A Segmentation of Mall Shopping Motivations in the South African Gauteng Provincial Context

Rubina Jogee

Chris William Callaghan*

School of Economic and Business Sciences, University of the Witwatersrand
**Corresponding Author Email: chris.callaghan@wits.ac.za*

Doi:10.5901/mjss.2014.v5n9p41

Abstract

Consumer markets, globally, exhibit increasing diversity. Shopping malls that do not take cognisance of this diversity, along all appropriate dimensions, can lose market share to competitors that do. Despite extensive literature that is based on research done in other countries, absent from the South African literature is a current typology of market segmentation of mall consumers by mall shopping motivations. Using a sample of 224 mall consumers drawn from Gauteng, the economic hub of the country, k-means segmentation was used to test theory that relates different characteristics of consumers and their mall choices. On the basis of this analysis, a typology of shopping mall consumers is developed according to their preferences, or motivations, for mall shopping. Six different segments were found to be associated with different mall shopping preferences and other characteristics. These segments were classified as 'Low Engagement Shoppers'; 'Mean Oriented Shoppers'; 'Brand Oriented Shoppers'; 'Utilitarian Oriented Shoppers' and 'Ascetic Oriented Shoppers'. It is argued that knowledge of such typologies may be important in the South African context due to the increasing societal diversity that malls need to be able to take advantage of in an increasingly competitive environment.

Keywords: *k-means clustering; shopper preferences; South Africa; marketing; trends in mall shopping*

1. Introduction

South Africa has been termed the 'rainbow nation' because of its diversity of race, ethnicity and culture (Urban, 2006:171). Over the past decades, South Africa's retail space has experienced decentralisation; shopping has moved from the city centre to suburban areas, and to shopping malls in these suburban areas (Ligthelm, 2008:37).

The economic upliftment experienced by township consumers, particularly since the late 1990s, has resulted in new patterns of shopping behaviour; fewer customers shop at small township retailers and spaza shops (small informal sector retail businesses) and increasingly frequent shopping malls (Ligthelm, 2008:52). Two-thirds of South Africa's population is now urbanised, reflecting an increase from 52% in 1990 to 62% by 2011 (SouthAfrica.info, 2013).

Gauteng, the economic hub of the country, is the most populous province, with the highest rate of urbanisation (SouthAfrica.info, 2013). The opening of new malls in the province, such as the 65000 square metre Maponya Mall (Maponya Mall, 2013), herald the growing potential of this sector.

However, in an increasingly competitive retail environment, a lack of knowledge of the motivations, or preferences, of mall shoppers may constrain the ability of mall operators to take advantage of this potential, as malls compete for customers. This study therefore seeks to develop an exploratory contemporary segmentation typology of shopping mall customers based on their mall shopping motivations.

Shopping-based segmentation of consumers has a long and extensive tradition in the marketing literature (Kuruvilla and Joshi, 2010); this study builds on this historical body of theory and research findings. In this paper it is argued that the changes experienced by South Africa have influenced its mall shopping relationships in a way that cannot be assumed to be the same as in other countries, time periods, and regions of the world. Research that relates to the past decades across different contexts is therefore considered important, and still relevant, in this study.

Similarly, it is also argued that changes are occurring over time which requires current knowledge of the motivations, or preferences, of mall shoppers, and what clusters of mall shoppers to tailor different marketing efforts towards. A large body of literature exists on mall shopping behaviour over time. This study therefore extends this body of literature into the Gauteng mall shopping context in order to develop a contemporary understanding of different mall shopping market segments.

This context is considered to be particularly important because Gauteng is the economic hub of South Africa, and findings might indicate trends that may emerge in other areas of the country. The problem statement is introduced as follows.

2. Problem Statement

Despite much literature on the market segmentation of South African consumers, seemingly absent from this literature is evidence of the differences between market segments of shopping mall customers in Gauteng at this point in time.

The problem addressed in this paper is therefore the lack of knowledge of what differences exist between the mall shopping preferences of different segments of customers who use Gauteng shopping malls.

It is argued that this knowledge is important, because it offers mall operators insight into what dimensions of preferences these groups of people differ by. Knowledge of the compatibility of different segments is also important, because it can provide some idea of which marketing messages targeted at different segments may or may not be compatible with those targeted at other segments. This knowledge might also provide mall operators with a rationale for their choice of what different types of shops or offerings may need to be included in their strategic portfolio of tenants in their malls.

The aim of this research is therefore to explore the different market segments of Johannesburg mall shoppers and derive recommendations for theory and practice that may help malls to better manage their marketing to these segments. The objective of this paper is therefore to test theory that relates differences in mall customer preferences to mall shopping behaviour. The research question posed in this paper is therefore the following: *What are the differences between mall shopping consumers in their mall shopping characteristics and preferences*? Having introduced the problem addressed in this paper, the theoretical framework to the study is now introduced, and hypotheses are derived.

3. Theoretical Framework and Hypotheses

Following the political changes in South Africa, the country's population is demonstrating a shift from township life to urban living (Tustin and Strydom, 2006:48). This has certain implications for the growing shopping markets of malls. Knowledge, however, of the global context of mall shopping and its trends is important, in order to relate this literature to the South African context.

Globally, mall shopping behaviour has been changing; mall shoppers "tend to be more leisure-driven, they have a greater concern for merchandise selection, and they visit the mall less often but make more purchases per visit" (Nicholls, Li, Kranendonk and Roslow, 2002:149). Although some aspects of the mall preferences of shoppers might be common across these global contexts, the rate at which different societies take up these global trends may differ.

Further, unique differences between societies, and between regions within societies, might make generalisation of other findings into the South African context problematic. It is also difficult, however, to discern which shopping mall behaviour is common across contexts, or is common across different time periods.

It has long been understood that people shop for many different reasons; other than the "need for products or services" (Tauber, 1972:46). Mall shopping has been studied in relation to 'browsing' (Jarboe and McDaniel, 1987: 46), gender differences (Hu and Jasper, 2004), fashion-oriented impulse buying behaviour (Park, Kim and Forney, 2006: 433), store attributes (Hong and Koh, 2002: 205), decision-making styles (Wesley, LeHew and Woodside, 2006) and many other dimensions of shopping preferences. The mall shopping experience is therefore heterogeneous. Central to the notion of heterogeneity of individual mall shopping preferences is the way these have been studied in the form of typologies.

From a perspective grounded in urban sociology, Stone (1954:36) seminally characterised shoppers as (i) economic, or primarily concerned with price; (ii) personalising, with a preference for smaller stores that are less impersonal; (iii) concerned with ethical support for small merchants; or (iv) apathetic, where shopping is perceived as a chore. For Stone (1954:36), each type reflects a "pattern of social characteristics reflecting her position in the social structure of her residential community"; a mechanism for creating social identification that provides differentiation for an individual. Darden and Reynolds (1971:506) found general support for Stone's (1954:36) typology, almost twenty years later.

In their studies of mall shopping associations, Jarboe and McDaniel (1987:50) found demographic variables, shopping behaviour variables, and psychological/attitudinal variables to load relatively independently, according to factor analysis results. The use of clustering methodologies has offered marketing researchers the hope of understanding the few core, or most important aspects of mall shopping. For example, Jarboe and McDaniel (1987:51) stress the findings of their research; that with "regard to shopping behaviour, the most important, or dominant, variable was brand awareness", followed by frequency of mall visits.

Shopping mall behaviour has been theorised as 'patterns' of mall customer behaviour; a consumer 'habitat' from the perspective of ecological theory (Bloch, Ridgway and Dawson, 1994). Retail, as an activity, typically develops according to certain patterns (Blois, Manhachitara and Smith, 2001). One such pattern is agglomeration (Blois et al., 2004). Agglomeration represents the propensity of certain types of stores, which sell similar products or services, to locate together in a certain area (Blois et al., 2001:473).

The American and European pattern of retail development has seen the emergence of superstores and hypermarkets as a 'first wave' of retail development, followed by retail parks as a 'second wave' and by decentralised 'out-of-town' shopping centres, or malls, as a third wave (Blois et al., 2001:473). Unlike agglomerations, malls have been found to be more vulnerable to the influence of recession (Blois et al., 2001:474). South African is expected to follow these trends, but with a time-lag. Historical data from more developed-world contexts is therefore considered relevant to the developing South African context.

The more knowledgeable customers are, the more likely it is that shops will need to take their preferences into account (Blois et al., 2001:476). Customers typically engage in 'comparison shopping' before purchasing (Blois et al., 2001:476), in order to proactively increase their knowledge.

The mix, or portfolio, of shops in a mall needs to be tailored to the preferences of mall shoppers.

Certain shops in a mall act as anchors; because they are well-known they draw customers and lesser-known stores benefit (Pashigian and Gould, 1998). Free-riding can therefore occur; the operators of malls typically try to internalise the externalities associated with free-riding by charging anchor tenants less and lesser-known stores more (Pashigian and Gould, 1998). However, malls can rarely attain profitability by relying on their anchor tenants, but need to develop a specific mix between limited line and speciality stores (Jarboe and McDaniel, 1987:46).

According to Jarboe and McDaniel (1978:46), the following are dominant motives for shopping at malls: (i) gathering information for future shopping; (ii) vicarious experience, or window-shopping; and (iii) enjoyment of the atmosphere. Shopping malls, therefore, typically tailor their strategies to these different motives (Jarboe and McDaniel, 1987:47).

These strategies can include: (i) locating different types of stores in different ways; (ii) adjusting channel policy, or the choice of different types of goods to sell by different retailing methods; and (iii) adjusting retailing techniques, or the way merchandise is displayed in windows; their mode of presentation (Jarboe and McDaniel, 1987:47).

If customers have strong preferences for their favourite brands, or a preference for shopping only at one store, they are typically less sensitive to the collective convenience offered by the mall (Jarboe and McDaniel, 1987:47). Mall consumers are also not passive; they can also influence others through being peer influencers, trend setters, and word-of-mouth advertisers (Jarboe and McDaniel, 1987:47).

Sproles and Kendall (1986:267) classified consumers according to eight decision-making styles: (i) the *perfectionist* or high quality-conscious consumer; (ii) the *brand-conscious* consumer who equates price with quality; (iii) the *novelty and fashion-conscious* consumer; (iv) the *recreational and shopping conscious* consumer; the (v) the *price conscious* or value for money consumer; (vi) the impulsive, or careless, consumer; (vii) the *confused* (through overchoice) consumer that may experience information overload; and (viii) the *habitual or brand loyal* consumer.

Other, more recent, classifications in different contexts have been undertaken according to a wider set of variables, including demographics. Kuruvilla and Joshi (2010:260) found mall shoppers in eight cities in India to group into the following categories: (i) *mall-enthusiasts* who supported all forms of mall activities; (ii) *price conscious shoppers* who support the malls but are typically unhappy with the prices of items in malls; (iii) *traditionalists*, who visit malls moderately regularly; (iv) *disinterested shoppers* who are financially well-off but who are not interested in malls or shopping; (v) *aspirational shoppers* who are constrained by lower levels of disposable income but who aspire to becoming mall enthusiasts; (vi) *student shoppers* who are mostly engaged in window shopping; and (vii) *experience shoppers* who enjoy the experience of a mall but do not spend heavily in malls (Kuruvilla and Joshi, 2010:267).

In the United States (US) context, Shim and Eastlick (1998:153) tested the relationships between mall shopping and (i) self-actualising values (comprising self-respect, sense of accomplishment, security, being well-respected and self-fulfilment) and (ii) social affiliation values (comprising excitement, sense of belonging, and friendly relationships with others). Of these, they found the influence of social affiliation values to be stronger (Shim and Eastlick, 1998:153).

In the United Arab Emirates context, using K-means cluster analysis, El-Adly (2006:941) found six mall attractiveness factors to emerge; (i) *comfort*, which related to security, parking, family need fulfilment, comfortable seating, mall width, cleanliness and interior design; (ii) *entertainment*, which related to promotional campaigns and entertainment programmes, spaces for children, loyalty programmes, and entertainment places for the youth; (iii) *diversity*, which related to types of restaurants, international store branches, a food court and cinemas in the mall; (iv) *mall essence*, which related to the quality of products, prices, variety of stores, and availability of after sale services; (v) *convenience*, which related to the presence of supermarkets, ease of access to the mall and late working hours in the mall; and (vi) *luxury*, which related to the external appearance of the mall and its popularity. For El-Adly (2007:938), post-hoc segmentation that is cluster-based is better for mall preferences research than *a priori*, or demographic variables, because it is developed from "responses within the population" of shoppers. This study follows El-Adly's (2007) suggested approach.

In the US context, Bloch et al. (1994:30) clustered mall shopping responses using a theoretical framework that drew on ecological theory. The first cluster, termed "*Mall Enthusiasts*", purchased more, used the mall more and was more inclined toward experiential consumption (Bloch et al., 1994:33). The second cluster, termed *'Traditionalists'*, engaged in mall-focused activities (such as "looking at mall exhibits, walking in the mall for exercise") yet not browsing, eating or consuming services, despite purchasing relatively heavily (Bloch et al., 1994:33). The third cluster, classified as "*Grazers*', spent above the average on products (including relatively high numbers of impulse purchases) and spent time in the mall eating and browsing (Bloch et al., 1994:33). The fourth cluster, termed '*Minimalists*', were uninvolved in eating, browsing, mall services or socialising activities; they seemed to use the mall under "time constraints and role strain" (Bloch et al., 1994:33).

In the United Kingdom context, Dennis, Marsland and Cockett (2001:221) also found that *post hoc* mall shopper categorisations based on psychographic analysis were more effective than a priori, or demographic, segmentation categories, for modelling shopping behaviour. Using SPSS K-means cluster analysis, Dennis et al. (2001:223) found two dominant clusters to emerge: a '*shops importance motivation'* cluster and a '*service importance motivation'* cluster (Dennis et al., 2001:223). This, and similar, research indicates the importance of segmentation as a tool to understanding what factors are relatively more important for different groups of shopping mall customers. On the basis of the literature reviewed in the above sections, the following hypothesis is offered; that *mall shopping customers differ significantly in their cluster structure in this context*. The testing of this hypothesis is expected to offer insights into how potential segments can be placed into the broader context of trends in the mall shopping segmentation literature and into the context of overarching global changes over time.

On the basis of this analysis, limited recommendations for the operators of malls and retail marketers are made. How malls cater for niche markets can influence their success (Michon and Chabat, 2004:884). Demographic, or *a priori*, factors, such as age, gender and income are also expected to differ in their relationships with different segments. Knowledge of a South African-specific typology of mall shopping motivation is expected to also show to what extent this context differs from other global contexts. The methodology of the study is outlined as follows.

4. Methodology

This study applied a methodology within the postpositivist paradigm (Cresswell, 2003). According to the postpositivist perspective, despite the acknowledgement of an objective reality and causal relationships, evidence is considered to be "always imperfect and fallible" (Cresswell, 2003:7).

In keeping with seminal precedent, maximum heterogeneity sampling was used. Cluster sampling was applied, as Gauteng was segmented by geographical region and an attempt was made to obtain respondents across the province. The sample consisted of 224 respondents. Refusals were unconditionally respected.

The mean age of the respondents was 34 years. Within the clusters, which were geographically prescribed, convenience sampling (Bloch et al., 1994) was used. This study followed the precedent in the literature which seeks to establish post hoc relationships of mall shopping behaviour (Dennis et al., 2001; El-Adly, 2007). K-means clustering was used, with five clusters. The clusters were relatively well balanced in terms of membership (cluster 1=55 individuals (24.7%); 2=53 (23.8%); 3=48 (21.5%); 4=30 (13.5%); 5=37 (16.6%).

The cluster membership table was inspected for outliers with extremely high Euclidean distances which did not reflect the population. One outlier was found, which formed a segment with one case. This category, and the case, was deleted from the analysis. According to the ANOVA table, the variables with the highest Mean Square Error were (i) the variable that relates to having no similar shops close to where a shopper lives and (ii) a preference for reduced congestion and crowding. The variable with the lowest Mean Square Error is the 'convenience of shopping' item. This result suggests that the convenience item is perhaps the strongest basis for differentiation amongst these segments. This supports research that indicates the convenience is a dominant preference for mall shoppers (Jarboe and McDaniel, 1987).

The mall preference variables were obtained using Likert scales. Clustering was used to provide a separation of segments by assigning each individual respondent to a class. Groups of instances were clustered so that segments were similar within the cluster and dissimilar to the instances of other segments. Classes with the same mean but with differing standard deviations can be included in the same segment. The algorithm used for K-means segmentation was based on the identification of the centroid of classes. This algorithm requires a value of k to be chosen, a-priori. According to the K-means tests, clusters were suggested. This method was taken to be an appropriate method for the research design. The descriptive statistics for the mall shopping motivation variables are shown in Table 1. Table 2 reports the final cluster centres. Other descriptive statistics of the sample are reported in Table 3.

Table 1. Descriptive Statistics for Mall Shopping Motivation Variables

VARIABLES	Mean	Median	Std. Deviation	Skewness	Kurtosis
AGGLOMERATION ECONOMIES (AE1)-"It is convenient" (Convenience)	6.33	7	1.05	-2.05	4.99
AE2-"I can compare similar products in shops close to each other" (Comparison)	4.95	5	1.78	-.574	-.665
AE3-"I can get my shopping done faster" (Time Saving)	5.84	6	1.34	-1.22	1.06
ENVIRONMENT (ENV1)- "Due to its pleasant atmosphere" (Atmosphere)	5.7	6	1.39	-1.135	1.184
ENV2- "I like the way in which the shops in this mall are located" (Layout)	5.26	5	1.58	-.596	-.396
ENV3- "There is less congestion and crowds" (Density)	4.68	5	1.78	-.376	-.680
PRODUCTS (PROD1)- "It offers a greater choice of goods and services" (Choice)	5.39	6	1.46	-.79	.116
PROD2-"It offers better quality products than elsewhere" (Quality)	4.63	4	1.562	-.366	-.207
PROD3-"It offers more famous brands than elsewhere" (Brands)	4.26	4	1.712	-.177	-.513
PROD4-"Due to the unique brands offered by retailers" (Unique Brands)	4.5	4	1.719	-.170	-.659
PROD5-"The products are generally cheaper" (Cost)	3.76	4	1.690	-.091	-.698
PROD6-"I always find products I am looking for"(Ease of Search)	5.58	6	1.349	-.971	.631
PROD7-"I can buy a large amount of sale products together" (Cost Volume)	4.35	4	1.894	-.165	-.968
LOCATION (LOC1)-"It is close to my home" (Proximity)	6.08	7	1.506	-1.87	2.939
LOC2-"There are no similar shops close to my home" (Geographic Scarcity)	4.83	5	1.868	.163	.324
MALL REPUTUTATION (MALLREP1) "It is popular in my community" (Community)	4.78	5	1.815	-.369	-.781
MALLREP2-"My friends and family shop here also" (Family and Friends)	4.10	4	1.943	-.058	-1.056
MALLREP3-"Due to the advertisements I have seen of this mall in the media" (Media)	3.26	3	1.871	.338	-1.000
SALES TOOLS (ST1)-"Some of the mall retailers offer credit"(Credit)	3.37	4	2.082	.323	-1.237
ST2-"Some mall retailers provide vouchers, discounts and other offers" (Savings)	3.59	4	2.009	.196	-1.104
ATTITUDES1- "It is the 'norm' to shop in a shopping mall" (Norm)	3.9	4	1.927	-.119	-1.085
ATTITUDES2- "It is 'trendy' and 'cool' to shop in a shopping mall" (Image)	3.76	4	2.063	.077	-1.161

N=224

Table 2. The Final Cluster Centres

VARIABLES	1	2	3	4	5
AGGLOMERATION ECONOMIES (AE1)-"It is convenient" (Convenience)	7	7	6	6	6
AE2-"I can compare similar products in shops close to each other" (Comparison)	4	5	6	5	4
AE3-"I can get my shopping done faster" (Time Saving)	6	6	6	6	5
ENVIRONMENT (ENV1)- "Due to its pleasant atmosphere" (Atmosphere)	5	6	6	6	5
ENV2- "I like the way in which the shops in this mall are located" (Layout)	5	5	6	5	4
ENV3- "There is less congestion and crowds" (Density)	4	5	5	5	4
PRODUCTS (PROD1)-"It offers a greater choice of goods and services" (Choice)	4	6	6	6	5
PROD2-"It offers better quality products than elsewhere" (Quality)	3	5	6	5	4
PROD3-"It offers more famous brands than elsewhere" (Brands)	3	4	6	6	4
PROD4-"Due to the unique brands offered by retailers" (Unique Brands)	3	4	6	6	4
PROD5-"The products are generally cheaper" (Cost)	3	4	6	2	4
PROD6-"I always find products I am looking for" (Ease of Search)	5	6	6	6	5
PROD7-"I can buy a large amount of sale products together" (Cost Volume)	3	4	6	6	4
LOCATION (LOC1)- "It is close to my home" (Proximity)	7	7	6	5	5
LOC2-"There are no similar shops close to my home" (Geographic Scarcity)	4	5	5	5	5
MALL REPUTATION (MALLREP1) "It is popular in my community" (Community)	3	6	6	5	4
MALLREP2- "My friends and family shop here also" (Family and Friends)	3	5	6	3	3
MALLREP3- "Due to the advertisements I have seen of this mall in the media" (Media)	2	3	6	2	4
SALES TOOLS (ST1)- "Some of the mall retailers offer credit" (Credit)	2	4	6	2	4
ST2- "Some mall retailers provide vouchers, discounts and other offers" (Savings)	2	4	6	2	4
ATTITUDES1- "It is the 'norm' to shop in a shopping mall" (Norm)	3	5	5	3	4
ATTITUDES2- "It is 'trendy' and 'cool' to shop in a shopping mall (Image)	2	4	6	3	4

Table 3. Descriptive statistics of the sample

Variable	Mean/Proportion	Standard Deviation	Minimum	Maximum
Age	34.04	11.695	18	64
Gender (Male)*	.34	-	0	1
South African nationality*	.87	-	0	1

*Indicates a binary variable.

5. Results and Discussion

The results of the testing process are now reported and discussed. Recommendations for mall operators that are based on these results are also offered in this section.

5.1 Hypothesis: There is no significant difference in mall shopping preferences by clusters

On the basis of significant differences between the preferences of respondents by cluster (Table 2), the null hypothesis is rejected and the alternative hypothesis is accepted. The significant differences between the segments are discussed as follows.

5.2 Segment 1: 'Low Engagement' Shoppers

Individuals clustered into Segment 1 (24.7% of the sample) reveal a moderate tolerance for crowds and congestion and typically shop at a mall because there are no similar shops close to where they live (Table 2). Their responses indicate a preference for convenience, to be able to get their shopping done more quickly and to typically shop at a mall because it is close to where they live. Across all the clusters, the dominant preference of shoppers is for convenience, and the opportunity for quicker shopping.

For these shoppers it is less of a norm or 'trendy' and 'cool' to shop in a shopping mall but they are moderately interested in being able to compare similar products in shops close to each other, the pleasant atmosphere of a mall, the greater choice of goods or services in a mall and the ease of finding products. However, this segment seems to be less responsive to advertisements of the mall in the media and have less interest in credit, vouchers, discounts and other offers. Mall shoppers are not passive; they can influence others as peer influencers, trend setters and word-of-mouth advertisers (Jarboe and McDaniel, 1987:47); media advertising investments in this sector might need to be more specific in the areas that they target, lest advertising expenditure returns are not effective.

Firms that better match the needs of customers can strengthen customer loyalty (Roberts-Lombard, 2011), but this match needs to be communicated; a focus on the preferences of customers might make this process more effective, particularly for segments such as this one that report a lower likelihood of being responsive to mall advertising. Because malls might find this segment (together with Segment 4) less responsive to marketing messages these segments might offer a lower return on advertising expenditure.

Chi Squared results indicate these individuals to be more likely to also frequent flea markets (7.015;p<.008) and the city (6.153;p<.046) but not typically to shop online (.453;p<.501). Individuals within this cluster, however, report dissatisfaction with the congestion (6.631;p<.01) and inconvenience (5.655;p<.017) in the city, but not with crime. It is possible that malls might benefit from targeting this segment through further investigation of what in particular attracts this segment to city shopping. City shopping might compete with malls shopping for this segment. Street trading in the Johannesburg inner city has been found to be associated with retail-related capital investments (Callaghan and Gwatidzo, 2013), particularly in clothing and footwear (Callaghan, 2012). Mall operators might be likely to face some degree of competition in these areas for this segment.

Respondents in this segment did not typically indicate that they also shopped regularly at another mall or that they shopped for any particular category of products in a mall other than for cinema (4.243;p<.039). This might suggest that cinema advertising might reach this market disproportionately more than other segments. Although individuals in this segment indicate that they did not typically shop online, they did indicate that they use locally based internet shopping sites. Individuals in this segment are significantly more likely to be female (81%), and to have a motor vehicle (5.598;p<.018).

According to the Kendall Tau point biserial tests, individuals within this segment are also found to report being significantly less likely to prefer famous brands (.247;p<.0001), popular brands (.251;p<.0001), expensive brands

(.251;p<.0001) or quality brands (.204;p<.001). Age is not significantly associated with this category.

These individuals are found to report spending significantly less per day (-.182;p<.003) and at month ends (-.225;p<.0001). This market segment is therefore categorised as '*Low Engagement Shoppers'* due to their lower reported mall shopping spending which differentiates them from the other segments. It is possible that this segment to some extent conforms to Kuruvilla and Joshi's (2010:267) 'experience' shoppers, who are responsive to, and enjoy, mall shopping, but do not spend heavily in malls.

5.3 Segment 2: 'Mean' Oriented Shoppers

Individuals clustered into Segment 2 (23.8% of the sample) report a moderate preference for malls that offer famous brands, unique brands and cheaper shopping opportunities. The brand-awareness of these shoppers seems to be broadly aligned with Jarboe and McDaniel's (1987:47) brand awareness indicator categorisation.

This segment reflects a preference for convenience and the opportunity for quicker shopping. This result suggests that this context shares similarities with the Middle Eastern context, where convenience is a key differentiator of mall shopper segments (El-Adly, 2007:936). Respondents falling into this category also tend to report shopping at a mall because it is close to where they live and because of its pleasant atmosphere. These are preferences that are largely present across all the cluster segments. This segment differs from the first cluster in that respondents indicate a higher, yet moderate preference for credit and the availability of vouchers and other forms of discounts. This segment might also be less responsive to mall advertising.

These shoppers are moderately likely to prefer large amounts of sale products together, and the provision of credit, vouchers, discounts and other offers. These shoppers also seem to be fall onto the moderate category of Stone's (1954:36) economic-oriented shopper type, and on Kuruvilla and Joshi's (2010:260) price-conscious category type.

Unlike respondents in Category 1, who indicate a very low preference to shop at a mall because it is 'trendy' or 'cool', individuals falling into this category reflect in a moderate preference in this regard. Individuals within this category are found to be significantly less likely to shop in the city centre, due to safety issues.

Individuals within this category were significantly more likely to be male (5.708;p<.017) than those outside the category, even though females are a majority in this segment (52.8%) and within the entire sample (66.4%). Malls seeking to target male customers might benefit from targeting this segment due to its relatively higher male representation, notwithstanding the majority female composition of the segment. According to the Kendall Tau tests, individuals in this segment do not indicate any preference for favourite, popular, advertised, expensive or quality brands. These individuals are also found to not be likely to be dominated by any age group, and are not found to spend significantly less or significantly more than those outside of the segment. Other than the higher ratio of male shoppers in this segment, perhaps what characterises this segment of the mall shopping market are the moderate responses of its members to most of the tested items. Due to the relatively high number of responses that are close to the 'mean', individuals within this category are termed '*Mean Oriented Shoppers'*.

5.4 Segment 3: 'Brand' Oriented Shoppers

Individuals clustered into Segment 3 (21.5%) indicate a preference for malls that offer famous brands, unique products and that have advertisements in the media. The preferences of this segment reflect the importance that mall consumers typically place on brands (Jarboe and McDaniel, 1987:47), and products (Bloch et al., 1994:31). This segment, however, contests the predictions of Jarboe and McDaniel (1987:47); that consumers with strong preferences for their favourite brands will be less concerned with the convenience of shopping in a mall. As previously indicated, a preference for convenience is present across all the segments.

These shoppers also indicate a preference for credit, vouchers, discounts, other offers, and to shop at a mall where friends and family also shop. This latter characteristic is shared by segment two, but this characteristic differentiates these two categories from the others. These shoppers might conform to Bloch et al.'s (1994:33) component category of mall shoppers that are motivated by social or affiliation benefits.

These individuals also prefer quicker shopping, the pleasant atmosphere of a mall, being able to find products, and the proximity of the mall to where they live. What seems to stand out for this segment are their preferences for all the indicator items.

According to the Chi Squared tests, these shoppers are found to be significantly more likely to also report shopping also at flea markets, but not online (although this association is just outside of the five percent level of significance p<.074).

Although individuals in this segment report not typically shopping online, they do report using international internet shopping sites (6.336;p<.012). These respondents do not report shopping in the city centre. Malls might not be in competition with the offerings of the city centre for this segment. City centre safety and congestion are not reported to be problematic for this group, yet the inconvenience of city shopping is. Individuals in this segment are less likely to own a motor vehicle (5.424;p<.02). Individuals within this segment are found to be significantly more likely to report a preference for purchasing favourite brands (.302;p<.0001), popular brands (.342;p<.0001), advertised brands (.402;p<.0001), expensive brands (.371;p<.0001) and quality brands (.232;p<.0001). This segment might be taken to perhaps conform to Bloch et al.'s (1994:31) differentiation of shoppers by product purchases as a criterion of segmentation, and more specifically by their preference for 'upmarket' products or brands. This segment is classified as '*Brand Oriented'* as this may primarily differentiate it from the other categories. No specific age group seems to dominate this segment. To the extent that these shoppers might prioritise brands and quality, they may conform to Sproles and Kendall's (1986:268) brand-conscious and quality-conscious types of consumer. Although individuals in this segment do not report spending more per day (.111;p<.071), they do report spending significantly more than those outside the segment on month ends (.172;p<.004). Interestingly, with the exception of this segment and Segment 4, none of the segments were found to indicate a positive preference for quality products or services in the cluster analysis; which according to Sproles and Kendall's (1986:268) typology of decision-making styles is one of eight styles of shopper decision making. These respondents seem to also correspond to the category of 'mall enthusiasts' identified by Kuruvilla and Joshi (2010:267) and Bloch et al. (1994:31). In the South African retail context, where many retail operations rely on financial bootstrapping methods to make ends meet (Fatoki, 2014), this segment might offer significant rewards to those that target it. The lack of price-sensitivity for this segment may suggest that this cluster may be showing signs similar to the Chinese context, in which over time certain consumers are becoming less price-sensitive (Wong, Lu and Yuan, 2001:76). Further research is recommended in order to identify trends in the growth of identified mall shopping market segments.

5.5 Segment 4: 'Utilitarian' Oriented Shoppers

Mall shoppers in Segment 4 (13.5%) are found to have a preference for convenience, quicker shopping, and all the preference items except for those that relate to family and friends, mall advertisements, credit offered and the presence of discounts and other offers. These shoppers are also less likely to indicate that they shop at a mall because it is a 'norm' and because it is 'trendy' and 'cool.

According to the Chi Squared tests of association, shoppers in this segment are significantly more likely to report visiting one shop only when looking for items (6.337;p<.012). This might suggest that they are less likely to window-shop when in a mall. This segment is also found to report a preference for shopping for movies, or cinema, in a mall (4.327;p<.038). Individuals within this segment report not shopping online at all.

Individuals in this segment are found to be significantly less likely to report a preference for purchasing advertised brands (.225;p<.0001) but more likely to report a preference for quality brands (.126;p<.039). No particular age group is found to dominate this segment, and spending is not significantly higher or lower than the rest of the sample outside this segment. On the basis of the dominance of only convenience and the moderate preferences of this segment in other areas, individuals in this segment are classified as '*Utilitarian*' Oriented Shoppers.

5.6 Segment 5: 'Ascetic' Oriented Shoppers

Individuals categorised as members of Segment 5 (16.6% of the sample) are found to have a relatively high preference for convenience, a quicker shopping experience, a pleasant atmosphere, a greater choice of goods and services, the ability to find items in the mall, and the proximity of a mall to one's residence. These individuals are found to have a moderate preference for all the other mall preference items except for the 'friends and family also shop here' item, which is the lowest scored item for this segment. These shoppers seem to fall into the lower levels of Bloch et al.'s (1994:33) component category of mall shoppers that are motivated by social or affiliation benefits. This dimension is used to classify this segment in terms of its differences from other segments. Individuals within this cluster are classified as '*Ascetic*', primarily because of their low preference for friends and family shopping. Although this is a classification based on a 'low' or 'negative' aspect of the cluster, it is one of a very few differentiation criteria, and it is therefore used.

According to the Chi Squared tests of association, individuals in this cluster segment are found to be significantly less likely to report a preference to buy food in a mall (4.255;p<.039), but to not use internet shopping at all or to shop in the city centre (particularly because of the atmosphere of the city).

According to the Kendal Tau tests, individuals in this segment are significantly less likely to prefer favourite brands and quality brands. Individuals in this segment are also typically not significantly older or younger than the rest of the sample. They are also found to not spend significantly more or less than the rest of the sample.

Age and gender are not primary differentiators of clusters in the tested respondents. The typologies of mall shopping in this context seem to not conform to findings in the contemporary context in India, where demographic factors are an important basis for segmentation (Kuruvilla and Joshi, 2010:260). These segments identified in this study conform to Dennis et al.'s (2001:221) predictions; that *a priori* demographic factors seem to be less effective at identifying differences between these segment than *post hoc* mall preference factors, notwithstanding the demographic differences that are present in the South African context (Tustin and Strydom, 2006:48)

6. Conclusions

The objective of this paper was to investigate differences between groups of mall shopping customers. In the previous section, the results were reported and discussed. Certain recommendations were also offered for mall operators. In this section the conclusions of the study are offered.

Five different types of shoppers were found to differ by virtue of their mall preferences and individual characteristics. Cluster 1 comprises shoppers that are relatively less likely to prefer branded goods, are more likely to shop in the city centre, and report spending significantly less in mall shopping; individuals in this segment were classified as 'Low Engagement' Shoppers. Cluster 2 comprises shoppers that are more likely to have a higher ratio of male to females and to fall close to the mean, or median, on tested shopping preferences. Individuals within this group were therefore classified as 'Mean Oriented' Shoppers. Cluster 3 comprises shoppers that spend significantly more money in malls, and who have a relatively high interest in branded products. Individuals in this cluster were termed 'Brand' Oriented Shoppers. Malls might benefit most by targeting this segment due to its higher levels of mall spending. Cluster 4 shoppers were found to only have a high preference for convenience-related items and a moderate preference for most other items. Individuals in this segment were classified as 'Utilitarian Oriented' Shoppers. Cluster 5 comprises shoppers that are differentiated from the rest of the sample by their low preference for friends and family in mall shopping, and relatively low preferences for favourite and quality brands. Individuals within this cluster were termed 'Ascetic Oriented' Shoppers.

Further research is recommended, in order to explore the causal mechanisms that underpin these relationships, as statistical cluster analysis cannot ascribe causality; it can only identify differences between segments. This paper may offer a starting point for further investigations of these emerging segments of mall shopping preferences.

Because shopping malls may be more vulnerable to recessions and the effects of cyclical market behaviour (Blois et al., 2001), it is recommended that further longitudinal research be conducted. Further longitudinal research into the change in these segments is recommended, as changes in shopping segmentation in South Africa are expected to be continuous in such a dynamic context of development and change.

References

Bloch, P. H., Ridgway, N. M., & Dawson, S. A. (1994). The Shopping Mall as Consumer Habitat. *Journal of Retailing*, 70(1), 23-42.

Blois, K., Mandhachitara, R., & Smith, T. (2001). Retailing in Bankok: an intriguing example of agglomeration. *International Journal of Retail & Distribution Management*, 29(10), 472-479.

Callaghan, C.W. (2012). The Effect of Financial Capital on Inner-City Street Trading. *Journal of Economic and Financial Sciences*, 5(1), 83-102.

Callaghan, C.W., & Gwatidzo, T. (2013). The Potential Financial Upliftment of Inner-City Street Traders through the provision of Rental Stands. *Journal of Economic and Financial Sciences*, 6(3), 611-630.

Cresswell, J. W. (2003). *Research Design. Qualitative, quantitative and mixed methods approaches*. 2nd Edition. Thousand Oaks: Sage.

Darden, W. R., & Reynolds, F. D. (1971). Shopping Orientations and Product Usage Rates. *Journal of Marketing Research*, 8, 505-8.

Dennis, C., Marsland, D., & Cockett, T. (2001). The mystery of consumer behaviour: market segmentation and shoppers' choices of shopping centres. *International Journal of New Product Development and Innovation Management*, 3(3), 221-237.

El-Adly, M. I. (2007). Shopping malls attractiveness: a segmentation approach. *International Journal of Retail & Distribution Management*, 35(11), 936-950.

Fatoki, O. (2014). The Financial Bootstrapping Methods Employed by New Micro Enterprises in the Retail Sector in South Africa. *Mediterranean Journal of Social Sciences*, 5(3), 72-80.

Hong, H. & Koh, A. (2002). Benefit Segmentation of the Korean Female Apparel Market: Importance of Store Attributes. *Clothing and Textiles Research Journal*, 20(4), 205-214.

Hu, H. & Jasper, C. (2004). Men and women: A comparison of shopping mall behaviour. *Journal of Shopping Center Research*, 11(1), 113-131.

Jarboe, G. R., & McDaniel, C. D. (1978). A profile of Browsers in Regional Shopping Malls. Academy of Marketing Science. 15(1), 46-53.

Jarboe, G. R., & McDaniel, C. D. (1987). A Profile of Browsers in Regional Shopping Malls. *Journal of the Academy of Marketing Science*, 15(1), 46-53.

Kuruvilla, S. J., & Joshi, N. (2010). Influence of demographics, psychographics, shopping orientation, mall shopping attitude and purchase patterns on mall patronage in India. *Journal of Retailing and Consumer Services*, 17, 259-269.

Ligthelm, A. A. (2008). The impact of shopping mall development on small township retailers. *South African Journal of Economic and Management Sciences*, 11(1), 37-53.

Maponya Mall. (2013). *What's On! Johannesburg. Maponya Mall*. [Online] Available:
http://www.whatson.co.za/venue.php?venue=412&name=Maponya%20Mall (June 10, 2013)

Michon, R., & Chebat, J. (2004). Cross-cultural mall shopping values and habitats. A comparison between English- and French-speaking Canadians. *Journal of Business Research*, 57, 883-892.

Nicholls, J. A. F., Li, F., Kranendonk, C.J., & Roslow, S. (2002). The seven year itch? Mall shoppers across time. *Journal of Consumer Marketing*, 19(2), 149-165.

Park, E. J., Kim, E. Y., & Forney, J. C. (2006). A structural model of fashion-oriented impulse buying behaviour. *Journal of Fashion Marketing and Management*, 10(4), 433-446.

Pashigian, B. P., & Gould, E. D. (1998). Internalizing Externalities: The Pricing of Space in Shopping Malls. *Journal of Law and Economics*, 41(1), 115-142.

Roberts-Lombard, M. (2011). Customer retention through customer relationship management: The exploration of two-way communication and conflict handling. *African Journal of Business Management*, 5(9), 3487-3496.

Schwartz S. H. (2007). *Chapter 7. A proposal for Measuring Orientations across Nations*. [Online] Available: http://www.europeansocialsurvey.org/index.php?option=com_docman&task=doc_view&gid=126&Itemid=80. (November 10, 2011).

Shim, S., & Eastlick, M. A. (1998). The Hierarchical Influence of Personal Values on Mall Shopping Attitude and Behavior. *Journal of Retailing*, 74(1), 139-160.

SouthAfrica.info (2013). *South Africa 'two-thirds urbanised'*. [Online] Available: http://www.southafrica.info/news/urbanisation-240113.htm (July 20, 2013)

Sproles, G. B., & Kendall, E. L. (1986). A Methodology for Profiling Consumers' Decision-Making Styles. *The Journal of Consumer Affairs*, 20(2), 267-279.

Stone, G. P. (1954). City Shoppers and Urban Identification: Observations on the Social Psychology of City Life. *American Journal of Sociology*, 60(1), 36-45.

Tauber, E. M. (1972). Why do people shop? *Journal of Marketing*, 36(4), 46-49.

Tustin, D. H., & Strydom, J. W. (2006). The potential impact of formal retail chains' expansion strategies on retail township development in South Africa. *Southern African Business Review*, 10(3), 48-66.

Urban, B. (2006). Entrepreneurship in the rainbow nation: effect of cultural values and ESE on intentions. *Journal of Developmental Entrepreneurship*, 11(3), 171-186.

Wesley, S., LeHew, M., & Woodside, A. G. (2006). Consumer decision-making styles and mall shopping behaviour: Building theory using exploratory data analysis and the comparative method. *Journal of Business Research*, 59, 535-548.

Wong, G. K. M., Lu, Y., & Yuan, L. L. (2001). SCATTR: an instrument for measuring shopping centre attractiveness. International Journal of Retail & Distribution Management, 29(2), 76-86.