceive this store as innovative, fostering loyalty toward the store. We thus hypothesized the following:

H1b. Consumer-engaged retail-tainment influences store innovativeness perception.

H2b. Store innovativeness perception influences store loyalty.

Store entertainment perception. When entertaining elements are incorporated into retail spaces, the store is perceived as a place for recreation and relaxation (Deb, 2012; Kesari & Atulkar, 2016). The perception of store entertainment by consumers is affected by various facets of the store, including product offerings, store atmospheres, and activities (Christiansen et al., 1999). Hedonic or experiential shoppers, who actively seek entertaining and exploratory store experiences, are particularly drawn to themed store environments and events (Deb, 2012; Holbrook, 1999). Store entertainment perception, or perceived store entertainment, refers to how consumers view the entertaining store features and experience hedonistic emotions, such as fun, excitement, pleasure, and enjoyment within the store (Christiansen et al., 1999; Luo, 2002).

Perceived store entertainment has been shown to be generated by retail-tainment, and it significantly affects consumer behaviors. For example, studies by Khare (2011) and Christiansen et al. (1999) revealed that consumers' perception of a mall's entertainment increases patronage behaviors, such as the frequency of mall visit and the duration of time spent there. Studies on online stores' entertainment indicated that online store atmosphere cues, such as colors, music, and appealing product presentation,

improve perceived store entertainment (Shukla et al., 2011). Wu et al. (2020) also found that when customers perceive store entertainment, they are likely to experience the emotion of pleasure and subsequently exhibit approach behaviors towards the store. As discussed earlier in Feenstra et al.'s (2015) study, educational in-store events and workshops evoke consumers' perceptions of entertainment-related values (e.g., enjoyment, playfulness) and foster a bond/attachment to the store. Building on this discussion, we posit that if consumers recognize the store's offering of consumer-engaged retail-tainment, they are likely to perceive the store as entertaining, ultimately fostering store loyalty.

H1c. Consumer-engaged retail-tainment influences store entertainment perception.

H2c. Store entertainment perception influences store loyalty.

Store distinctiveness perception. Creating a distinctive and superior customer experience is a primary objective for retailers. Researchers (e.g., Dolbec & Chebat, 2013; Wiese, 2016) have maintained that the retailer's offering of unique and memorable retail experiences enhances the retailer's distinctiveness and competitiveness. Based on the concept of perceived brand distinctiveness (Currás-Pérez et al., 2009), store distinctiveness perception or perceived store distinctiveness can be described as how consumers view or perceive a store as different from its competitors. Distinctiveness, whether it pertains to the store's offerings, ambience, processes, people, technology, or any other store elements, is crucial for attracting customers in highly competitive market environments (Bagdare & Jain, 2013).

Retail-tainment serves as a tool for the differentiation strategy (Hassan & Rahman, 2012). Several researchers suggested that retail-tainment of art exhibitions, themed areas, live performances, and social gatherings can be used as a differentiating factor to enhance store competitiveness (Tsai, 2010). In the realm of experiential retail, consumers often perceive an experiential retail store, providing immersive in-store events and engages consumers, as unique and distinctive (Trotter, 2022); consequently, this motivates consumers to frequent the store and make purchases (Clarke

et al., 2012). The retailer's ability to create and offer unique, enjoyable events contributes to the store's distinctive image for identification and recognition (Bagdare & Jain, 2013).

Researchers have examined the impact of retail-tainment on consumers' perception of store distinctiveness and loyalty. In the fashion retail context, Ko et al. (2016) asserted that a luxury brand's distinctive experiential store concept generates consumer word-of-mouth. Foster and McLelland (2015) also explored a 'themed' retail environment within a fashion brand store and restaurant, finding that consumers' recognition of such a retail environment leads to higher perception of store differentiation, increased interaction, greater immersion, shopping enjoyment, positive brand attitudes, and greater loyalty toward the store. Building on the foregoing discussion, we posit that consumers' recognition of the store's offering of consumer-engaged retail-tainment enhances their perception of store distinctiveness and fosters loyalty toward the store.

H1d. Consumer-engaged retail-tainment influences store distinctiveness perception.

H2d. Store distinctiveness perception influences store loyalty.

As an additional investigation, our interest lay in evaluating whether a particular individual attribute could moderate consumers' perceptions and loyalty toward the store that offers consumer-engaged retail-tainment (i.e., Which characteristic would lead consumers to respond more favorably to the store offering consumer-engaged retail-tainment?). Researchers have maintained that market mavenism is closely linked to one's search for unique aspects of products, services, and experiences (Clark & Goldsmith, 2005). The significant role of market mavenism as a moderator has been confirmed in prior research, which found that it moderates the relationships among consumer behaviors related to the brand, such as perceptions, attitudes, and loyalty (Shahid & Zafar, 2021). Market mavens were also found to place value on co-creating or engaging in experiences. In Abbas et al.'s (2023) study conducted in the tourism context, researchers discovered that people with a greater market mavenism tend to engage in co-creating tourist experiences

with travel professionals, share them with others, and ultimately, demonstrate loyalty to the tourism company that made this co-creation experience available. Building on insights from prior studies, we hypothesize that an individual's level of market mavenism (i.e., high vs. low) would serve as a moderator in between store perceptions and store loyalty. In particular, we assumed that individuals with higher market mavenism (i.g., market mavens), who perceive the fashion store providing consumer-engaged retail-tainment positively, are more likely to exhibit store loyalty than those with a lower degree of market mavenism. If consumers' store perceptions and loyalty vary based on their level of market mavenism, fashion retailers/brands should consider this factor when developing their marketing and targeting strategies regarding consumer-engaged retail-tainment. In the following section, we delve into this factor: Market mavenism.

Moderating Variable: Market Mavenism

Market mavenship is defined as "an expertise on multiple aspects of markets for many products and services" and market mavens are "individuals who have information about many kinds of products, places to shop, and other facets of markets, and initiate discussions with consumers and respond to requests from consumers for market information" (Feick & Price, 1987, p. 85). The characteristics of market mavens include being innovative, having a greater desire for uniqueness, and having a higher extraversion and openness tendencies than others (Clark & Goldsmith, 2005). Market mavens are also highly social (Clark & Goldsmith, 2005) and engage in frequent interactions with other consumers (Higie et al., 1987). Furthermore, they like to stay updated on marketplace information (Fitzmaurice, 2011), enjoy shopping, and spend more on fashion items (Sung & Sung, 2016). As trusted sources of information who spread word-of-mouth, market mavens also have the power to diffuse innovation to the public and are often regarded as market leaders or tastemakers (Goldsmith et al., 2006). Considering these characteristics of market mavens, people possessing a high degree of market mavenism would respond more positively to stores offering consumer-engaged retail-tainment. Specifically, market mavens may appreciate engaging in the unique and enjoyable aspects of

retail-tainment and the atmosphere that fosters interactions with others during activities and events in retail spaces. If an individual with higher market mavenism perceives a certain store offering consumer-engaged retail-tainment positively (i.e., as valuable, innovative, entertaining, or distinctive), they might exhibit increased likelihood of loyalty to that store (for example, they may spread the word about it). Thus, we developed the following hypothesis:

H3. Market mavenism moderates the impact of store perceptions on store loyalty.

The hypothesized relationships among the variables are depicted in Figure 1.

Methods

Survey Questionnaire

The questionnaire for an online survey was developed and comprised three sections. The first section provided a scenario depicting a fictional fashion brand's offering of consumer-engaged retail-tainment in their specialty store. We chose the specialty store as the context because many fashion brands, such as Urban Outfitters and Nike, offer consumer-engaged retail-tainment in this type of brick-and-mortar store. Unlike shopping malls or department stores, a specialty store offers a deep assortment of styles within a relatively narrow category of products (e.g., selling athletic products in Nike's specialty store). The second part included established measures to assess consumers' recognition of the retailer's offering of consumer-engaged retail-tainment, store perceptions (perceived store value, store innovativeness, store entertainment, and store distinctiveness), and store loyalty using 7-point Likert scales (1=*strongly disagree*, 7=*strongly agree*). The moderating variable, market mavenism, was also assessed using 7-point Likert scales. The last section included demographic questions, as well as a question about the frequency of visits to brick-and-mortar fashions stores.

Scenario development. A scenario depicting consumer-engaged retail-tainment was created to be used in the questionnaire. To ensure the stimulus was realistic, the scenario was developed from a real-world example from the
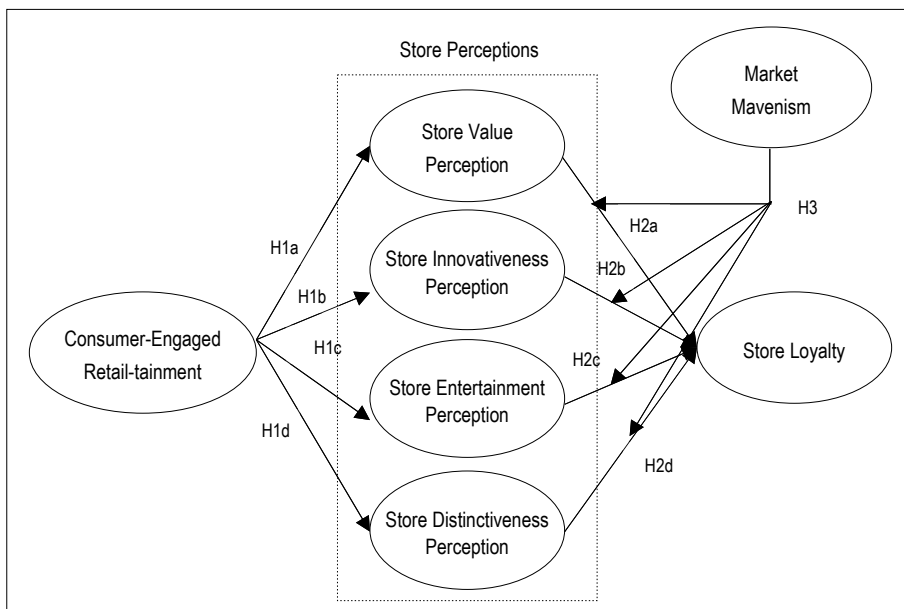

Figure 1. Diagram of hypothesized relationships among the variables

fashion retail brand Urban Outfitters. To prevent potential bias in participants' responses due to an authentic brand name, a fictional brand name was utilized. The scenario described that a certain fashion brand offers diverse entertaining activities and events, like art workshops, within their brick-and-mortar store. The scenario description is as follows:

> Young casual fashion brand XX has opened its new specialty store on Main Street in our city. This store space brings together retail for selling fashion merchandise, fun events (e.g., new product launching parties, live music concerts), artist collaborations (e.g., crafting workshops collaborating with local artists), and pop-ups to create entertaining retail places and engage customers.

Three individuals with expertise in fashion retailing reviewed the scenario and all agreed that it effectively depicted consumer-engaged retail-tainment.

Measures. The questionnaire items were selected from existing literature and modified to fit our research topic. To measure consumers' recognition of the retailer's offering of consumer-engaged retail-tainment, we developed two questions. Store value perception was evaluated utilizing the items derived from Nikhashemi et al.'s (2016) study. Store innovativeness perception was measured using Lin's (2015) perceived retail innovativeness scale. Among the four aspects of innovation in the original scale (product, experience, service, and promotion-related innovation), the scale of the experience-related innovation was adopted for this study. Store entertainment perception was assessed using a three-item measure adopted from Kesari and Atulkar (2016) and store distinctiveness perception was measured by Bhattacharya and Sen's (2003) scale. Store loyalty was measured using Sirdeshmukh et al.'s (2002) scale, which includes questions related to store visits, purchasing behavior, repeat purchases, and word-of-mouth. Market mavenism was assessed using Feick and Price's (1987) scale. The items for each scale can be found in Table 2.

Prior to the main data collection process, a pilot study was conducted using a convenience sample of 40 undergraduates from a college in the U.S. to gauge the reliability of the measures. The reliabilities for all measures indicated satisfactory Cronbach's alpha coefficients, exceeding 0.80. Consequently, the measures were deemed appropriate to be included in the questionnaire for the main data collection.

Data Collection, Sample, and Procedure

Data were collected via an online survey from 210 consumers in the U.S., aged between 18 and 29, through the Amazon Mechanical Turk platform. We chose young consumers as a study population, particularly millennials, because this generation highly values and spends more time on live experiences like parties, concerts, and social events (Eventbrite Research, 2017). Each participant received a $0.50 incentive. Upon agreeing to participate in the survey, participants received information about its content and purpose. Participants read a scenario about consumer-engaged retail-tainment and responded to a questionnaire, which took about 7 minutes to complete.

The majority of participants were women (78.0%), aged between 18 and 29 (m = 21.3). A considerable portion identified as Caucasian (45.8%). Slightly over half (50.8%) reported that they visit a physical fashions store two to four times monthly.

Results

Measurement Model

The data was analyzed using AMOS 26.0 and SPSS 29.0. Confirmatory factor analysis (CFA) findings suggested acceptable construct validity of the measurement, with the factor loadings of all items exceeding .50 (Kim, 2007). Convergent validity, which indicates the degree of agreement among multiple measures or indicators of the same underlying theoretical construct (Byrne, 1998), was evaluated using these criteria: (1) significant factor loadings ($p < .001$), (2) composite reliability exceeding .70 for each construct, and (3) average variance extracted (AVE) for each construct

Table 2. Measurement model evaluation

Construct	Path coefficients	Standardized factor loading	Reliability	[a]Composite reliability	[b]AVE
Consumer-engaged retail-tainment (measuring consumer's recognition)	This store offers events/activities that engage consumers.	.90	.91	.91	.84
	This store offers events/activities that consumers can participate.	.93			
Store value perception	This store that offers events/activities is: …appealing.	.74	.82	.82	.61
	…makes a good impression.	.70			
	…would make me feel delighted.	.89			
Store innovativeness perception	This store provides innovative environment.	.78	.84	.84	.64
	This store offers a creative in-store atmosphere.	.77			
	This store offers a creative shopping environment.	.84			
Store entertainment perception	Entertaining retail environment that this store offers would make me relaxed from daily stressful lifestyle.	.70	.85	.85	.65
	I would enjoy the entertaining environment in this store.	.89			
	I would like to visit this kind of store as a place for recreation to enjoy my weekend.	.88			
Store distinctiveness perception	I think this store is different from the rest of its competitors.	.96	.90	.90	.75
	This store stands out from its competitors.	.89			
	This store is different from other stores in the sector.	.73			
Store loyalty	I am willing to spend more time in this store.	.84	.86	.86	.60
	In the future, I am willing to visit this kind of store for my fashion shopping.	.71			
	If I have an opportunity, I am willing to share about this store with my friends, neighbors, and relatives.	.73			
	Instead of other shopping venues (e.g., online, mobile stores), I am willing to visit this store for my apparel shopping.	.81			

[a]Composite Reliability = (Σ standardized loading)²/(Σ standardized loading)² + Σ measurement error
[b]Average Variance Extracted = Σ (standardized loading)²/ Σ (standardized loading)² + Σ measurement error

Table 3. Correlation matrix

	1	2	3	4	5	6
Consumer-engaged retail-tainment (#1)	**.84**					
Store value perception (#2)	.47	**.61**				
Store innovativeness perception (#3)	.49	.58	**.64**			
Store entertainment perception (#4)	.33	.58	.63	**.65**		
Store distinctiveness perception (#5)	.45	.44	.61	.49	**.75**	
Store loyalty (#6)	.43	.59	.57	.63	.51	**.60**

Note: The average variance extracted (AVE) of each construct is shown on the diagonal. The square of the correlation between constructs is shown bottom of diagonal

meeting or exceeding .50 (Kim, 2007). All factor loadings were significant ($p < .001$), with composite reliabilities above .82 and AVEs exceeding .60 (Table 2). Discriminant validity was assessed by ensuring that the squared correlations between constructs were less than the AVE of each construct (Hair et al., 1998). None of the squared correlations between constructs exceeded the AVE of the constructs. This indicated differentiation between constructs within each pair (Table 3). All measures had Cronbach's alpha coefficients exceeding .82, demonstrating acceptable reliability. Table 2 shows the evaluation of the measurement model. The CFA results also demonstrated that the measurement model had a good fit ($x^2/df = 2.77$, CFI = .93, NNFI = .91, IFI = .93, and RMSEA = .07).

Structural Model and Hypotheses Testing

The structural analysis was performed using the maximum likelihood estimation method, and the models' goodness-of-fit measures were satisfactory (x^2/df = 2.76, CFI = .93, NNFI = .91, IFI = .93, RMSEA = .07). Regarding H1, consumer-engaged retail-tainment (i.e., consumers' recognition of the store's offering of consumer-engaged retail-tainment) had a significant positive impact on consumers' perceptions of store value (H1a, β = .82, t = 5.85, p < .001), store innovativeness (H1b, β = .94, t = 5.70, p < .001), store entertainment (H1c, β = .75, t = 5.61, p < .001), and store distinctiveness (H1d, β = .62, t = 5.12, p < .001). Thus, H1a, H1b, H1c, and H1d were supported. For H2, perceptions of store value (H2a, β = .73, t = 5.76, p < .001), store innovativeness (H2b, β = .42, t = 4.31, p < .001), store entertainment (H2c, β = .39, t = 3.31, p < .001), and store distinctiveness (H2d, β = .36, t = 5.06, p < .001) all had significant positive impacts on store loyalty. Thus, H2a, H2b, H2c, and H2d were supported.

Moderating Test: Market Mavenism

A multi-group SEM analysis was conducted to test the moderating effect of market mavenism. Participants were divided into two groups using a median split based on their ratings on market mavenism (Kim, 2007): Low (N = 110) versus high (N = 100) market mavenism group. Then, we tested for metric invariance for a multi-group comparison.

Test for metric invariance. If metric invariance is indicated, it means that participants in both the low and high market mavenism groups understood and responded to the measures in an equivalent manner (Steenkamp & Baumgartner, 1998). The following aspects was evaluated for testing model equivalency: 1) factor pattern invariance and 2) equality of factor loadings (Childers et al., 2001). First, a confirmatory factor analysis was conducted to test the factor pattern invariance. The results revealed a reasonably good fit for the stacked model (x^2/df= 2.74, CFI= .93, RMSEA= .07), demonstrating that the factor pattern was invariant between the high and low market mavenism groups. Next, to test the equality of factor loadings, a chi-square difference test was performed between the baseline model (non-restricted model) with free parameters among factors and the full metric invariance model (structural invariance model assuming the same path coefficients between groups) with fixed parameters. The chi-square difference between the baseline model and the full metric invariance model was not significant, supporting the full metric invariance model.

Group difference test. Prior to examining the moderating effect of market mavenism between each store perception (perceived store value, innovativeness, entertainment, distinctiveness) and store loyalty, we first assessed whether these paths are significant in both high and low market mavenism groups. In both groups, the effect of each store perception on store loyalty was significant (High market mavenism group: B = .80*** for the path between store value perception → store loyalty, B = .75*** for store innovativeness perception → store loyalty, B = .24*** for store entertainment perception → store loyalty, and B = .33*** for store distinctiveness perception → store loyalty; Low market mavenism group: B = .88*** for the path between store value perception → store loyalty, B = .71*** for store innovativeness perception → store loyalty, B = .53*** for store entertainment perception → store loyalty, and B = .27** for store distinctiveness perception → store loyalty).

Next, to assess whether there is statistically significant difference in each path between the high- and low- market mavenism group, we conducted a chi-square difference test. Specifically, in the restricted model, each path was fixed to be equal between groups, while in the baseline (non-restricted) model, all paths were freely estimated. A chi-square value was compared between the baseline and the restricted model. The results showed that a chi-square difference was insignificant in all paths (e.g., $X^2(1)$ = 3.331, p > .05 for the store innovativeness perception → store loyalty path; $X^2(1)$ = 0.854, p > .05 for the store distinctiveness perception → store loyalty path). This indicates that there was no statistically significant difference in the path (each store perception → store loyalty) between the high- and low- market mavenism group. Thus, H3 was not supported. The results of the hypotheses testing were shown in Figure 2.
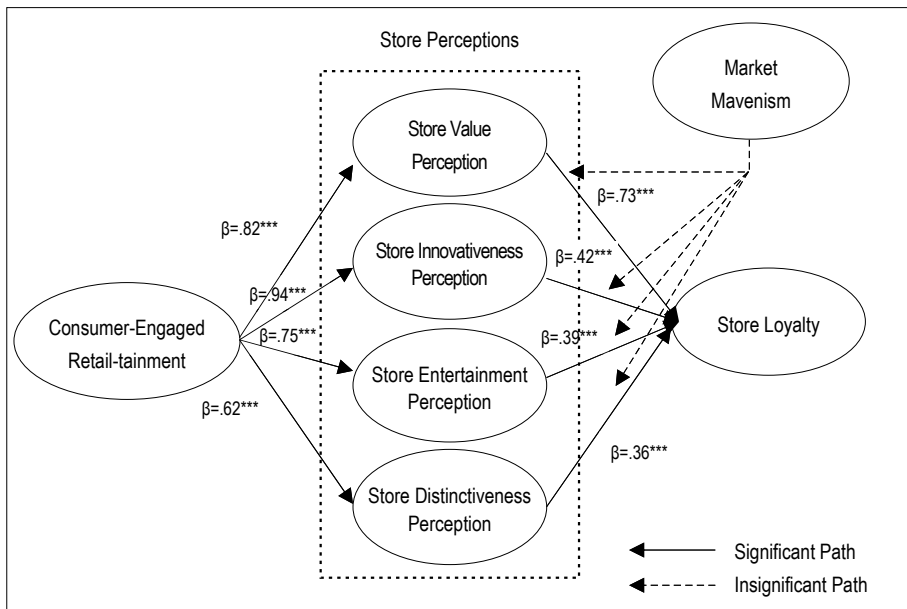
Figure 2. Structural model

Discussion and Implications

General Discussion

Brick-and-mortar fashion stores are currently confronting challenges that are unprecedented. To survive in today's competitive marketplace and attract consumers to physical stores, delivering more extraordinary and engaging retail experiences is imperative for brick-and-mortar retailers (Mihalache, 2020). Consumers' increasing interest in life experiences also reinforces the necessity for experiential retailing. A combination of these situations led to the emergence of a new retail marketing concept, 'consumer-engaged' retail-tainment.

The results of our study demonstrate that consumer-engaged retail-tainment plays a vital role in generating consumers' positive perceptions of the store and store loyalty in the fashion retail context. When our participants recognized the retailer's offering of consumer-engaged retail-tainment (e.g., in-store activities and events that consumers can participate) in the fashion specialty store, they perceived value from the store (e.g., impressive), view the store as innovative (e.g., creative), entertaining (e.g.,

recreational), and distinctive (e.g., standing out). Furthermore, our results revealed that all these store perceptions are significant drivers of consumers' loyalty to the store, including intentions to visit the store, time spent, and engagement in word-of-mouth. This finding aligns with previous research (e.g., Lunardo et al., 2017; Sands et al., 2015) confirming the significant impact of entertaining and educational in-store events/activities on consumers' positive perceptions of the store and store loyalty. Additionally, our findings indicated that one's level of market mavenism does not function as a significant moderating factor in the relationship between store perceptions and store loyalty. Regardless of their level of market mavenism, most young consumers may perceive and react positively to the fashion specialty store that offers consumer-engaged retail-tainment. This assumption is also supported by our result, showing that the impact of each store perception on store loyalty was significant in both high- and low-market mavenism groups. In other words, individuals with either high or low levels of market mavenism tend to perceive the store offering consumer-engaged retail-tainment as valuable, innovative, entertaining, and distinct, and they exhibit loyalty toward this

type of store. This proves that consumer-engaged retail-tainment is generally perceived positively by most people as a novel retail concept that creates unique retail experiences.

Our findings contribute academically to research on retail-tainment and also have practical implications for the fashion industry sector. The following section will discuss these contributions and implications in more detail.

Academic Contribution

First, applying the S-O-R model, this study investigated consumer-engaged retail-tainment as a stimulus (S) within the fashion retail store, influencing consumers' organisms (O) (i.e., perceptions of the store) and responses (R) (i.e., store loyalty). This study contributes to the existing literature on retail stimuli. Similar to traditional store stimuli that have been extensively examined in previous studies, such as products and store atmosphere, our research highlights the significance of consumer-engaged retail-tainment in eliciting favorable customer responses within the store. Our study also briefly suggested that the types of consumer-engaged retail-tainment (e.g., events, classes) can be identified based on the degree of consumer participation and connection, aligning with Pine and Gilmore's (1998) four realms of experience. In future research, a more in-depth classification or categorization of consumer-engaged retail- tainment could be explored. Second, to our understanding, this research is the first to explore a particular type of retail-tainment, focusing on the 'activity' and 'event' aspects that 'engage' consumers, particularly in the field of fashion. While existing scholarly endeavors have predominantly examined the general form of retail-tainment and experiential retailing, our study emphasizes the significance of 'consumer-engaged' retail-tainment as a unique and distinct type of retail-tainment, proposing the necessity of further investigations in this specific area.

Practical Implications

First, our findings emphasize the value of consumer-engaged retail-tainment for fashion retailers. To attract customers to brick-and-mortar stores rather than alternative shopping venues (e.g., online, mobile, or social media stores), fashion brands and retailers should create innovative, entertaining,

and distinctive events and activities that enable consumer participation and engagement. Location-based activities, events, and meet-ups provide unique retail experiences that cannot be replaced by online or mobile shopping. These activities and events, which allow consumers to actively engage in the fashion retail space, have the potential to shape, alter, and influence consumers' perceptions and behavior toward brick-and-mortar fashion stores. Rather than being seen solely as places for sales, brick-and-mortar fashion specialty stores can be seen by consumers as retail spaces infused with entertainment. In other words, the concept of the brick-and-mortar fashion stores can be evolved from the traditional form to a new and dynamic venue by adopting consumer-engaged retail-tainment. Second, consumer-engaged retail-tainment can be incorporated into various types or sizes of brick-and-mortar businesses, including individual-owned enterprises, specialty stores, shopping malls, and concept/flagship stores. For instance, small-sized local stores (e.g. local boutiques, vintage apparel stores) can offer unique location-based events (e.g., a hand-knitting workshop in collaboration with local designers) to generate buzz in the community and attract local consumers. Shopping malls and department stores can also enhance customer engagement by organizing entertaining events or performances (e.g., mall fairs or festivals) through collaborations among various sectors of stores, including restaurants, fashion stores, gift shops, and bookstores. Third, retailers can integrate digital media into their marketing/promotion related to consumer-engaged retail-tainment. According to Eventbrite Research (2017), millennials enjoy sharing their offline event experiences on social media through posts and tweets. To leverage this trend, some retailers design 'Instagrammable' backdrops within their stores to encourage customers to take a photo and share them on social platforms (Mullin, 2019). Retailers can encourage consumers to share their in-store experiences of consumer-engaged retail-tainment on social media, through promoting hashtag or selfie-posts on Instagram. This approach can enhance store/brand awareness, improve the store's image, and attract more consumers to visit the store. Fourth, although market mavenism was not found to be a significant moderator, our results demonstrated that people with a high degree of market mavenism respond

positively to stores that offer consumer-engaged retail-tainment. Marketers may consider inviting market mavens, such as social media influencers or bloggers, to in-store entertaining events and encourage them to share their experiences with others and spread the word.

Limitations and Suggestions for Future Study

In this study, we used young consumers (Millennials) as the population. However, since other age groups (e.g., mature consumers) also engage in retail experiences and may respond differently, future researchers may consider expanding the pool of consumer participants. Certain generations of consumers may potentially exhibit a more positive response to consumer-engaged retail-tainment than others. Second, this study specifically focused consumer-engaged retail-tainment within the fashion industry, however, it can be explored in other industry categories (e.g., restaurants, hotels) to assess potential differences in consumer reactions between industries. Third, future studies could compare the impact of consumer-engaged retail-tainment in various settings of brick -and-mortar retail (e.g., local boutiques, brand flagship/pop-up stores). This would help identify the most effective store format for implementing this retail strategy. Fourth, this study investigated consumer-engaged retail-tainment in the context of U.S. fashion brands. However, given the global phenomenon of the retail apocalypse, particularly accelerated by the pandemic, and the increasing adoption of consumer-engaged retail-tainment by global fashion brands' stores, there is an opportunity to test the effectiveness of consumer-engaged retail-tainment with a global consumer base. Last, other variables could be tested within our proposed model as potential moderators, such as consumer's desire for uniqueness or hedonic shopping orientation.

References

Abbas, A. F., Khwaja, M. G., Abbasi, A. Z., & Hameed, A. (2023). Market mavenism, tourists' co-creation experience, loyalty, vaxication intention: Mediating role of travel incentives in the post-COVID-19 environment. *Consumer Behavior in Tourism and Hospitality, 18*(4), 532-550. https://doi.org/10.1108/CBTH-01-2023-0007

Bagdare, S., & Jain, R. (2013). Measuring retail customer experience. *International Journal of Retail & Distribution Management, 41*(10), 790-804. https://doi.org/10.1108/IJRDM-08-2012-0084

Bagozzi, R. P. (1986). *Principles of marketing management*. Science Research Associates, Inc.

Bhattacharya, C. B., & Sen, S. (2003). Consumer-company identification: A framework for understanding consumers' relationships with companies. *Journal of Marketing, 67*(2), 76-88. https://doi.org/10.1509/jmkg.67.2.76.18609

Byrne, B. (1998). *Structural equation modeling with LISREL, PRELIS, and SIMPLIS*. Erlbaum Associates, Inc.

Chen, P.-T., & Hu, H.-H. (2010). The effect of relational benefits on perceived value in relation to customer loyalty: An empirical study in the Australian coffee outlets industry. *International Journal of Hospitality Management, 29*(3), 405-412. https://doi.org/10.1016/j.ijhm.2009.09.006

Childers, T. C., Carr, C. L., Peck, J., & Carson, S. (2001). Hedonic and utilitarian motivations for online retail shopping behavior. *Journal of Retailing, 77*(4), 511-535. https://doi.org/10.1016/S0022-4359(01)00056-2

Christiansen, T., Comer, L., Feinberg, R., & Rinne, H. (1999). The effects of mall entertainment value on mall profitability. *Journal of Shopping Center Research, 6*(2), 7-22.

Clark, R. A., & Goldsmith, R. E. (2005). Market mavens: Psychological influences. *Psychology & Marketing, 22*(4), 289-312. https://doi.org/10.1002/mar.20060

Clarke, D. W., Perry, P., & Denson, H. (2012). The sensory retail environment of small fashion boutiques. *Journal of Fashion Marketing and Management, 16*(4), 492-510. https://doi.org/10.1108/13612021211265872

Currás-Pérez, R., Bigné-Alcañiz, E., & Alvarado-Herrera, A. (2009). The role of self-definitional principles in consumer identification with a socially responsible company. *Journal of Business Ethics, 89*(4), 547-564. https://doi.org/10.1007/s10551-008-0016-6

da Graça Sousa, F. I. (2012). *Retailtainment - Popota fun experience* [Unpublished master's thesis]. Instituto Universitario de Lisboa.

Deb, M. (2012). Evaluation of customer's mall preferences in India using Fuzzy AHP approach. *Journal of Advances in Management Research, 9*(1), 29-44. https://doi.org/10.1108/09727981211225635

Dolbec, P.-Y., & Chebat, J.-C. (2013). The impact of a flagship vs. a brand store on brand attitude, brand attachment and brand equity. *Journal of Retailing, 89*(4), 460-466. https://doi.org/10.1016/j.jretai.2013.06.003

Dopson, E. (2021). *Experiential retail: 6 ideas to drive foot traffic*. Shopify. https://www.shopify.com/retail/experiential-retail#:~:text=Experiential%20retail%20is%20the%20immersive,all%20examples%20of%20experiential%20retail

Doyle, P., & Stern, P. (2006). *Marketing management and strategy*. Pearson Education.

Dsouza, A. M. (2024). *Store openings and closures 2023 review and 2024 outlook: US and UK store tracker extra-infographic*. Coresight Research. https://coresight.com/research/store-openings-and-closures-2023-review-and-2024-outlook-us-and-uk-store-tracker-extra-infographic/

Eventbrite Research. (2017). *Millennials fuel the experience economy amidst political uncertainty*. Evenbrite All Access. https://www.eventbrite.com/blog/press/press-releases/eventbrite-research-millennials-fuel-the-experience-economy-amidst-political-uncertainty/

Feenstra, F., Muzellec, L., de Faultrier, B., & Boulay, J. (2015). Edutainment experiences for children in retail stores, from a child's perspective. *Journal of Retailing and Consumer Services*, *26*, 47-56. https://doi.org/10.1016/j.jretconser.2015.05.004

Feick, L. F., & Price, L. L. (1987). The market maven: A diffuser of marketplace information. *Journal of Marketing, 51*(1), 83-97. https://doi.org/10.2307/1251146

Fiore, A. M. (2008). The shopping experience. In H. N. J. Schifferstein & P. Hekkert (Eds.), *Product experience* (pp. 629-648). Elsevier Press. https://doi.org/10.1016/B978-008045089-6.50030-7

Fitzmaurice, J. (2011). Market mavens' motivations to acquire information. *Marketing Management Journal,*

21(1), 71-83.

Foster, J., & McLelland, M. A. (2015). Retail atmospherics: The impact of a brand dictated theme. *Journal of Retailing and consumer services*, *22*, 195-205. https://doi.org/10.1016/j.jretconser.2014.07.002

Fryman, L. P. (2019). *Experiential retail: Learn how 10 brands deliver best-in-class customer experiences*. Syte. https://www.syte.ai/blog/experiential-retail-learn-how-10-brands-deliver-best-in-class-customer-experiences/

Fuentes-Blasco, M., Moliner-Velázquez, B., Servera-Francés, D., & Gil-Saura, I. (2017). Role of marketing and technological innovation on store equity, satisfaction and word-of-mouth in retailing. *Journal of Product & Brand Management, 26*(6), 650-666. https://doi.org/10.1108/JPBM-07-2016-1279

Goldsmith, R. E., Clark, R. A., & Goldsmith, E. B. (2006). Extending the psychological profile of market mavenism. *Journal of Consumer Behaviour: An International Research Review*, *5*(5), 411-419. https://doi.org/10.1002/cb.189

Grewal, D., Gopalkrishnan, R., Krishnan, R., & Sharma, A. (2003). The internet and the price-value-loyalty chain. *Journal of Business Research, 56*(5), 391-398. https://doi.org/10.1016/S0148-2963(01)00227-2

Hair, J. F., Anderson, R. E., Tatham, R. L., & Black, W. C. (1998). *Multivariate data analysis* (5th ed.). Pearson Prentice Hall.

Hassan, H., & Rahman, M. S. (2012). Extended shopping experiences in hypermarket. *Asian Social Science*, *8*(11), 138-144. https://doi.org/10.5539/ass.v8n11p138

Higie, R. A., Feick, L. F., & Price, L. L. (1987). Types and amount of word-of-mouth communications about retailers. *Journal of Retailing, 63*(3), 260-278.

Holbrook, M. (1999). *Consumer value a framework for analysis and besearch*. Routledge.

Jahn, S., Nierobisch, T., Toporowski, W., & Dannewald, T. (2018). Selling the extraordinary in experiential retail stores. *Journal of the Association for Consumer Research, 3*(3), 412-424. https://doi.org/10.1086/698330

Jiang, K., Qin, M., & Li, S. (2022). Chatbots in retail: How do they affect the continued use and purchase intentions

of Chinese consumers? *Journal of Consumer Behaviour*, *21*(4), 756-772. https://doi.org/10.1002/cb.2034

Kesari, B., & Atulkar, S. (2016). Satisfaction of mall shoppers: A study on perceived utilitarian and hedonic shopping values. *Journal of Retailing and Consumer Services, 31*, 22-31. https://doi.org/10.1016/j.jretconser.2016.03.005

Khare, A. (2011). Mall shopping behaviour of Indian small town consumers. *Journal of Retailing and Consumer Services, 18*(1), 110-118. https://doi.org/10.1016/j.jretconser.2010.10.005

Kim, G.-S. (2007). *Analysis structural equation modeling.* Hannarae.

Ko, E., Phau, I., & Aiello, G. (2016). Luxury brand strategies and customer experiences: Contributions to theory and practice. *Journal of Business Research*, *69*(12), 5749-5752. https://doi.org/10.1016/j.jbusres.2016.04.170

Kumar, A., & Kim, Y.-K. (2014). The store-as-a-brand strategy: The effect of store environment on customer responses. *Journal of Retailing and Consumer Services, 21*(5), 685-695. https://doi.org/10.1016/j.jretconser.2014.04.008

Lin, C.-Y. (2015). Conceptualizing and measuring consumer perceptions of retailer innovativeness in Taiwan. *Journal of Retailing and Consumer Services, 24*, 33-41. https://doi.org/10.1016/j.jretconser.2015.01.009

Lin, C.-Y. (2016). Perceived convenience retailer innovativeness: How does it affect consumers? *Management Decision, 54*(4), 946-964. https://doi.org/10.1108/MD-08-2015-0363

Lunardo, R., Chaney, D., & Bressolles, G. (2017). Structured abstract: The effects of in-store cultural activities on consumer's perception of retailer's legitimacy and patronage behavior. *Proceedings of the 2016 Academy of Marketing Science (AMS) Annual Conference*, 307-312. https://doi.org/10.1007/978-3-319-45596-9_61

Luo, X. (2002). Uses and gratifications theory and e-consumer behaviors: A structural equation modeling study. *Journal of Interactive Advertising, 2*(2), 34-41. https://doi.org/10.1080/15252019.2002.10722060

Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology.* The MIT Press.

Meng, H., Sun, Y., Liu, X., Li, Y., & Yang, Y. (2023). Antecedents and mediators of experiential retailing consumer behavior. *International Journal of Retail & Distribution Management, 51*(7), 920-938. https://doi.org/10.1108/IJRDM-11-2022-0470

Mihalache, C. (2020). *5 Ways retail technology will transform brick-and-mortar marketing in 2020.* Tokinomo. https://www.tokinomo.com/blog/5-ways-retail-technology-transform-brick-and-mortar-marketing-2020

Mondal, T. (2020). *Robots in retail: Driving innovation one aisle at a time*. WNS. https://www.wns.com/insights/articles/articledetail/515/robots-in-retail-driving-innovation-one-aisle-at-a-time

Morrison, G., & Humlen, A. (2013). Retailing with purpose: How the pursuit of social responsibility can inspire and sustain retail growth and innovation. *Journal of Brand Strategy, 2*(2), 155-169.

Mullin, G. (2019). *Retailtainment: How experiential retail could change your online store*. Sufio. https://sufio.com/blog/retailtainment-experiential-retail-online-store/#:~:text=Retailtainment%20opportunities%20don't%20have,your%20products%20in%20a%20game%3F

Newsom, M. K., Collier, D. A., & Olsen, E. O. (2009). Using "biztainment" to gain competitive advantage. *Business Horizons, 52*(2), 167-176. https://doi.org/10.1016/j.bushor.2008.10.005

Nicasio, F. (2022). *Implementing experiential retail: 7 stores that are doing it right*. International Council of Shopping Centers. https://www.icsc.com/news-and-views/icsc-exchange/implementing-experiential-retail-7-stores-that-are-doing-it-right

Nierobisch, T., Toporowski, W., Dannewald, T., & Jahn, S. (2017). Flagship stores for FMCG national brands: Do they improve brand cognitions and create favorable consumer reactions? *Journal of Retailing and Consumer Services*, *34*, 117-137. https://doi.org/10.1016/j.jretconser.2016.09.014

Nikhashemi, S. R., Tarofder, A. K., Gaur, S. S., & Haque, A. (2016). The effect of customers' perceived value of retail store on relationship between store attribute and customer brand loyalty: Some insights from Malaysia.

Procedia Economics and Finance, 37, 432-438. https://doi.org/10.1016/S2212-5671(16)30148-4

Oh, H.-S., & Cheon, H. (2019). The impact of nature of purchase and purchase utility on purchase intention according to retailtainment. *Journal of Distribution Science 16*(12), 57-68. https://doi.org/10.15722/jds.16.12.201812.57

Oyedele, A., Firat, F., Hernandez, M., & Munson, E. G. (2023). Moderating effects of likelihood to use in-store technology in grocery stores: Perceived value of retailtainment. In T. Tarnanidis, M. Vlachopoulou, & J. Papathanasiou (Eds.), *Influences of social media on consumer decision-making processes in the food and grocery industry* (pp. 86-110). IGI Global.

Pape, D., & Toporowski, W. (2023). Reviving the experiential store: the effect of scarcity and perceived novelty in driving word-of-mouth. *International Journal of Retail & Distribution Management, 51*(9/10), 1065-1094. https://doi.org/10.1108/IJRDM-10-2022-0398

Pine, B. J., & Gilmore, J. H. (1998). Welcome to the experience economy. *Harvard Business Review, 76*(4), 97-105.

PSFK (2018). *The future of retail*. https://www.psfk.com/report/ future-of-retail-2020

Retief, M.-M., Erasmus, A. C., & Petzer, D. J. (2018). Exploring the internal antecedents that prompt consumers' impulsive behaviour in experiential retail contexts. *Acta Commercii*, *18*(1), a597. https://doi.org/10.4102/ac.v18i1.597

Rheude, J. (2023). *Retail apocalypse: What is it and should you follow the trend?* Loss Prevention Magazine. https://losspreventionmedia.com/retail-apocalypse-what -is-it-and-should-you-follow-the-trend/

Ritzer, G. (1999). *Enchanting a disenchanted world*. Pine Forge Press.

Sadachar, A., & Fiore, A. M. (2018). The path to mall patronage intentions is paved with 4E-based experiential value for Indian consumers. *International Journal of Retail & Distribution Management, 46*(5), 442-465. https://doi.org/10.1108/ijrdm-07-2017-0152

Sands, S., Oppewal, H., & Beverland, M. (2008). The influence of in-store experiential events on shopping

value perceptions and shopping behavior. *Advances in Consumer Research, 35*, 298-303.

Sands, S., Oppewal, H., & Beverland, M. (2015). How in-store educational and entertaining events influence shopper satisfaction. *Journal of Retailing and Consumer Services, 23*, 9-20. https://doi.org/10.1016/j.jretconser.2014.11.004

Shahid, S., & Zafar, S. (2021). The moderating role of market mavens in explaining the impact of brand positioning strategies on brand love. *South Asian Journal of Management Sciences*, *15*(1), 29-51. https://doi.org/10.21621/sajms.2021151.03

Shukla, A., Sharma, N. K., & Swami, S. (2011). Web site classification on information and entertainment profiles. *Journal of Advances in Management Research*, *8*(1), 148-157. https://doi.org/10.1108/09727981111129345

Sirdeshmukh, D., Singh, J., & Sabol, B. (2002). Consumer trust, value, and loyalty in relational exchanges. *Journal of Marketing, 66*(1), 15-37. https://hdoi.org/10.1509/jmkg.66.1.15.18449

Steenkamp, J.-B. E. M., & Baumgartner, H. (1998). Assessing measurement invariance in cross-national consumer research. *Journal of Consumer Research, 25*(1), 78-90. https://doi.org/10.1086/209528

Sung, H., & Sung, J. (2016). An analysis of market maven's shopping behavior and multi-channel usage in the fashion retailing market. *Journal of Fashion Business, 20*(2), 134-148. https://doi.org/10.12940/jfb.2016.20.2.134

Trotter, C. (2022). *What is experiential retail? An inside look*. Lightspeed. https://www.lightspeedhq.com/blog/the-rise-of-experiential-retail/

Tsai, S. (2010). Shopping mall management and entertainment experience: A cross-regional investigation. *The Service Industries Journal*, *30*(3), 321-337. https://doi.org/10.1080/02642060802123376

Turley, L. W., & Chebat, J.-C. (2002). Linking retail strategy, atmospheric design and shopping behaviour. *Journal of Marketing Management, 18*(1-2), 125-144. https://doi.org/10.1362/0267257022775891

Vukadin, A., Lemoine, J.-F., & Badot, O. (2019). Store artification and retail performance. *Journal of Marketing Management*, *35*(7-8), 634-661. https://doi.org/

10.1080/0267257X.2019.1583681

Wiese, M. (2016). Ensuring satisfied, committed shoppers-store variety or entertainment? *The Retail and Marketing Review, 12*(1), 54-69.

Wu, R., Wang, G., & Yan, L. (2020). The effects of online store informativeness and entertainment on consumers' approach behaviors: Empirical evidence from China. *Asia Pacific Journal of Marketing and Logistics*, *32*(6), 1327-1342. https://doi.org/10.1108/APJML-03-2019-0182

Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing, 52*(3), 2-22. https://doi.org/10.2307/1251446

Zhang, G., Yue, X., Ye, Y., & Peng, M. Y.-P. (2021). Understanding the impact of the psychological cognitive process on student learning satisfaction: Combination of the social cognitive career theory and SOR model. *Frontiers in Psychology, 12*, 712323. https://doi.org/10.3389/fpsyg.2021.712323