

Interaction Between Demographic Profile of Shoppers, Their Behaviour, and Mall Factors : Evidences from a Shopping Mall in South Africa

* *Ajay K. Garg*
** *Yakeen M. Atwaru*

Abstract

This study examined the interplay between demographic profiles of shoppers, mall factors, and behavioural variables, namely frequency of visit, time spent, and money spent. Data were collected from 250 respondents via an anonymous survey method at a shopping mall in South Africa and were analyzed quantitatively using a range of statistical analyses. The key findings of the study are that patrons frequenting suburban malls in the largest numbers were typically young, black, women, married, were in the income bracket of R30000.00 - R39000.00, were working professionals, had a tertiary qualification, lived within two kilometres from the mall, visited the mall several times a week, spent between 1-2 hours at the mall, and spent between R100 – R500 at the mall during each visit. The study further revealed that most of the demographic variables had a statistically significant relationship with frequency of visit and money spent at the mall, while time spent was positively related to gender and marital status. Gender, age, educational level, and dwelling distance were the differentiating demographic factors towards hedonic mall factors (convenience and variety). On the other hand, income was the only demographic variable that showed a differentiating behaviour for the hedonic factor namely, ambience. The study contributed to examine the interplay between mall factors, demographic factors, and behavioural variables.

Keywords : mall factors, shoppers, demographic profile, behavioural variables, South Africa

Paper Submission Date : March 11, 2017 ; Paper sent back for Revision : September 1, 2017 ; Paper Acceptance Date : October 11, 2017

Although shopping malls have been in existence around the world for decades, the amount of scholarly literature available on shopping malls is extremely limited (Majumdar, 2005). Furthermore, in spite of boom in this retail format, very little is known about the South African suburban mall shoppers in terms of their consumer behavioural patterns. It would, therefore, be interesting to understand who these mall shoppers are, what motivates them, and in particular, what factors draw them to the malls, and what impact it has on their consumer behavior ? As a result, the purpose of this study was to profile the suburban mall shoppers in terms of their demographic characteristics, and to gain an understanding of the key factors that mall managers employ to attract these shoppers to their suburban shopping malls, and how it impacts on their consumer behaviour.

Literature Review

Literature has shown that shopping malls have been in existence for approximately 400 years (Brunton, 2008) and

* *Professor (Corresponding Author)*, TUT Business School, 159 Naan Sita School, Pretoria, South Africa. E-mail: Gargak@tut.ac.za ; ak20055@yahoo.co.in

** *Director*, National Department of Water and Sanitation, Pretoria, South Africa. E-mail: yakeenatwaru@gmail.com

Note : The contribution between first and second author in this paper is 60:40.

continue to grow at an alarming rate, particularly in South Africa (Prinsloo, 2013), even though South Africa is regarded as a developing nation. Researchers (for example, Venter & Dhurup, 2005) are in agreement that due to the stiff competition that shopping malls face, malls need to continually reinvent themselves in order to build excitement and maintain consumer patronage patterns. Hence, recent trends indicate that mall managers are making substantial investments in creating and improving entertainment elements to the malls.

Various models have been developed to describe relationships between mall characteristics, shopper typologies, and patronage patterns. These include Huff's retail gravitational model (1964), Byrne's reinforcement - affect model of interpersonal attraction (1971), Mehrabian and Russell's stimulus - organism - response (SOR) framework (1974). These models focused on behavioural learning aspects and applied it to a mall setting by including customers' subjective preferences for certain stores in a mall, and thus were unable to explain the phenomenon of recent development whereby large malls with a greater number of stores were not necessarily more attractive than malls with smaller stores. Models during later years described various factors influencing consumer preference for shopping malls. The model on 'factors influencing consumer's preference towards shopping malls' derived by Swamynathan, Mansurali, and Chandrasekhar (2013) as well as the mall store loyalty model derived by Majumdar (2005) put forward factors that were similar, for example, ambience, store amenities, quality, etc. These models appear to be useful models to understand mall patronage. However, the mall store loyalty model differs slightly insofar as the factors that lead to shopping mall loyalty ultimately lead to store loyalty. In other words, the study was done from the point of view of the store.

Variables that influence mall patronage include situational and non-situational variables. Non-situational variables are personal variables which affect a person's attitude and behaviour towards shopping. For example, Kuruvilla and Joshi (2010) studied customer's attitude to the malls ; Bloch, Ridgway, and Dawson (1994) ; Devgan and Kaur (2010) ; Kang, Kim, and Tuan (1996) focused on demographic variables and mall shopping. Gender differences and shopping behaviour was researched by Kuruvilla, Joshi, and Shah (2009) ; Baker and Wakefield (2012) ; Hu and Jasper (2004) ; and Pattanaik, Mishra, and Moharana (2017). Age as a factor in mall patronage was studied by Haytko and Baker (2004) ; Massicotte, Michin, Chebat, Sirgy, and Borges (2011) ; Leinweber (2001), Hu and Jasper (2007) ; while Kang et al. (1996) conducted a study of mall shoppers based on ethnicity. Pattanaik et al. (2017) found age as one of the most important factors influencing consumer shopping behaviour. Nandi and Pattanayak (2015) found that amongst various demographic factors, only age had an impact on brand loyalty.

Situational variables, on the other hand, relate to the mall's physical surroundings, for example, lighting ; social surroundings, for example, presence of family and friends ; temporal perspective, for example, time of day ; task definition, for example, intent to shop for an item ; and antecedent states, for example, anxiety. In this category, serviscapes or mall atmospherics are important factors which influence patronage patterns for mainly hedonic shoppers. These include ambience, music, aroma, lighting, temperature and air quality, aesthetics, layout, variety, signs, symbols and artefacts, cleanliness, and social factors. Researchers in situational variables category include Kotler (1973) ; Shashikala and Suresh (2013) ; Zhuang, Tsang, Zhou, and Nicholls (2006) ; Baker (1998) ; Turley and Milliman (2000), etc.

Yousaf, Arora, and Gupta (2015) suggested that atmosphere was an important dimension to evaluate any shopping mall. Furthermore, they found that the image of a mall, number of events organised, promotional schemes and discounts offered at the mall are factors that customers value. Mall accessibility and mall amenities are two additional factors in this category. Distance and crowding of retailers in a shopping mall are the variables that impact mall accessibility, while entertainment factors are variables that influence the mall amenities.

It was also found by Kimball (1991) that utilitarian shoppers are task orientated and are mainly driven by convenience factors. Therefore, the factors that appeal to utilitarian shoppers can be regarded as utilitarian factors. On the other hand, Rajagopal (2009) found that ambience factors and architecture features triggered positive emotional reactions with hedonic shoppers and could attract these types of shoppers to shopping malls. Therefore, the factors that appeal to hedonic shoppers can be regarded as hedonic factors. Kesari and Atulkar (2016) showed

Table 1. Utilitarian and Hedonic Factors which Attract Consumers to Shopping Malls

Utilitarian Factors	Hedonic Factors
Variety of stores to choose from	Ambience and Aesthetics
Distance / Location	Air Quality and Temperature
Parking Facilities	Background Music and Aroma
Convenience of a "one stop" shop	Temperature and Air Quality
Mall Facilities like Escalators, Elevators, Restrooms, Seating Area, Kiosks, Banks, Post office, Pharmacy	Physical Infrastructure (Architectural Design, Visible Signs, Artefacts)
Monetary Savings	Layout, Size, and Density
Customised Products	Safety and Security
	Cleanliness
	Entertainment
	Food Courts
	Social Experience / Social Status

that the values perceived by the customer at a shopping mall were influenced by various factors of utilitarian shopping values (monetary savings, convenience, and customised product) and hedonic shopping values, that is, entertainment and social status, etc. Therefore, the key utilitarian and hedonic factors are summarized in the Table 1.

Demographic variables play an important role in understanding mall patronage patterns, as demographics influence spending habits (Bloch et al., 1994 ; Devgan & Kaur, 2010 ; Kang et al.,1996; Kuruvilla & Ranjan, 2008). These researchers found compelling evidence to suggest that men shoppers are predominantly utilitarian shoppers, whilst women shoppers display predominantly hedonic characteristics. Women were reported to perceive more social benefits (Koivisto & Hamari, 2014). In addition, it was found that adult shoppers are mainly utilitarian in nature, whilst teenage shoppers and mature shoppers are mainly hedonic in nature. Chung (2015) reported that hedonic shopping behaviour was stronger than utilitarian factors at airport shopping. However, mature consumers can also display utilitarian motivation due to the convenience factors that appeal to them.

Research has demonstrated that non-situation variables, for example, demographics and shopping orientation play an important role in mall patronage. It has been shown that the majority of the factors which have been confirmed through the previous studies as factors that attract customers to shopping malls can actually be aggregated into two categories, that is, utilitarian factors versus hedonic factors. It was discussed that utilitarian factors relate to task orientation and convenience, whilst hedonic factors relate to emotional dimensions of shopping. The recent trends are that malls are investing substantially to create factors that appeal to hedonic shoppers - entertainment, food courts, cinemas, etc., in order to improve patronage patterns. Finally, gender and age as attributes in mall patronage revealed that males and adult shoppers tend to display utilitarian behaviour whilst females, teenagers, and mature shoppers tend to display hedonic shopping behaviour.

The Table 2 summarizes the demographic characteristics of hedonic and utilitarian shoppers :

Table 2. Demographic Characteristics of Utilitarian and Hedonic Shoppers

Demographic Characteristics	Utilitarian Orientation	Hedonic Orientation
Gender	Male shoppers	Female shoppers
Age	Adult shoppers	Teenage shopper; mature shoppers
Employment	Full time	Part-time

Source: Adapted from Kang, Kim, and Taun (1996)

The literature shows that knowledge on the mechanisms through which consumer's mall shopping behaviours are shaped is far from being complete. The question still remains : What are the key factors that attract customers to suburban shopping malls and how do these factors influence consumer behaviour? Accordingly, this study focused on the interplay between the demographic profile of shoppers and mall factors & their behaviour. Specific objectives and detailed research design are discussed in the next section.

Objectives of the Study

This study attempts to answer the following questions: Who are the patrons who visit suburban malls and what are the key factors that draw them to malls ? What are the variables that influence consumer behaviour ? Do some mall factors appeal to shoppers more than others and are there any differences in consumer behaviour based on demographic characteristics of shoppers ? A study of this magnitude and scope has not been conducted from a suburban retail mall perspective in South Africa as yet. The following specific objectives are studied :

(i) Objective 1 - Identification of the key market segments in terms of customer's demographic characteristics that frequent suburban shopping malls : The purpose of this objective is to gain an understanding of the makeup of shoppers' demographic profiles and determine the dominant shopper profiles as well as their consumer behaviour patterns.

(ii) Objective 2 - To establish relationships which may exist between shoppers' demographic variables and their behavioural variables : The purpose of this objective is to determine whether significant relationships exist between the shoppers' demographic characteristics and their consumer behaviour patterns (i.e. amount of money spent, time spent, and frequency of mall visits) as well as to test the strength of these relationships in instances where they have been found to be significant.

(iii) Objective 3 - Identification of the key utilitarian and hedonic factors that attract consumers to suburban shopping malls : The purpose of this objective is to identify the key mall factors as well as mall variables chosen by shoppers based upon their Likert-type scale scores and to classify them as utilitarian or hedonic mall factors as uncovered by previous studies.

(iv) Objective 4 - To establish the relationships that exist between mall factors and shoppers' demographic characteristics : The purpose of this objective is to determine if there are any differences in the attractiveness of mall factors (Convenience, Variety, Ambience, Physical Infrastructure, and Social Experience) when compared with demographic variables of the shoppers.

(v) Objective 5 - To study the relationships which may exist between demographics, mall factors, and shoppers' behavioural variables : The purpose is to identify any correlation that may exist between demographics, mall variables, and mall factors with consumer behaviour (i.e. behavioural variables, i.e., amount of money spent, time spent, and frequency of mall visits).

Research Design

One of the largest shopping malls in Pretoria, South Africa was considered for this study. This mall is referred as a fully enclosed, regional community shopping centre which offers convenient shopping hours and has free parking available to its patrons. Its retail floor space covers 50,723 m² and comprises of parking facilities for approximately

2700 vehicles. It is anchored by house named brands like Pick n Pay, Woolworths full-line store, Edgars, Mr Price Home, Game, etc. There is a good selection of restaurants, from Maxi's, Wimpy, Tarana, Mimmo's, Mugg & Bean, Cappuccinos, Kung-Fu Kitchen, and Ocean Basket to cater to a variety of shopper's tastes. In addition, the presence of eateries offer variety and value - all in one retail space. In terms of the demographic characteristics of the shoppers, the mall receives a footfall of approximately 5,00,000 patrons per month. There are approximately 28,000 households residing around the mall which belong to the medium to high income bracket (R11000 - R40000 + per month). The typical shopper has an average age of 40 years and a household income of approximately R30000 per month.

↳ **Sample Size :** The population size of patrons to the mall under consideration is difficult to determine as they not only comprise of people living in the surrounding suburbs, but also include customers who may be on holiday,

Table 3. Variables Used in the Study

Type	Variables	Indicator Questions	Source
Demographic Variables /	1. Gender	What is your gender?	Kuruvilla & Ranjan (2008)
	2. Age	What is your age bracket?	Haytko & Baker (2004), Leinweber (2001), Lee (1997)
Market Segments	3. Income Level	What is your income bracket?	Lee (1997), Singh & Sahay (2012)
	4. Occupation	What is your occupation?	Devgan & Kaur (2010)
	5. Educational Level	What is your educational level?	Devgan & Kaur (2010)
	6. Marital Status	What is your marital status?	Devgan & Kaur (2010)
	7. Racial Denomination	What is your racial denomination?	Kang, Kim, & Tuan (1996)
	8. Dwelling Distance from Mall	How far is your residence from the mall?	Dennis, Marsland, & Cockett (2002)
Behavioural Variables	1. Frequency of Mall Visit	How often do you visit the mall?	Kuruvilla, Joshi, & Shah (2009)
	2. Time Spent at the Mall	How much time do you spend at the mall during a visit?	Kuruvilla, Joshi, & Shah (2009)
	3. Money Spent at the Mall	How much money do you spend at the mall?	Kuruvilla, Joshi, & Shah (2009)
Utilitarian Variables	1. Location / Distance	Its close location to my residence.	Dennis, Marsland, & Cockett (2002)
	2. Ample Free Parking	Lots of free parking space.	Ammani (2013)
	3. Convenience of a "One-Stop" Shop	The convenience of many stores under one roof, e.g. banks, post offices, pharmacy, clothing, groceries etc. The efficient distance and time taken between the different stores that enable me to visit various stores in one trip.	Ammani (2013)
	4. Variety of Stores to Choose From	The variety of similar stores the mall has to offer e.g. Pick n Pay, Woolworths, Game, Clicks. Variety of fast food options. Variety of amenities and entertainment options.	Ammani (2013)
	5. Mall Facilities	Mall facilities that enhance convenience e.g. escalators and elevators. Mall facilities that ensure comfort e.g. restrooms and seating areas. Mall facilities that provide information e.g. information kiosks and notice boards.	Ahmed, Ghingold, & Dahari (2007)
	6. Quality of Products Sold	Quality of products sold at the stores in the mall. Quality of food sold at the food court. Quality of the amenities and entertainment facilities.	Ammani (2013)

contd. on next page

Hedonic Variables	1. Ambience and Aesthetics	The ambience and setting of the mall. Adequate lighting of the mall and its accompanying stores.	Kang, Kim, & Tuan (1996)
	2. Air Quality and Temperature	Comfortable air temperature. Good air quality of the mall.	Bitner (1992)
	3. Background Music and Aromas	Relaxing background music. Pleasant aromas within the mall.	Bitner (1992), Lee & Rao (2010)
	4. Layout, Size, and Density	Layout of the stores and amenities within the mall space. The size of the mall is suited to my needs. Density of the mall, that is, the adequate number of stores and amenities within the mall space.	Kumar, Garg, & Rahman (2010)
	5. Safety and Security	Safety provisions at the mall. Visual presence of security within the mall.	Milliman (1982), Mitchell, Kahn, & Knasko (1995)
	6. Cleanliness	Cleanliness of the mall amenities e.g. entertainment areas and restaurants. Cleanliness of the mall facilities e.g. restrooms. Cleanliness of the mall stores, banks etc.	Wakefield & Baker (1998)
	7. Entertainment	Presence of movie cinemas for entertainment. Entertainment facilities for kids e.g. kids rides and slides. Presence of entertainment in the form of exhibits and a open air setting with seating areas and a fountain centre-piece.	Lucas (2003)
	8. Food Courts	Opportunity to buy fresh meals from the food courts whilst at the mall. Ability to visit the variety of restaurants at the mall.	Haynes & Talpade (1997)
	9. Quality of Service	Quality of service I receive from the stores in the mall. Quality of service I receive from the amenities e.g. banks, pharmacy, post office, car wash. Quality of service I receive when I buy fast food from the food courts.	Kang, Kim, & Tuan (1996)
	10. Social Experience	Opportunity to go on a social outing with my family. Opportunity for a social outing with friends. Opportunity for a brief get-away with good company.	Kang, Kim, & Tuan (1996)

originating from other parts of the province or country, or people passing through the area who may visit the mall. Based on data from reliable sources, the mall is patronized by approximately 5,00,000 people per month. According to MacCullum, Zhang, Hong, and Widaman (1999), the guideline followed was a sample size of *100 = poor, 200 = fair, 300 = good, 500 = very good and recommended*. Therefore, based on this recommendation, data was collected from respondents until 250 (257 in total) valid responses were obtained. This sample was obtained by approaching willing patrons within the confines of the mall. The study was conducted during the last quarter of 2015.

The respondents participated in the study using a questionnaire. The questionnaire was designed based on previous studies, and the variables used in the questionnaire are shown in the Table 3. Four types of variables were used to collect data namely: demographic variables, behavioural variables, utilitarian variables, and hedonic variables.

The data were collected based on categorical scales, which included gender, age, marital status, income status, educational level, occupation, racial denomination, dwelling distance from the mall, frequency of mall visits,

amount of money spent at the mall, and time spent at the mall during each visit. A 4 - point Likert-type scale was used to gauge the shopper's affinity for the various mall variables and factors.

Pilot testing was done to refine the questionnaire. Specific issues related to the identity of the respondents and confidentiality of the information collected was addressed in the cover letter of the questionnaire that was given to the respondents. Every effort was made to ensure confidentiality and anonymity as the survey conducted was an anonymous survey.

The data were analyzed using descriptive statistics (i.e. means, standard deviation, variance), Pearson's chi square test for significance of association, Fischer's exact test, Cramer's V test to test the strength of relationships, *F* - tests, Student's *t* - tests, and Single Factor ANOVA to test for significant differences in the means of the disaggregated sample and Pearson's correlation test. Cronbach's alpha test for reliability of mall factors was also conducted in conjunction with factor ranking. Cronbach's alpha value for all five mall factors was 0.7 and above, indicating good reliability of factors used, except for "Variety" which scored 0.65, indicating acceptable reliability.

Analysis and Results

(1) Analysis of Variables of Respondents/Mall Shoppers : To address Objective 1, the purpose of this section of the study is to understand the makeup of shoppers' demographic profiles and to determine the dominant shopper profiles as well as their consumer behaviour patterns. The following are the results of demographic profiles of the respondents :

(i) Demographic Profiles : The results indicate that 110 were men respondents (43%) and 147 were women respondents (57%) ; 71% of the respondents were found to be married/living with a partner followed by single people (28%), whilst the smallest proportion of shoppers were found to be widowed people (2%) ; 38% of the shoppers were found to be blacks, followed by whites (30%), whilst the smallest proportion of shoppers were found to be Indians (14%) followed by coloureds (18%).

The largest proportion of the respondents was in the age category of 30-39 years (comprising of 40% of the respondents) followed by the 40-49 years category (22%), and the 20-29 years category (20%). The age category with the least amount of respondents from the sample surveyed was the 50-75 years category (8%), followed by the 14-19 years category (10%). In the income category, 26% of the respondents were in the income category of R30,000 – R39,999, followed by the category of R0,000 – R9,999 (21%), followed by the income category of R40,000 – R49,999 (20%). On the other hand, the income categories that formed the smallest representation of respondents were the categories of R50,000 – R59,999 (5%) and R60,000 – R200,000 (5%).

The largest proportion of shoppers were found to be professionals (42%) followed by salaried people (32%), whilst the smallest proportion of shoppers were found to be retired people (2%), followed by unemployed shoppers (5%), and businessmen (8%). On the educational front, the largest proportion of the shoppers were persons with degrees/ diplomas (48%) followed by matriculated persons (36%), whilst the smallest proportion of shoppers were found to be either pre-matric persons (8%), and persons with a post-graduate degree (8%).

The largest proportion of shoppers were found to live between 1km - 2km from the mall (33%) followed by a distance of 2km -5km (26%), whilst the smallest proportion of shoppers were found to live less than 500m away from the mall (6%), followed by a distance of greater than 10km (9%).

(ii) Behavioural Variables : In this category, three variables namely, frequency of mall visits, time spent at the mall during a mall visit, and amount of money spent at the mall were considered. The results indicate that 60% of the shoppers were found to visit the mall several times per week, 20% shoppers visited the mall once a month, 16% shoppers visited daily, whilst 4% of the shoppers were found to visit the mall few times per year. The largest proportion of shoppers spent between 1-2 hours at the mall (47%) followed by 2-3 hours (29%), whilst the smallest

Table 4. Relationship Between Demographics Variables and Behavioural Variables

Demographic Variables	Behavioural Variables					
	Mall Frequency		Time Spent		Money Spent	
Gender	Not significant		Significant **		Not significant	
			0.022	0.211		
Age	Significant **		Not significant		Significant**	
	0.000	0.213			0.001	0.214
Household Income	Significant ***		Not significant		Significant **	
	0.066	0.190			0.000	0.238
Occupation	Significant **		Not significant		Significant **	
	0.000	0.195			0.003	0.195
Educational Level	Significant **		Not significant		Significant **	
	0.053	0.147			0.000	0.247
Marital Status	Significant **		Significant **		Significant **	
	0.018	0.173	0.005	0.201	0.001	0.244
Race	Not significant		Not significant		Significant ***	
					0.031	0.186
Distance from Mall	Significant **		Significant **		Significant **	
	0.002	0.217	0.000	0.314	0.000	0.217

Note : **Statistically significant at 5% ***Statistically significant at 10%

Significance

Chi square values Craver's V values

proportion of shoppers were found to spend more than 4 hours (3%), followed by respondents who spent 3 - 4 hours (4%), and the remaining 17% of the respondents spent less than an hour.

On the spending of money, the study found that 67% of the shoppers spent up to R500 at the mall, followed by 26% respondents who spent between R500 – R1000, whilst the smallest proportion of shoppers were found to spend more than R3000 (1%), followed by respondents who spent R2000 – R3000 (2%), and respondents who spent R1000-2000 (4%).

In conclusion, the shoppers who frequented the mall in the largest numbers were black women, between the ages of 30-39 years, earned a household income of R30000-R39000, were working professionals, had a degree or diploma, were married or living with a partner, lived between 1-2 km from the mall, visited the mall several times a week, spent 1-2 hours, and spent an amount up to R500 at the mall during each visit.

(2) Relationship Between Demographic Variables and Behavioural Variables : Chi-square test was performed to analyze the significance of association, and Cramer's V test was applied to test the strength of the relationship between demographic variables and three key variables, namely mall visit frequency, time spent at the mall, and money spent at the mall. The Table 4 shows the results.

The results from the Table 4 suggest that time spent was related to marital status and gender only, while visit to mall frequency and money spent were related to all demographics profiles except gender and race. The results suggest that demographic factors influenced the respondents' mall visit frequency and money spent. The strength of the relationship as measured using Cramer's V score suggests that the established relationship is mostly

Table 5. Ranking of Mall Factors

Factor	Variables	Mean Score	Mean Factor Score	Cronbach's Alpha	Factor Ranking
Convenience	Distance	3.06	3.12	0.70	2
	Free Parking	3.09			
	Escalators, Elevators for Convenience	2.98			
	Restrooms, Seating Areas for Comfort	3.05			
Variety	Safety & Security	3.37	2.98	0.65	4
	Variety of Stores	3.15			
	Variety of Entertainment	2.95			
Ambience	Variety Fast Foods	3.01	3.01	0.74	3
	Cleanliness	3.39			
	Lighting	3.03			
	Air Temperature	3.00			
	Background Music	2.76			
Physical Infrastructure	Aromas	2.86	2.96	0.77	5
	Open Spaces	2.99			
	Size & Density	2.94			
	Architectural Design	2.89			
Social Experience	Signs, Symbols, Artefacts	3.00	3.14	0.83	1
	Crowds	3.00			
	Entertainment	3.08			
	Dining at the Mall	3.23			
	Social Outing	3.26			

Table 6. Results of t - test and ANOVA Test (Shoppers' Demographic Variables and Mall Factors)

Demographic Variables↓	Mall Factors				
	Convenience	Variety	Ambience	Physical Infrastructure	Social Experience
Gender *	X	X			
Age Group **	X				
Income **			X		
Occupation **					
Educational level **	X				
Marital Status **					
Race **					
Dwelling distance **	X	X			

* t - Test, ** ANOVA test, X : Statistically significant at 5%

moderate and strong. This finding suggests the role of demographics and behavioural variables in studying the mall patronage.

(3) Key Utilitarian and Hedonic Factors that Attract Consumers to Suburban Shopping Malls : The Table 5 summarizes the five mall factor scores. Shoppers placed the largest preference upon social experience,

convenience, and ambience (in decreasing order), whilst the least preference was accorded to physical infrastructure followed by variety. It can, therefore, be stated that shoppers were generally drawn to the mall mainly due the hedonic factors of social experience (i.e. spending time with family and friends at the mall, eating out, and experiencing crowds) and ambience (the atmosphere and setting that the mall creates for shoppers and cleanliness of the mall) as well as the utilitarian mall factor of convenience (location of the mall, free parking, presence of escalators and elevators, comfort, and safety and security).

(4) Relationship Between Mall Factors and Shoppers' Demographic Characteristics : To establish the relation between mall factors and shoppers' demographic variables, *t*-test and ANOVA were applied. The Table 6 reports the results for each test.

The results from the Table 6 suggest that gender, age, educational levels, and dwelling distance are the differentiating demographic factors that influence hedonic mall factors (convenience and variety). On the other hand, income is the only demographic variable that shows differentiating behaviour for hedonic factor, namely ambience. Other hedonic factors like physical infrastructure and social experience do not show any difference in behaviour based on the demographic profiles of mall visitors.

(5) Relationship Between Demographics, Mall Factors, and Shoppers' Behavioural Variables : Pearson's correlation test was conducted using Microsoft Excel (Version 2007) to check for correlation between mall variables (including mall factors) on the three behavioural variables of shoppers (i.e. frequency of mall visit, time spent at the mall, and amount of money spent at the mall). The purpose of this test was to determine whether the attractiveness of mall variables or mall factors did indeed affect consumer behaviour. These tests were done once the demographic variables were disaggregated and results are reported as per demographic variables. The test results are with us and can be supplied on request, but are not included in this paper due to word limit constraints.

Gender, race, distance, and qualification yield no correlation between mall variables, mall factors, and behavioural variables. Senior shoppers (50-75 years bracket) showed correlation amongst variety and money spent at the mall and frequency of visit. Shoppers of higher income group (R6000-10000) group showed relationship between physical infrastructure and time spent at the mall. Retired people showed correlation with time spent at the mall and convenience, ambience, physical infrastructure, and social experience. Widowed shoppers showed correlation with all mall factors (convenience, variety, ambience, physical infrastructure, and social experience) and money spent at the mall. These results do not suggest any specific pattern, rather some discrete patterns are reported.

Discussion and Conclusion

The aim of this study is to determine the key factors that attract patrons of different demographic profiles to suburban shopping malls and what influence they have on consumer behaviour. The key findings of the study and the discussion surrounding these findings are reported below :

(1) Suburban Mall Shopper Typology : The study finds that shoppers who frequented the malls were black females, between the ages of 30-39 years, earned a household income of R30000.00 - R39000.00, were working professionals, had a degree or diploma, were married or living with a partner, lived between 1-2 km from the mall, visited the mall several times a week, spent 1-2 hours at the mall, and spent an amount of R100-R500 at the mall during each visit. It can ,therefore, be said that the mall was mainly attracting young, middle-class, working patrons who lived within close proximity to the mall. These findings are similar to the research findings of Bloch et al. (1994), who stated that modern mall shoppers were middle aged and had a high income level ; Paul (2017) concluded that young consumers preferred to shop in large malls due to various factors like well-known brands,

discounted prices etc. ; Pattanaik et al. (2017) found that age was one of the most influential demographic variables that influenced customer shopping behaviour in malls.

(2) Consumer Behaviour Based on Shoppers' Demographic Characteristics : It is observed that there are significant relationships between gender and time spent at the mall. Women shoppers spent more time in the malls than men shoppers, confirming that they are hedonic shoppers and thus also confirming literature findings. These findings are consistent with the research findings of Kuruvilla and Ranjan (2008) and Pattanaik et al. (2017), who found that gender was associated with frequency of visit and time spent at the malls, but they did not find an association between gender and distance travelled. Possibly, the ease of transportation system in big cities could explain this reason.

Significant relationships are found to exist between age and mall visit frequency as well as the amount of money spent. Teenage shoppers spent the least amount of money yet visited the mall most frequently as compared to mature shoppers, who spent the most amount of money yet visited the mall least frequently compared to shoppers in the other age groups. This may indicate that mature shoppers are more utilitarian in their orientation as they minimized their trips to the mall and purchased items of need, whilst teenage shoppers appear to be more hedonically orientated as they frequented the mall more than other groups and were consuming a mall experience rather than consuming products based on the low amounts of money spent at the mall compared to other groups. Therefore, teenagers may visit the mall to indulge in entertainment activities e.g. watching movies or purchasing fast foods, whilst mature shoppers may focus on the purchase of various items including grocery items. The findings on shoppers' age are consistent with the findings of Massicotte et al. (2011).

Significant relationships are found between educational level and mall visit frequency as well as money spent. Shoppers with post-graduate qualifications visited the mall least frequently yet spent the most amount of money compared with shoppers with matric qualifications who visited the mall most frequently yet spent the least amount of money. This may indicate that post-graduate shoppers, who may be high income earners, adopt a utilitarian orientation due to their preoccupation with their careers, whilst shoppers with matric qualification seem to have more time available and adopt a hedonic orientation. The findings in this section are consistent with the results obtained by Pattanaik et al. (2017), who studied various demographics profile of customers associated with shopping behaviour except the findings on educational level and consumer behaviour. Their study observes that shopping behaviour is independent of the shoppers' educational levels.

Significant relationships are found between marital status and mall visit frequency, time spent, as well as money spent. Shoppers who were single visited the mall most frequently and spent the least amount of money compared to the other groups. Shoppers who were widowed visited the mall least frequently yet spent the most amount of money. Widowed shoppers, therefore, displayed utilitarian behaviour as they visited the mall mainly to obtain provisions and viewed the mall as a “one-stop shop”. Single shoppers, on the other hand, viewed the mall as an opportunity to socialize and experience entertainment activities, which is a characteristic of hedonic behaviour.

Significant relationships are found between distance from the mall and mall frequency, time spent, as well as money spent at the mall. Shoppers dwelling at a distance of more than 10 km from the mall spent the most amount of money, whilst shoppers who lived between 500m - 1 km from the mall spent the least amount of money. This may indicate that shoppers dwelling near the mall took advantage of the convenience factor the mall provides in terms of its location to obtain daily provisions. This is indicative of utilitarian behaviour. It is observed that the further a shopper lived from the mall, the more time he/she spent at the mall. Hence, it can be deduced that utilitarian behaviour finds expression on the dwelling distance dimension. These findings are consistent with the findings of Marjanen (1995) ; Dennis, Marsland, and Cocket (2002) ; and Darley and Lim (1999).

(3) Key Mall Factors that Attract Customers : It is found that cleanliness of the mall, safety and security, an opportunity for a social outing, the opportunity to have meals at the mall, and the variety of stores that the mall

offers were accorded the highest preference by shoppers, whilst the least preference was accorded to background music, pleasant aromas, architectural design, size and density of the mall, and variety of entertainment options. In addition, of the five mall factors, social experience (hedonic mall factor) ranked the highest, followed by convenience (utilitarian mall factor), whilst the lowest rank was accorded to physical infrastructure (hedonic mall factor). Consequently, the findings for this particular objective is that apart from the convenience that the mall offers, shoppers were attracted mainly for hedonic reasons, that is, an opportunity for a social outing with family and friends, dining at the mall, and crowd watching. It could well be that the Piazza, which is a unique attribute of the mall, creates a conducive environment for hedonic behaviour. Furthermore, shoppers seemed to be strongly attracted to the utilitarian mall variables of mall cleanliness, and the safety and security that the mall has to offer. These findings are consistent with the findings of Kang et al. (1996) and Devgan and Kaur (2010).

(4) The Influence of Mall Factors on Shoppers' Demographic Characteristics : Insofar as gender is concerned, significant differences are observed for the utilitarian mall factors. It is found that men had a preference for the utilitarian factors of convenience and variety as their mean scores are higher than they are for women shoppers, confirming that men shoppers are utilitarian. This finding is in agreement with the study results of Hu and Jasper (2004). The mall factor - convenience reveals significant differences with regards to the age of the shoppers. Teenage shoppers gave the lowest score for this factor, whilst mature shoppers gave the highest score for this factor, again confirming that mature shoppers are utilitarian-orientated whilst teenage shoppers are hedonically orientated, which has been supported by the research findings of Leinweber (2001) and Massicotte et al. (2011).

The mall factor - ambience reveals significant differences with regards to the income categories of shoppers. The lower-income category respondents gave the highest score to this factor, whilst the high income shoppers gave the lowest score to the same. This observation indicates that low income shoppers were attracted to the hedonic factor of ambience more than other income categories. The factor - convenience is also revealed to have significant differences with regards to the educational level categories of shoppers. Shoppers with a pre-matric qualification gave the lowest score to this factor, whilst shoppers with post-graduate qualifications gave this factor the highest score. This indicates that shoppers who were highly qualified found the mall factor of convenience as a draw card more than any other groups in this category.

The mall factors of variety and ambience are revealed to have significant differences with regards to dwelling distance of shoppers. Shoppers who lived more than 10 km away from the mall gave the highest score for variety and ambience, indicating that the utilitarian mall factor of variety offered these shoppers a good range of options to suit their needs, whilst ambience enhanced their shopping experience, and were, therefore, draw cards for these shoppers. This finding is in agreement with the research findings of Marjanen (1995) and Darley and Lim (1999). Furthermore, these findings are also aligned with the study results of Tandon, Gupta, and Tripathi (2016), who studied dimensions of mall attractiveness in the Indian market and concluded that tenant management, facilities management, atmospherics, and entertainment potential were the factors which attracted shoppers to malls.

(5) The Influence of Mall Factors on Consumer Behaviour : The aggregate sample as well as the sample that was disaggregated based on gender yields no significant correlation between mall variables, mall factors, and behavioural variables.

Based on moderate correlation values, teenage and mature shoppers' attraction to "close location" displayed an influence on their consumer behaviour, whilst ambience positively influenced the consumer behaviour of mature shoppers. There is a moderate correlation between "free parking" and time spent at the mall for teenage shoppers. There is a moderate correlation between "crowds" and frequency of visit for teenage shoppers ; thereby again showing that teenagers enjoyed the mall when there is a beehive of activity, which points to a hedonic orientation. This finding is consistent with research findings of Haytko and Baker (2004).

A moderate inverse correlation is observed for "social outing" and money spent at the mall for Indian shoppers.

This indicates that shoppers of Indian origin, who were attracted to the mall due to the opportunity it provided for a social outing, will negatively impact their consumer behaviour, that is, less money will be spent at the mall. Hence, these shoppers preferred to “consume” a social experience at the mall.

For the high-income earners, moderate correlations are observed for “free parking, aromas, architectural design, physical infrastructure” and “having meals at the mall” which had an influence on their consumer behaviour.

For occupational categories, moderate correlations are observed for “close location, convenience, and variety of stores, cleanliness, lighting, air temperature, ambience, open spaces, size and density, signs, physical infrastructure, crowds, entertainment, meals at the mall, social outing” and social experience. This indicates that apart from the utilitarian factor of close location, retired shoppers were drawn to a range of hedonic mall factors which influenced their consumer behaviour. A higher correlation score is observed for convenience amongst the unemployed shoppers, showing that this factor influenced their consumer behaviour more than it did for any other groups. Moderate correlations are also noted for social experience for unemployed shoppers, which had an influence upon their consumer behaviour.

Moderate correlations are observed for “close location, cleanliness” and “architectural design” which influenced the consumer behaviour amongst shoppers who had post-graduate degrees. Moderate correlations are observed for “close location” and “crowds” for shoppers with a pre-matric qualification. Here again, the convenience factor of “close location” positively influences consumer behaviour for these categories of shoppers. These findings are consistent with the research findings of Michon, Chebat, and Turley (2005). Both the utilitarian and hedonic mall factors appear to positively influence consumer behaviour for shoppers who were widowed, whilst correlation with other groups has been found to be weak.

Lastly, it is found that shoppers who dwelled at a distance of 2 – 5 km from the mall were attracted to the utilitarian mall variable of mall location, and this had a positive influence on their consumer behaviour. This finding is consistent with the research findings of Marjanen (1995) and Darley and Lim (1999).

In conclusion, the study suggests that different segments of the demographic spectrum of shoppers have difference preferences and will be attracted more than the other segments to any particular mall factor based on their hedonic or utilitarian orientation, and this will have an influence on their consumer behaviour. Kesari and Atulkar (2016) found that both the utilitarian and hedonic shopping values played an important role in the customer's lifestyle ; understanding of shopping values help to design the mall ambience attractively and to satisfy the typical needs, the sellers have to understand the shoppers' characteristics and attitude towards shopping values.

Managerial Implications

The South African landscape has seen growth of several malls in big towns and cities. As the development of South Africa continues, more shopping malls are expected to come up. The findings of this study would help managers and designers to design new malls, while it will help the current mall managers to improve their sales. The study would also be useful for the government in making policies that would help to increase higher spending by masses through mall culture.

As indicated in the literature review, the mechanisms through which consumers' mall shopping behaviours are shaped is far from being complete. This study provided a new dimension towards this understanding by establishing the interplay between demographic profiles of the shoppers, mall factors, and behavioural variables namely frequency of visit, time spent, and money spent.

Limitations of the Study and Scope for Further Research

The results of this study are applicable for mall shopping behaviour of customers. The results of this study cannot

be extended to other types of marketing, for example, online marketing. It will be interesting to see how hedonic and utilitarian factors and other demographic variables explain customer behaviour in such settings.

Acknowledgment

We would like to thank the anonymous referees whose comments have helped to improve the quality of this paper. Further, we extend our thanks to Mrs. Eunice Mtshali and her team for providing all library support in preparing this paper. The views expressed in this paper are our own.

References

- Ahmed, Z.U., Ghingold, M., & Dahari, Z. (2007). Malaysian shopping mall behaviour : An exploratory study. *Asia Pacific Journal of Marketing Logistics*, 19(4), 331-348.
- Ammani, P. (2013). A study of factors that influence customer preference for shopping malls over local markets. *The IUP Journal of Management Research*, 12(1), 7-21.
- Baker, J. (1998). Examining the informational value of store environments. In J. F. Sherry Jr. (ed.), *Serviceapes : The concept of place in contemporary markets* (pp. 55 - 80). American Marketing Association. NTC Publishing Group.
- Baker, J., & Wakefield, K.L. (2012). How consumer shopping orientation influences perceived crowding, excitement, and stress at the mall. *Journal of the Academy of Marketing Science*, 40(6), 791 - 806.
- Bitner, M.J. (1992). Servicescapes: The impact of physical surroundings on customers and employees. *Journal of Marketing*, 56(2), 57-71.
- Bloch, P. H., Ridgway, N. M., & Dawson, S.A. (1994). The shopping mall as a consumer habitat. *Journal of Retailing*, 70(1), 23 - 42.
- Brunton, J. (2008, November 28). The best Paris markets. *The Guardian*. Retrieved from <http://www.guardian.co.uk/travel/2008/nov/28/paris-markets-shopping-trips-france>
- Byrne, D. (1971). *The attraction paradigm*. New York: Academic Press.
- Chung, Y.-S. (2015). Hedonic and utilitarian shopping values in airport shopping behaviour. *Journal of Air Transport Management*, 49, 28 - 34.
- Darley, W.K., & Lim, J. - S. (1999). Effects of store image and attitude towards second hand stores on shopping frequency and distance travelled. *International Journal of Retail & Distribution Management*, 27(8), 311-318.
- Dennis, C.E., Marsland, D., & Cockett, T. (2002). Central place practise: Shopping centre attractiveness measures, hinterland boundaries and the UK retail hierarchy. *Journal of Retailing and Consumer Services*, 9(4), 185-199.
- Devgan, D., & Kaur, M. (2010). Shopping malls in India: Factors affecting Indian customer's perceptions. *South Asian Journal of Management*, 17(2), 29 - 46.

- Haynes, J.B., & Talpade, S. (1997). Does entertainment draw shoppers ? The effects of entertainment centres on shopping behaviour in malls. *Journal of Shopping Centre Research*, 33 (2), 29 - 48.
- Haytko, D.L., & Baker, J. (2004). It's all at the mall: Exploring adolescent girls' experiences. *Journal of Retailing*, 80(1), 67-83.
- Hu, H., & Jasper, C.R. (2004). Men and woman: A comparison of shopping mall behaviour. *Journal of Shopping Center Research*, 11(1), 113 -131.
- Hu, H., & Jasper, C.R. (2007). A qualitative study of mall shopping behaviours of mature consumers. *Journal of Shopping Center Research*, 14 (1), 17-38.
- Huff, D.L. (1964). Defining and estimating a trade area. *Journal of Marketing*, 28, 34 - 38.
- Kang, J., Kim, Y. - K., & Tuan, W. - J. (1996). Motivational factors of mall shoppers: Effects of ethnicity and age. *Journal of Shopping Centre Research*, 3 (1), 7 -31.
- 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.
- Kimball, W. (1991). Recent trends in the shopping center market. *The Appraisal Journal*, 59 (3), 382 - 389.
- Koivisto, J., & Hamari, J. (2014). Demographic differences in perceived benefits from gamification. *Computers in Human Behaviour*, 35, 179-188.
- Kotler, P. (1973). Atmospherics as a marketing tool. *Journal of Retailing*, 49 (4), 48 - 64.
- Kumar, I., Garg, R., & Rahman, Z. (2010). Influence of retail atmospherics on customer value in an emerging market condition. *Great Lakes Herald*, 4 (1), 1-13.
- 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(1), 259 - 269.
- Kuruvilla, S.J., Joshi, N., & Shah, N. (2009). Do men and woman really shop differently? An exploration of gender differences in mall shopping in India. *International Journal of Consumer Studies*, 33(6), 715 -723.
- Kuruvilla, S.J., & Ranjan, K. (2008). Gender and mall shopping: An analysis of patronage patterns, shopping orientation and consumption of fashion of Indian youth. *International Journal of Business Insights & Transformation*, 1(2), 1-8.
- Lee, R.A. (1997). The youth bias in advertising. *American Demographics*, 19 (1), 46 - 49.
- Lee, S., & Rao, V.S. (2010). Colour and store choice in electronic commerce: The explanatory role of trust. *Journal of Electronic Commerce Research*, 11(2), 110-126.
- Leinweber, F. (2001). The older adult market: New research highlights 'key values'. *Generations*, 25(3), 22-23.
- Lucas, A.F. (2003). The determinants and effects of slot servicescape satisfaction in a Las Vegas Hotel Casino. *UNLV Gaming Research and Review Journal*, 7 (1), 1-19.
- MacCullum, R.C., Zhang, S., Hong, S., & Widaman, K.F. (1999). Sample size in factor analysis. *Psychological Methods*, 4(1), 84 - 99.
- Majumdar, A. (2005). A model for customer loyalty for retail stores inside shopping malls - An Indian perspective. *Journal of Services Research, Special Issue*, 47- 64.

- Marjanen, H. (1995). Longitudinal study on consumer spatial shopping behaviour with special reference to out-of-town shopping experiences from Turku, Finland. *Journal of Retailing and Consumer Services*, 2(1), 163-174.
- Massicotte, M., Michon, R., Chebat, J. - C., Sirgy, M.J., & Borges, A. (2011). Effects of mall atmosphere on mall evaluation: Teenage versus adult shoppers. *Journal of Retailing and Consumer Services*, 18 (1), 74 - 80.
- Mehrabian, A., & Russell, J.A. (1974). *An approach to environmental psychology*. Cambridge, MA: MIT Press.
- Michon, R., Chebat, J.C., & Turley, L.W. (2005). Mall atmospherics: The interaction effects of the mall environment on shopping behaviour. *Journal of Business Research*, 58(5), 576 - 583.
- Milliman, R.E. (1982). Using background music to affect the behaviour of supermarket shoppers. *Journal of Marketing*, 46(3), 86 - 91.
- Mitchell, D.J., Kahn, B.E., & Knasko, S. (1995). There's something in the air: Effects of congruent and incongruent ambient odour on consumer decision-making. *Journal of Consumer Research*, 22 (2), 229 - 238.
- Nandi, S., & Pattanayak, J.K. (2015). Brand loyalty and switching : An empirical study on mobile phone usage among young Indian adults. *Indian Journal of Marketing*, 45(3), 39 - 53. doi:10.17010/ijom/2015/v45/i3/79966
- Pattanaik, S., Mishra, B. B., & Moharana, T.R. (2017). How consumer demographics is associated with shopping behaviour? A study on Indian consumers. *Siddhant- A Journal of Decision Making*, 17(2), 195-206.
- Paul, J. (2017) What determine shoppers' preferences for malls in an emerging market ? *Young Consumers*, 18(1), 70- 83.
- Prinsloo, D. (2013, March). *SACSC Research Report Benchmark - Benchmarking the South African shopping centre industry - International and local trends*. Retrieved from <http://urbanstudies.co.za/wp-content/uploads/2016/07/SACSC-Research-Report-Benchmark-March-2013.pdf>
- Rajagopal. (2009). Growing shopping malls and behaviour of urban shoppers. *Journal of Retail and Leisure Property*, 8(1), 99-118.
- Shashikala, R., & Suresh, A.M. (2013). Building consumer loyalty through servicescape in shopping malls. *Journal of Business Management*, 10(6), 11-17.
- Singh, H., & Sahay, V. (2012). Determinants of shopping experience: Exploring the mall shoppers of national capital region (NCR) of India. *International Journal of Retail and Distribution Management*, 40 (3), 235 - 248.
- Swamynathan, R., Mansurali, A., & Chandrasekhar, U. (2013). Mall mania: A study of factors influencing consumers' preference towards shopping malls in Coimbatore city. *The IUP Journal of Marketing Management*, 12(4), 29 - 41.
- Tandon, A., Gupta, A., & Tripathi, V. (2016). Managing shopping experience through mall attractiveness dimensions: An experience of Indian metro cities. *Asia Pacific Journal of Marketing and Logistics*, 28 (4), 634 - 649.
- Turley, L.W., & Milliman, R.E. (2000). Atmospheric effects on shopping behaviour: A review of experimental evidence. *Journal of Business Resources*, 49(1), 193-211.

- Venter, P. F., & Dhurup, M. (2005). Consumer perceptions of supermarket service quality: Scale development and validation. *South African Journal of Economic & Management Sciences*, 8(4), 424 - 436.
- Wakefield, K.L., & Baker, J. (1998). Excitement at the mall: Determinants and effects on shopping response. *Journal of Retailing*, 74(4), 515-539.
- Yousaf, A., Arora, N., & Gupta, A. (2015). Determinants of customer satisfaction in context of retail malls: Empirical evidence from India. *Indian Journal of Marketing*, 45 (11), 42-56.
- Zhuang, G., Tsang, A.S.L., Zhou, N., Li, F., & Nicholls, J.A.F. (2006). Impacts of situational factors in buying decisions in shopping malls: An empirical study with multinational data. *European Journal of Marketing*, 40(1/2), 17-43.

About the Authors

Prof. Ajay K. Garg is a full Professor working at the TUT Business School. He currently teaches the Research Methodology Course and supervises a large number of Master's and Doctoral students. His area of research interest is Contemporary Management Issues Pertinent to South Africa and other BRICS countries.

Mr. Yakeen M. Atwaru is a qualified scientist in the field of Integrated Water Resource Management and also holds an MBA which he obtained in 2015. He is currently a Senior Manager at the Department of Water and Sanitation and is responsible for protection of water ecosystems. He is married with three children, and in his spare time, enjoys understanding the dynamics of Consumer Behaviour.