



# Shopping as an Entertainment Experience

*Mark H. Moss*

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## **Shopping as an Entertainment Experience** Mark H. Moss

*Shopping as an Entertainment Experience* explores the ways in which shopping has become a significant entertainment feature in our daily lives. Dr. Mark H. Moss examines the department store, the mall, and the e-store to demonstrate how shopping is often the most common leisure experience that people indulge in to occupy themselves. This unique book focuses on the historical evolution of shopping environments into contemporary entertainment or cultural zones. Through a phenomenological framework, Moss analyzes the way stores, outlets, and restaurants in malls mingle and merge aspects of consumption and merchandising. *Shopping as an Entertainment Experience* appeals to sociologists, cultural theorists, and those interested in popular culture.

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