

The Entertainment Zone: Reactivation of Stranded Places within Shopping Malls

Preeti Baghel (Research scholar)

Institute of Management Studies, Banaras Hindu University

Prof. Sujit Kumar Dubey (Professor)

Institute of Management Studies, Banaras Hindu University

Annu Priya (Research scholar)

Institute of Management Studies, Banaras Hindu University

Meenakshi Sharma (Research scholar)

Institute of Management Studies, Banaras Hindu University

Abstract

The purpose of present study is to examine whether the offerings of entertainment zones play an influential role in revitalizing the stranded zones inside the shopping malls. Giving consideration to the primary importance of having unique aspects of entertainment incorporated in shopping malls. This study presented the systematic literature on the identified variables used in the conceptual framework. The study's underlying argument is that elements of mall entertainment have influential role on revitalizing vacant spaces indirectly through its impact on high footfall. The authors gist to the relevance that the deployment of distinct and fun aspects of entertainment in shopping malls has an influential role in the revitalization of vacant spaces. The authors explain the correct implementation of strategy implied by identifying the requirement of visitors coming in the malls that can help in overcome the problem of vacant spaces and to revitalize those spaces. This study is distinctive, as no research so far has proposed a model conceptually integrating mall entertainment, high footfall and revitalizing vacant spaces.

Keywords- shopping mall, mall entertainment, dead spaces, vacant place, retail vacancy, reactivation strategy, mall well-being, revitalization, strategy planning

Introduction

In last few years, it has become evident that a section of shopping malls is going into the phase of decline (Ferreira and Paiva, 2017). In India, where shopping malls accelerated in the mid of 2000s gone up for few years but later on a proportion of shopping malls started receiving some attention for the places being vacated at shopping malls (Parlette and Cowen, 2011). These vacant places are characterized in literature as those areas or storefronts of shopping malls that remain unoccupied by tenants or by some other business-related reason (Parlette and Cowen, 2011). These unoccupied spaces vary in size depending on the location within shopping malls varies from small kiosks to big anchor stores. There could be many factors contributing to the existence of vacant places in the shopping malls such as change in consumer preferences, economic conditions, change in trends related to retail and other specific situations affecting individual businesses (Burayidi and Yoo, 2021). Given these challenges faced by shopping malls, this phenomenon has been affecting more than ever in today's scenario.

Space utilisation within shopping malls apparently gives the impression of the viability of any particular mall (Ren et al., 2014; Bullen and Love, 2010). Since, the arrival of online and digital platforms has taken over the consumer's attention, retail game has been changed. Whereas, an optimal space utilisation is must for the development of revenue & image of malls, and also the footfalls. In many ways, the lack of managing the utilisation of any vacant space within shopping malls make it a challenge or difficult for mall management (Spearpoint and Hopkin, 2020; Coca-Stefaniak et al.,

2005). Despite the strength that shopping malls have related to every other dimension but having stranded places in shopping malls apparently affect the overall well-being of it (Wood and Baker, 2014).

As it is reflected from previous literatures, it is accurate that a shopping mall develops in a neat-pattern that means regulation of every activity that keeps the mall running. But the current appearance of vacancies has been affecting the shopping malls poorly leading many of them to transform into dead malls (Tamini and Tamini, 2018). Indian consumers are now moving towards embracing the internet and online culture which is keeping them away from visiting shopping malls especially for shopping which resulted into more vacant space. Also, the multitude of it could not be seen positively in mall retailing. Being in the state of falling apart, shopping malls need to strive for top notch game and take it to other level (Khare and Rakesh, 2011). Dismantling in mall retailing can be seen through increased vacant spaces within shopping malls calling the emerging need for the development of suitable skills to perceive, understand and mobilize the existing unused spaces in revitalize and regeneration process (Tamini and Tamini, 2018). Excessive empty zones have been choking the shopping mall's performance and image creating negative look out for them in organised retail. Vacant spaces within shopping malls for prolonged time kill the value propositions of them in a negative way (Howard, 2007). Given the sharp increase of vacant zones within shopping malls, due to consumer's interest inclination more towards e-commerce has made many tenants close their store outlets or become empty stores without consumers and competition among shopping malls, reducing operational performance (Astarini and Utomo, 2023). Therefore, this seems to be possible only when they strive for options that could pull the visitors in. This is attainable by incorporating well entertainment options, offering quality and unique elements of entertainment, improving the existing ones. Therefore, a possibility could be seen to attract the tenants and leasers to rent those vacant spaces.

The future of shopping malls will not look brighter, if malls continue to remain in this vulnerable state of being unoccupied. This study focuses on understanding the crucial importance of getting into the insights of emergence of vacant spaces and explores the chances of reactivating existing vacant places. To encourage vacant space efficiency, shopping mall management must ensure that entertainment elements are strategically placed to pull the visitors in the mall that might fascinate and attract the new tenants and investors to invest in those unutilised spaces (Astarini and Utomo, 2023). If vacant spaces cannot be utilised properly or managed efficiently, it can both directly and indirectly affect shopping mall's performance in many ways especially declaring the inefficiency of malls to stand relevant in the market (Lu and Ye, 2017). Also, it is important to understand that visibility of utilisation of dead spaces is must for the sake of visitors coming to shopping malls. The first thing that gets noticed is the places that are emptied and it does not give great look to the malls. Establishment of value being given to vacant places is the prime key to success of shopping malls.

This study tries to encourage reuse of unused or vacant spaces in shopping malls (Ren et al., 2014). It can be said that now shopping itself is a leisure and recreational activity. Therefore, mall retailers are putting entertainment upfront to get noticed by visitors. A different outlook to the question regarding those vacant places being emptied can be settled with entertainment zones could give a chance to mall management to fix this problem. This problem is not confined to any specific mall but largely exposed to every shopping mall altogether in one way or another depending on the time constraints but every mall at some point gets affected with this fixable problem (Manika, 2020). As shopping malls contribute largely to organised retail and indicates that role of shopping mall is imperative, mostly in supporting activities related to economy regarding trade and consumption (Lv and Wang, 2020). Therefore, mall management has been focusing more on coming up with the space strategy effectively and efficiently before their mall gets declared in the category of dead malls. Hence, getting out from the organised retail business. This scenario is the last that many times has come up in reality. Interestingly, entertainment at malls holds the top position in this new era of

everything being available on online platforms, leaving no choice to mall retailers but to come up with efficient space strategies to remain in the market. The aim is to provide consumers those offerings that can be physically available at malls only at one place that can't be affected by e-commerce (Calvo-Porrall and Levy- Mangin, 2018). On the other hand, mall retailers have already been seeing this coming up as soon as e-commerce got accelerated in the market. Visitors have preferences, they look for something that work for them at one place and sometimes in one trip only, that is, to have relaxation and pleasure with optimized shopping trip. In other words, they tend to keep the trip productive, getting done in one trip with having the satisfaction of experiencing both. Customer has become relevant more than ever in this dynamic ever-changing retailing. Mall management has been facing the difficulty of doing something with these stranded vacant places. Revitalization could be seen as the one option to turn vacant places into economical booming and a success at strategic level, operational level and financial level. Surprisingly, it seems no research has been done examining the influential role of entertainment in revitalizing the vacant places within shopping malls. Taking these into consideration, this study aims to cast the light upon the influential role of mall entertainment in revitalization of vacant spaces. It also offers a conceptual model that unravels the vitals of relationship between the variables used in the study.

Literature Review

The possession of vacant space is imperative in enabling the generation of customer movements, enhancing the image of the malls and improved economic performance (Alan Burns and Willis, 2011). Shopping malls have now become a crucial part of modern society (Burayidi and Yoo, 2021). So being a part of organised retail industry, shopping malls are in demand which gives them a pressure to meet standards of offerings and service that are expected by customers to retain its base of customer and enhance retail profitability (Arentze and Timmermans, 2001). However, the ever-changing retail, preference over online platforms and economic reasons have been creating more vacant spaces in shopping malls, making tenants leave their rented outlets. In this decade, customers are much aware about the substitutes and more competent about picking up the choices from the box of alternatives (Khare and Rakesh, 2011; De Juan, 2004). Therefore, for shopping malls it has become imperative to come up with distinctive approaches to hold back the customers in shopping malls.

Accordingly, mall entertainment as one of the revitalization strategies has drawn the attention of authors due to its extreme impact on the shopping mall performance. Recent literature has observed that shopping mall offers a large percent of entertainment elements, increasing the chances of high foot traffic, satisfied consumers, better mall image and less vacant zones within shopping malls. Success of mall is measured in many aspects but few of them are on the top without its survival gets difficult (Guimaraes, 2019). Followed by the literature, researchers have used space syntax theory to understand the concepts of this study. Furthermore, space syntax theory states that how human movements, behaviour and interactivity within environments get influenced by spatial configurations. It can help analysing how the accessibility and layout of entertainment elements affecting traffic flow and as a result, the occupancy of adjoining space. Hence, the purpose this paper addresses the issue of vacant spaces and how it could be revitalized through entertainment elements in shopping malls.

Vacant Spaces

Vacant spaces are generally defined as areas that are untouched or unused space and it could be temporary or permanent or might be in a position of disrepair or sometimes just waiting for new tenants or occupants (Tamini, 2018). In context to retail shopping malls, vacant spaces are also be called as vacant zones, stranded spaces, zombie zone (Saraiva et al., 2019). They sometimes present a great source of opportunities for development or community projects etc. Consequently, despite it does not display a healthy impact on the success of shopping malls. It is always seen as a negative turn down to shopping malls because vacant spaces represent the inability of mall management for

not being able to run the smooth functioning of malls and let economic performance affect badly (Saraiva et al., 2019).

However, vacant spaces are not the problem for shopping mall, the consequences seem to come in notice when vacant spaces stay for long periods and slowly its impact seem to disturb the other factors of malls such as financial performance, mall image, footfall and mall prudence. The literature has proceeded towards vacant space in two ways because it has been discussed for ages in association to vacant spaces even if it is a shop, shopping mall or commercial building about the downhill, economic downturns, customer decline (Baker, 2002). Firstly, as a concern of market economics and second, other vacant spaces are regarded as a threshold in itself (Baker and Wood, 2010; Saraiva et al., 2019) for example, it proposes vitality issue if its percentage goes up to 20% and less below also is a sign of problem. What this signifies, means the well-being and social and financial health of shopping malls is generally co-related with it (Grant and Perrott, 2011).

Opportunities, Vulnerability of vacant zones

The discussion in this particular section regards the vacant spaces as an opportunity and problem in shopping malls. To the Property Developers and Investors, Entrepreneurs and Start-ups and Local Communities vacant spaces represent opportunity as an entry start for new business, see vacant spaces an investment opportunity by refurbishing them or turning into alternative use and can be put to use community-focused initiatives like pop-up markets, temporary event uses or art exhibitions (Agheyisi, 2023). Temporary use of vacant spaces in shopping malls also compels investors and other retailers to allow temporary line of work. These unused vacant spaces sometimes work as a charm for those retailers who wants to test their product on mall customers and getting leased for short term could give a reality check to their test and if they operate long and well enough to become shopping mall asset, they might turn that temporary lease into permanent.

While Indian shopping malls are increasing rapidly, 70% are ailing. Why is this so? There could be a number of explanations, including the inability of shopping malls improving the condition of vacant spaces within malls and an insufficient understanding of this influences that impact viability and vitality of shopping malls (Pookulangara and Knight, 2013). It has been shown in literature that temporary utilisation of vacant spaces in shopping malls is neither declared effective nor ineffective but sometimes, temporary uses pose challenges to the mall management as this short-term utilisation of vacant space does not provide the stability and predictability that often-long-term lease does (Andres, 2013). Other than that, one reason, there are several challenges faced by mall management such as revenue loss, maintenance concerns, regulatory compliance or security risks. The widespread unuse of vacant spaces in shopping malls is indicative of economic downtown, changing consumer behaviour, lack of investment or maintenance, overdevelopment or oversaturation or poor management and marketing (Colomb, 2012).

Mall Entertainment

Entertainment elements in a shopping mall are related to hedonic values that represent fun, pleasure and happiness (Khare and Kautish, 2023). It is generally characterized by an emotion of excitement and experience of an adventure and recreational aspects. Literature conceptualised “Entertainment” as a force that are beyond activity completion or engaging in any kind of purchasing product in a purposeful and efficient manner. Instead, it is unidimensional construct, mostly where social activities are integrated (Thanasi-Boce et al., 2021). Sit et al., 2003 stated entertainment as an integral part of shopping malls which is being used as one of the marketing strategies to allure customers.

The role of mall entertainment in retailing literature has been discussed widely and its value in shopping region. It has been proved that entertainment is one of the pull factors of shopping mall (Elmashhara and Soares, 2019; Baker and Haytko, 2000). Thereupon, based on the above, entertainment enhances the shopping experience, has an influence on shopping well-being and

influence mall loyalty. Therefore, it is worth to mention the power of entertainment it holds in the smooth functioning of shopping malls and how retail outcomes get influenced by entertainment.

High Footfall

The number of visitors counted over a particular period of time in a particular location is termed as footfall (Hewidy and Lilius, 2022). Indeed, an increased footfall, a sign of smooth running of the mall, is among the greatest factors enhancing vitality and viability. The footfall of shopping malls is based on the movement of visitors in the mall, i.e. number of people making use of the designated space in the mall across a specified time (Spearpoint and Hopkin, 2020). Though, it does not remain same all the time, it differs by the time, day and week of the year and reason could be the seasonal variations that most likely to result in cyclical variations mostly acting at distinct timescales. Footfall can be different in some cases, like in one case it could be the measure of visitors entering the space and on the other end, in other case it could be both number of entering and leaving (Gwynne and Rosenbaum, 2016). Footfall values in terms of a shopping mall also be influenced by time spent in a mall by a customer, called as dwell time. The literature has observed over the years that there are a great number of factors affecting the footfall of the mall, considering the atmosphere and environment of the mall, merchandise being sold at malls and many more (Kotler, 1973). Furthermore, In the books of mall development, it is said that one of the key attributes in measurement of success of shopping malls is the footfall rate, often cited as “Lifeblood” and also to have an understanding of shopping mall mobility as a whole (Philip et al., 2022). High footfall sometimes, in general, means when exceptionally large number of people visit shopping mall, significantly beyond the expected levels. Similar to regular footfall, High footfall is measured by same methods but differ in peak periods, volume and timings, like high footfall indicates peak periods that require distinct strategies, such as stock levels, increased staffing and improved customer service (Millington et al., 2015) and other differentiation placed at the basis of volume and timings. Therefore, according to the distinction between both, mall management and retailers enhance their operations and use marketing strategies to serve better to visitor behaviours and increase marketing performance.

Study Variables and Propositions Development

Mall Entertainment and Revitalized Vacant Spaces

It is crucial to have an understanding of relationship between mall entertainment and vacant spaces as these two words have been widely talked over in literature, separately. Entertainment seems to be recognized as the important element in shopping mall retailing (Khare and Kautish, 2023). The core concept of having entertainment elements in shopping mall is to give a distraction to shoppers or visitors for experiencing recreational fun other than indulging in shopping only. As it has been observed in mall retailing, several platforms have become available for shopping purpose but what still makes relevant shopping mall in this decade is the “Entertainment Elements”. Having e-commerce and digital platforms in this era have made shopping malls survival a question which can be seen through having more vacant spaces in malls. The impact of vacant spaces within shopping malls affects the operational, financial performance and integrity of mall by not offering the services that it is supposed to give to people of community.

However, entertainment seems to be the representative of fixing this kind of problem related to other factors such as maintaining the traffic flow, increase socialization, encouraging customers to spend extra time in shopping malls or generating positive feelings about malls for creating good ambience and environment (Sit et al., 2003; Abdul Karim et al., 2013; Bailey, 2015; Jones et al., 2016). Hence, a keeper of shopping malls. Research studies in field of mall retailing have investigated the integration of entertainment elements that created a vibrant, rich experience that has attracted and retained customers positively influencing the engagement and foot traffic in shopping malls that most likely could be linked to attract possible tenants for leasing those spaces that might lead to

revitalization of vacant spaces, most likely transforming them into bustling areas. Parlette and Cowen (2011) described the attachment people form with shopping malls and get connected with it. Place attachment theory explains the attachment which includes spatial level, importance of social or physical components, basically, these are all place characteristics. Similarly, it could be beneficial in understanding how offerings of entertainment influence customer's attachment to a place as entertainment elements are capable of creating a sense of belongingness and attachment in visitors leading to return visits which indirectly support the goodwill of shopping malls and well-being, inviting dealers and tenants to lease those vacant spaces. Therefore, conferring from the literature and theory lead to the formation of following proposition.

P₁: Mall entertainment will have positive impact on revitalizing vacant spaces in shopping malls.

Mall Entertainment and High Footfall

Shopping malls offer a bunch of services other than shopping and one of them includes the attributes of entertainment and outcomes of entertainment result in the form of relaxation, pleasure, fun, escapism from the monotonous lifestyle and sometimes just giving the leisure surroundings (Khare and Kautish, 2023; Khare, 2011; Kim et al., 2005). Research posited the significance of various factors of entertainment in improving the mall environment altogether. In context to retail industry, entertainment can be set down to defining the success of the store outlets, shopping malls or other any form of organised format (Lotz et al., 2010; Tandon et al., 2016). Han and Hyun (2018) stated that recreational aspects effected shopper's motives and got them involved in other shopping mall activities. Studies have pointed, entertainment is all about creating a leisure place for customers to have fun and pleasure through experiencing it and making sure customers feel they carry the highest priority by offering them the fun aspects to experience, and this produces effect on customer satisfaction which might induce the high footfall in shopping malls.

It also conveys one of the strongest pull factors of shopping malls and also depicts engagement and involvement that can lead to positive influence on footfall of the shopping malls. Therefore, a conclusion can be implied, that entertainment might have a positive influence on high footfall of shopping malls (Christiansen et al., 1999; Khare et al., 2020).

P₂: Mall entertainment will have a positive impact on high footfall in the shopping malls.

High Footfall and Vacant Spaces

In retail sector, especially in organised formats, footfall seems to be the key indicator of smooth functioning and plays a significant role in identification of number of customers using the retail unit in a given time (De Sanctis et al., 2019; Spearpoint and Hopkin, 2020). Studies have indicated, high footfall holds the ability to contribute in one of the dimensions of measuring the vitality of shopping malls and it has been recognized to impact the well-being of shopping malls in terms of having a good mall image or increasing the economic performance in the retail industry (Singh, 2015; Khare et al., 2020). Having said that, high footfall seems to attract a great deal of tenant variety and desirable approachable opportunities to shopping malls. Similarly, in literature it has been found, high footfall has been adopted as a crucial driver of appealing and improving the sales and ambience of shopping malls. Interestingly, a shopping mall looks good when it has a high footfall which in turn influences the positioning of a mall (Mittal and Jhamb, 2016; Makgopa, 2016). Customers and people of community get this perception of a good mall from high footfall also and that is one of the factors contributing in creating a successful shopping mall (Makgopa, 2016).

Hence, could influence the spaces that are vacant in shopping malls to be given a chance to blossom through bringing a significant deal from investors and tenants to revitalize those spaces. Therefore, using as a basis on the above statements, research proposes the subsequent propositions.

P₃: High footfall will have a positive impact on revitalizing vacant spaces in shopping malls.

Role of high footfall as mediator in the relationship between mall entertainment and revitalized vacant space

The relationship between mall entertainment and revitalization of vacant spaces is not straightforward but hypothesized. There is scant literature on the health of shopping malls. However, various factors are included determining the problem related to the health of malls and one of which includes the problem of vacant spaces inside the malls. Mall entertainment brings the leisure and enjoyment in shopping malls and brings various effects on improving the health of shopping malls (Ibrahim and Wee, 2002; Campo and Ryan, 2008). There are several studies focused on examining the impact of footfall on wide areas of other outcomes linked to consumer behavior, such as the mall profitability (Joshi and Gupta, 2020), and association between footfall and sales (Manjunath and Prabhu, 2012). Similarly, to understand the relationship between mall entertainment and revitalised vacant spaces, it could be taken as a mediation supported by literature in the past that footfall ensures turning into sales, better economic performance which might be helpful turning underutilized areas of shopping mall into revitalization (Zukin et al., 2009).

Place attachment theory (Scannell and Gifford, 2010) provides the focus to understand the mechanism of mediation of high footfall lying the relationship between mall entertainment and revitalized vacant spaces. This theory states that nature of psychological interconnections that happen in the environments that are imperative to any individual. High footfall represents the volume of customers visiting the shopping malls, interacting in an enclosed environment with number of activities within it creating a sense of attachment with the place. It can be seen to bridge the gap among mall entertainment and achieving revitalized vacant spaces, ensuring that high footfall translates into social and economic revitalization of vacant areas within shopping malls. Therefore, the authors conferred that the high footfall can mediate the relationship between mall entertainment and revitalized vacant spaces. Thus, from the above argument following propositions can be formulated.

P₄: High footfall will be mediating the relationship between mall entertainment and revitalized vacant spaces in shopping mall.

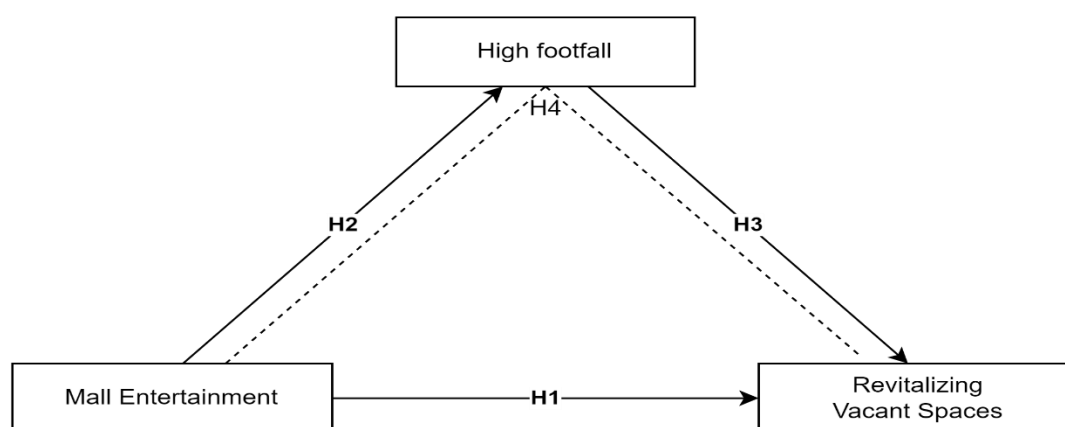


Figure 1. Research model

Discussion

This paper focuses on identification of cause of vacant spaces inside shopping malls and as well as examine the influence of mall entertainment on findings the ways to revitalize vacant spaces. This was then followed by taking the high footfall as mediator to understand the relationship between mall entertainment and revitalised vacant spaces.

The objective of study was accomplished by conceptually explaining the variables and linked the relationships by the backup of literature and theories given by authors. Findings of this study were mainly focused on generating the linkage of mall entertainment with revitalization of vacant places and offered multiple ways to turn into blossoming the vacant spaces through taking high footfall as mediation mechanism. Further, our study disclosed the importance of entertainment elements inside shopping malls and how it has multiple outcomes contributing in making a successful and relevant shopping mall in retail industry. Altogether, this paper discussed the deteriorate rate of health of shopping malls, with the motive to identify the reasons contributing in creating vacant spaces and how mall entertainment could help in revitalization of vacant spaces.

Theoretical implications

This study introduces a few resourceful contributions to the current domain of knowledge. First, our study unwinds the concept of vacant space specific to shopping malls, past studies have mostly studied vacant term related to stores, buildings and community but specific to shopping malls none have been done. The antecedent of vacant space is distinctive in sense that it recognized the imperativeness of highlighting the concept of vacant space in context to shopping malls that needed to be studied to contribute in the existing domain of literature. Not only the concept of vacant spaces but revitalization of vacant spaces in shopping malls have been encompassed in the study by the authors to unravel the issues and factors in revitalizing vacant spaces.

Second, our study incorporates the drivers of mall entertainment in revitalization of vacant spaces. Mall entertainment strives to give a comprehensive outlook to those spaces and areas where it is placed because those are referred as fun spaces in malls and are mostly crowd pullers, consequently affects sales which potentially attract possible tenants and startups to fill out those vacant spaces. Therefore, the study gives an inclusion to the existing knowledge about the influence of mall entertainment could have on the revitalization of vacant spaces inside shopping malls.

Third, this study made an attempt to examine the mediating role of high footfall in Indian settings of shopping malls. It might be the rarest studies that tries to unravel the mediating role of high footfall between mall entertainment and vacant spaces in the mall retailing. Our study tried to understand deep the ground of mediation to explore unseen possibilities and tried to establish sound relationships among the variables based on theories and literature.

Managerial implications

This study offers few insightful implications for mall owners, managers and mall management. First, the study might help understanding the shopping malls about the sensitivity of vacant spaces increasing in mall retailing. It will give an insight to mall managers to acknowledge the vulnerability and opportunities of vacant spaces.

Second, integrating entertainment elements for the revitalization of vacant spaces would let mall management enhance customer experience. Then these attractions might draw visitors and make an attractive location for likely prospects to lease the space. The faith is that a good level of entertainment options would entice visitors and community people, foster goodwill and create a loyal customer base. Therefore, for mall owners it shall make them to strategically implement these fun and leisure zones to enhance customer experience.

Third, the mediation mechanism of high footfall has been established to understand the relationship between mall entertainment and vacant spaces and through the literature it has been found relevant to act as a mediator between them. Thus, high footfall within the shopping mall will benefit the mall managers, potentially will lead to improved sales along with better customer engagement. This might lead to satisfy possible tenant's satisfaction and retention of existing ones.

Indian shopping malls can evolve into multi-functional destinations with implementing better and dynamic options of entertainment elements that meet the emerging needs of consumers. Consequently, improving the health of shopping malls with decreased vacant spaces.

Practical implications

The study provides practical contributions as well that seem to benefit the society, community people and retail industry. First, by revitalizing vacant spaces rather than constructing new ones will contribute in the practice of following the sustainable development practices, thus diminishing environmental impact.

Second, the study will contribute in creating a fun space to socialize for people visiting the malls, promoting a sense of community engagement and belonging. As entertainment spaces in malls transform the place into a hub to socialize.

Third, Retail developments are known to be as a catalyst for economic growth. Thus, our study will have economic impact on nearby areas and might boost local economy. As revitalization of vacant spaces within shopping malls will offer partnership opportunities with the malls to create promotions or events through collaborating. Consequently, positively leading to job creation and boost local spending.

Limitations and future research

The current study is confined to conceptual understanding of constructs used in the study. Focused on exploring the variables conceptually through literature and theories. Further, the study analysed the propositions between mall entertainment, high footfall and revitalizing vacant spaces. The study is restricted to explored the vacant spaces within shopping mall industry only.

As far as concerned with the future scope, an empirical testing of the mentioned propositions in this study could be done to validate the theoretical relationships mentioned in this study. Second, future study might also focus on bringing the other dimensions (Mall ambience and services) to check the influence on the revitalization of vacant spaces. Third, other mediating variables could also be introduced in the current model. For example, perceived value and visitor satisfaction can mediate between the relationship of mall entertainment and revitalizing vacant spaces. A study could be done in other sectors (Restaurant and Hospitality) also to explore the stranded spaces.

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