

SHOPPER TYPOLOGY ON THE RELATIONSHIP BETWEEN SHOPPING MALL ATTRACTIVENESS AND SHOPPER PATRONAGE

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The rapid growth of China's economy has fuelled the growth of the residential property market in China. Together with the growth of residential properties, developers are also investing in Shopping Malls to cater to residential needs. However, the lack of understanding shoppers has seen homogenous types of shopping malls built. This not only meant an increase in competition but also replicating resources; both of which meant not meeting the financial objectives intended. The purpose of this study is to examine the impact of shopper typology on the relationship between shopping mall attractiveness and shopper patronage. The results will help developers of shopping malls must pay close attention to the types of shopper that they intend to serve and ensure long term success of developing shopping malls.

Shopping malls; Attractiveness factors; Patronage; Shopper typology.

INTRODUCTION

Shopping malls can be defined as “a group of retail business planned, developed, owned, and managed as a unit” (Kotler & Armstrong, 2006, p. 407). Shopping malls have profound influence on people's daily life; they play an increasingly important role in the evolution of retail business today.

China is ranked 3rd among the top 30 emerging markets for retail in Asia (AT Kearney, 2012). This is due largely to the government's promotional policy of shopping malls and real estate policy which led to a large number of shopping mall being completed in Guangzhou, China. The total supply of shopping malls in Guangzhou shows an upward trend, from 2010 (2,263,150 m²) to 2013 (3,848,150 m²); although the incremental supply declined from 2010 to 2012, because each of them needs 2-4 construction years, which leads the incremental supply of Guangzhou's shopping malls in 2013 to peak at almost 1 million m² (Colliers, 2013).

While shopping malls appear to mushroom rapidly in Guangzhou, the phenomenon of shopping malls' homogenization is evident. The main cause seems to be similar services and products offered by these shopping malls. This has resulted in shopping malls competing amongst themselves, especially when they are located in close proximity (Kamarulzaman & Lee, 2010). Therefore, differentiating and positioning shopping malls are key issues that developers must solve in order to survive and succeed in this fiercely competitive industry.

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A fundamental activity in planning the shopping mall is the need to position a closely related concept to market segmentation i.e. subdividing the market into distinctive subcategories of customers in the light of their various needs and buying and using behaviours (Biggadike, 1981). In other words, a clearly identifiable position enables shoppers to derive espouse benefits from shopping at the mall, which is one of the determinants for its success (Yiu & Yung, 2006). By understanding the various motivations and behaviours of shoppers will enable the shopping mall to better target their customers.

This research study aims to examine the impacts of shopper typology on the relationship between attractiveness factors and patronage that indicates the factors that developers of shopping malls must consider to satisfy shopper needs and improve their shopping experience. Specially, this research study will:

- To establish and define the types of shoppers in Guangzhou's context.
- To examine the impact of shopping mall attractiveness factors on shoppers' patronage
- To examine the moderation effect of shopper typology on the relationship between attractiveness factors and shoppers' patronage

LITERATURE REVIEW

Shopper Patronage

We based our hypotheses on Theory of Reasoned Action that shopper patronage can be assessed by their attitudes and actual usage patronages. Theory of Reasoned Action (TRA) depicts one's behavioural intention by one's attitude towards that behaviour and consideration of other people's opinion about the performance of that behaviour developed (Fishbein and Ajzen 1975). Fishbein and Ajzen (1975) argued that there is a functional relationship between attitudes, which implies behaviour and behavioural intentions, because intention is regarded as a definite expectation to keep relationship with service providers (Czepiel & Gilmore, 1987). In other words, a person's intent to behave relies on the attitude toward performing the behaviour in question and subjective norms, which suggests that the difference of attitudes and subjective norms among various people is generated by their involved and behavioural context. In terms of patronage at shopping malls, shoppers might perceive that shopping malls have many varieties of goods at one place, which can save time and is therefore convenient. A shopper's actual behaviour is determined by those beliefs and dependent on one's mood and the environment of the mall. Therefore, TRA is the basis for setting the research hypotheses to test the mall's factors of attractiveness that will affect shoppers' patronage within different shopper typologies.

Factors Affecting Attractiveness of Shopping malls

Without comparing with shopping malls' size, all shopping malls can be regarded as attraction centres, because they offer a place for people not only to do the shopping, but also to meet for socialization as well as to hold some leisure activities. In general, as shopping malls are the organic combination of different kinds of retailers, they critically contribute to consumer experience (Haytko & Baker, 2004) and they are the most frequently visited by customers getting to certain retailers (Dholakia, 1999).

Based on Kamarulzaman and Lee's (2010) study on the attractiveness of shopping malls, four key characteristics of the shopping mall developed by Kamarulzaman and Lee (2010) were adopted to examine shopper patronage. These are characteristics are 1) Accessibility/Convenience, 2) Product Variety, 3) Entertainment, the communication mix, the expenditure of access, and 4) Service Quality.

Accessibility/Convenience

Accessibility can be defined as the ability that individuals travel and take part in activities at various locations in an environment (Des Rosiers, Theriault, & Villeneuve, 2000). As shopping mall is not only an entity with a certain location, it is also an organic unit interconnecting different types of tenants by walkways; accessibility of it can be further separated into two categories, namely macro- and micro-accessibility.

Specifically, macro-accessibility is concerned about the location of malls; and focuses on the condition of road access to the shopping mall and the distance between the shopping mall and the place where the customer stay or work (Finn and Louviere 1996; Bell 1999; Frasquet, Gil and Molla 2001). A mall with the crowding traffic is less likely to be shopped by consumers (Roulac 1994). A location closes to a bus or train station can enhance exposure and draw more traffic volume for a shopping mall than those have not such a high accessibility (Thang & Benjamin, 2003).

On the other hand, micro-accessibility is concerned about the facilities of the shopping malls e.g. parking facilities, and whether it is easy for shoppers to arrive where they want in the mall (Finn and Louviere 1996; Bell 1999; Frasquet, Gil and Molla 2001). Compared with macro-accessibility, the developer of the shopping mall can determine its micro-accessibility to maximize the exposure of each retailer in the mall and increase the convenience to allow shoppers to easily transverse between them.

In all, both macro and micro accessibility have a profound impact on convenience costs which are defined as consumer's expenditures of time, physical and nervous energy, and money to acquire ownership of goods and services. In fact, the minimal combination between commodity and convenience costs is one of the critical determinants for shopper patronage. As the price competition has been restricted by the increasingly standardized production and legal matrix, minimization of convenience costs is seen as a new way to stay competitive. Therefore it is suggested that:

H1a: Accessibility/Convenience can affect shoppers' patronage to shopping malls positively.

Product Variety

Based on empirical evidences, the variety of a mall's tenant mix influences mall selection (Bellenger, Robertson, & Greenberg, 1977), frequency of shopping (Stoltman, Gentry, & Anglin, 1991), and out-shopping (Hopper, Stilley, & Lipscomb, 1991).

Consumers prefer to shop in a mall where the merchandise is arranged conveniently, informally, and interestingly, which means a shopping mall that provides balanced stores and various tenants is most likely to be selected by more shoppers, on account of the experience of excitement, and because they are able to compare product offerings conveniently (Berman and Evans, 1995). Therefore, stores in shopping malls are always absorbed in clusters deliberately by developers to obtain benefits of shoppers' multipurpose shopping habits (Ghosh, 1986). Simultaneously, it is more possible that an

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individual store or a shopping mall owing competing stores which offers various products can attract more consumers who tend to purchase particular goods from different stores (Mittelstaedt and Stassen 1990).

Moreover, there is a relationship between variety in the tenant mix and the sense of shopper's excitement in a mall (Cockerham 1995; Kowinski 1985), which is related to the frequency of shopping. Lesser and Kamal (1991) discovered that strengthened positive inspiration was the pivotal mediator to motivate consumers to shop. Some previous articles also suggest that, in order to attract as well as retain customers, malls should offer an exciting experience for customers as far as possible (e.g., Cockerham 1995; Graham 1988), because visual excitement can predict the frequency of consumers' shopping in malls (Stoltman, Gentry, & Anglin, 1991).

In addition, with the evolution and improvement of transportation and infrastructure, the competitors are no longer just stores and shopping malls with close geographic locations, but also are those located outside the community (Wakefield and Baker, 1998). A significantly higher possibility to out-shopping occurs in residents of smaller communities rather than those living in larger cities (Papadopoulos, 1980), because out-shoppers are more concern about merchants in their smaller communities (Wakefield and Baker, 1998). More importantly, better selection and quality of merchandise, which are the advantages of various tenant mix, is one of the motivators propelling consumer to conduct an out-shopping behaviour. Some studies found that out-shoppers can be attracted by an exciting shopping environment where various products can be selected (e.g., Lumpkin, Hawes, and Darden 1986).

In addition, most consumers who are stimulated to search a wide range of stores based on variety-seeking trend or shopping tasks believe that exploring new goods or stores is a benefit of shopping experience in shopping malls; they should prefer to spend more time at the mall (Bloch, Ridgway and Dawson, 1994). It is plausible that malls with a wide range of stores, restaurants, and entertainment outlets, can obtain greater chance for consumers to shop, eat, and recreate in the mall. Therefore we proposed that:

H1b: Product variety has a positive effect on shoppers' patronage to shopping malls.

Entertainment

Events, exhibitions and attractive leisure offer, which are two entertainment items, identified by Frasquet (2001), were related to the "atmosphere/leisure" attribute of shopping malls. Similarly, Nicholls (2002) pointed out that shoppers who patronize shopping malls are more likely to be motivated by leisure than those in the previous decades. Wakefield and Baker (1998) discovered that shoppers' anticipation of whether stay and re-patronize at the mall is affected by the mall environment, including entertainment. Sit (2003) found that entertainment plays a pivotal role in shopping malls, as it can create an exciting and fun shopping experience for shoppers, which can motivate shoppers' patronage in return.

Michon and Chebat (2004) suggested that the chance of socialization is a significant element shoppers can gain from shopping experience. Also, Ahmed (2007) pointed out that shopping mall is a good choice for shoppers to socialized with others and carry out recreations. Similarly, Ng (2003) stated that shoppers cannot only purchase goods, but also they can conduct their social and recreational activities in shopping malls which are regarded as a community centre as well. Additionally, shoppers are motivated to

patronize shopping malls, because shopping malls are places for entertainment, relaxation and spending good time with friends (Terblanche, 1999). In other words, the shopper's decision whether to patronise at a mall or other retail sectors is determined by their social needs in entertainment and comfort. Thus, we suggest that:

H1c: Entertainment in shopping malls propels shoppers to patronize shopping malls.

Service Quality

The perspective that the organization comprises multiple processes with the aim of offering customers with high-quality service is the basis of service quality in the traditional retail environment. It typically involves the availability of different communication mechanisms that consumer complaints are accepted and solved as soon as possible, but may also contain providing suggestions to consumers, like the product's use-method, complementary products or service, and assembling methods and so on (Bhattacharjee, 2001).

The direct relationship between behavioural intention and service quality was advised by a large number of theoretical and empirical grounds in literatures (Bitner, 1990; Bolton and Drew, 1991). Parasuraman (1985; 1991) identified consumers' perceived service quality is positively correlated with their purchase intention. Taylor (1997) found that service quality perceptions can increase Mexican consumers' willingness to buy through a study using mall intercepts. Also, Boulding (1993) discovered service quality significantly correlates with consumer behavioural intentions. More importantly, among the distinctive behavioural intentions, the influence of service quality on customer loyalty and repeat purchase has been emphasized considerably (Jones and Farquhar, 2003). In short, service quality impacts the shopper's behaviour, decisions as well as predilections (Bolton 1998). It is more likely that one will repurchase goods or services offered by the same firm or provider, when one receives a high-quality service from that service provider who exceeds their expectation. Similar studies (i.e. Zeithaml et al. (1996); Cronin and Taylor 1992; 1994; Cronin et al. 2000; Choi et al. 2004) agree that there is a positive relationship between repurchase intentions and service quality include. Therefore it is plausible that:

H1d: Higher service quality offered in shopping malls, higher possibility shoppers to patronize or re-patronize.

Shopper Typologies

Different consumers own significantly various motives and attitudes towards shopping. Their shopping behaviours are context-specific (Dholakia 1999). For instance, a consumer who shops for gifts has different motive and behaviour from a consumer shop for groceries. Furthermore, some consumers consider shopping at the malls offers a chance to socialize with others or a chance for taking a break from a monotonous routine. Conversely, someone may think that shopping is a burden or boring activity (Reid and Brown 1996). Thus, consumers' attitudes towards shopping at malls and their shopping behaviours are various and cannot be predicted reasonably.

Previous literatures on shopper typologies have contributed immensely in our knowledge about retail patronage behaviour. In particular, in terms of shopping in malls, motivation can be divided into utilitarian and hedonic or experiential motivation, because consumers buy benefits both tangible and intangible, rather than products or services (Patel and Sharma 2009).

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Shoppers driven by utilitarian motivation go to malls with the goal of purchasing particular goods. Their value of shopping can be acquired from the efficiency of the whole period of shopping (Jones et al. 2006; Kim 2002), which is known as the optimal ratio between the output, such as buying the satisfied goods or service at the affordable or desired price, and input, which refers to their contribution to shopping (e.g. time, transportation modes) (Granzin et al. 1997; Ingene 1984). On the other hand, hedonic shopping refers to a positive experience where consumers may be more focus on enjoying an experience satisfied emotionally which is related to the shopping activity rather than making a purchase (Patel and Sharma 2009). Their shopping value reveals the benefit that a consumer obtains from the transaction and the product's performance, in order to fulfil needs and wants itself (Jones et al. 2006; Babin et al. 1994).

From the perspective of retail, these shoppers' values and preference can be one of the most pivotal relevance because it assists to answer the question of "why people shop", "where people shop" or which shopping destinations are more likely to be patronized by consumers (Sheth et al. 1991; Woodside and Trappey 1992). According to Westbrook and Black (1985) and Rintamäki (2007), shopping hedonists and utilitarian own different level of preference in store formats. For instance, utilitarian are more concerned with the malls location and the clause of parking facilities, whereas hedonists are appealed by the atmospheric excitors like music, fragrance or light.

Consequently, the phenomenon mentioned before becomes a practical evidence for shopping malls managers (Westbrook and Black 1985), as they can affect the shopping experience, malls patronage, and purchase behaviour through corresponding retail marketing strategies and actions (Langrehr 1991; Haytko and Baker 2004). Hence, the understanding of utilitarian and hedonic shoppers' value and purchase behaviours can assist malls to reconsider their marketing strategy and adapt it to the needs of target customer segments from various shopper types. We suggest that:

H2: The shopper typology impacts on shopper patronage.

H2a: Utilitarian Shoppers can affect patronage to the shopping malls.

H2b: Hedonic Shoppers can affect patronage to shopping malls.

Moderation Effect of Shopper Typologies

As mentioned in the earlier section, shopper typology indicates how shoppers perform their task of shopping, which seems to be affected by the evolving retail environment. Swinyard (1998) reported that shoppers who patronize malls frequently are more likely to obtain "sense of belongings", "warm relationships" and "security" than others. This is seemingly different from shoppers who prefer to spend more in food and entertainment and stay at shopping mall for more time as well as accordingly visit more shops (Teller, Reutterer and Schnedlitz, 2008). In other words, depending on the shopper typologies, we suggest that different shopping mall concept will appeal to different types of shopper. We therefore hypothesise that:

H3: Shopper Typology moderates the relationship between mall attractiveness and patronage.

H3a: Utilitarian Shoppers moderate the relationship between mall attractiveness and patronage.

H3b: Hedonic Shoppers moderate the relationship between mall attractiveness and patronage.

METHOD

Research Context

Guangzhou, which is located on south of China, is positioned as one of three largest comprehensive gateway cities in China and cosmopolitan city. Since 2010, the hosting of the 16th Asian Games in Guangzhou has propelling the Chinese Government to invest more in improving infrastructure. This led to the rapid growth of the Guangzhou economy, with the GDP from 106,044 billion Yuan 2010 to 135,512 billion Yuan in 2012, as well as the total retail sales of social consumption products rose from 44,763 to 59,722 billion Yuan (Statistics Bureau of Guangzhou, 2013) as shown in Figure 1.0. To enhance the comprehensive competitiveness of Guangzhou, as well as to satisfy the increasing consumptive level of its citizens, shopping malls are promoted by some policies and projects in Guangzhou.

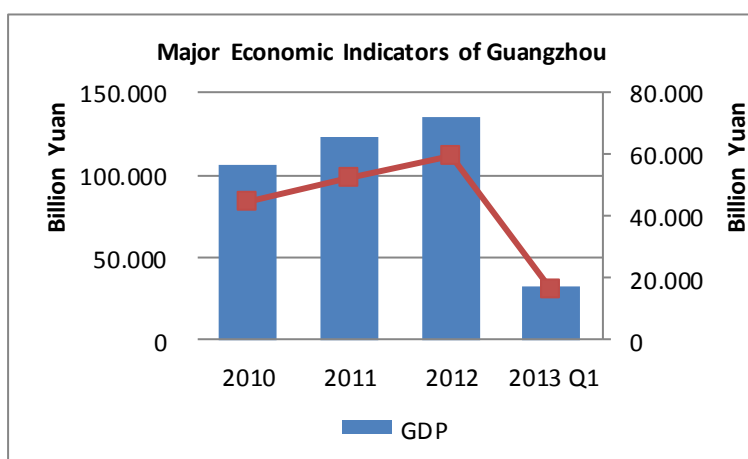


Figure 1.0 Major Economic Indicators of Guangzhou
Source: Statistics Bureau of Guangzhou

With the rapid growth of Guangzhou economy comes with the growth of shopping malls. The average rental of ground floor in Guangzhou's malls increased by approximately 12% from 2010 to 2011 (Colliers, 2013) as shown in Figure 2.0. Although those of 2012 and the first quarter of 2013 shows an downward trend, the overall profit created from rental has increased, as the vacancy rate of mall declined in the same period (Figure 2.0). Thus, the substantial profit developers or operators received is another factor impel the rapid establishment of shopping malls in Guangzhou.

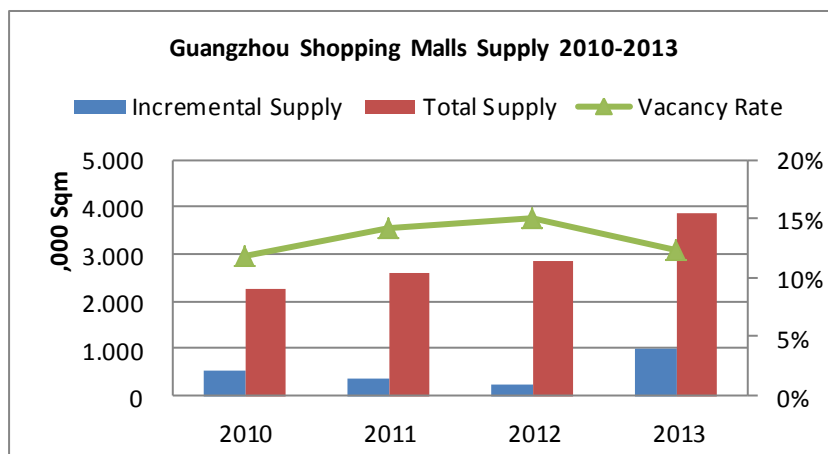


Figure 2.0 Guangzhou Shopping Malls Supply 2010-2013
Source: Colliers Co. (2013)

Participants

The population that was targeted in this study were the residents in Guangzhou, China. Overall 300 questionnaires were administered in the survey period, of which 203 questionnaires were deemed to be appropriate for analysis, with approximately 67.7% of response rate. Table 1 shows the demographic characteristics of the sample, namely gender, age, education, marital status and monthly income.

The overall amount of participants in this sample was 203, of which 40.4% of participants are male, while 59.6% were female. In terms of age, participants who are between the age of 11 and 20 years accounted for 11.8%, whereas those are from 21 to 30 years occupied the most percentage of the whole sample size, with 76.4%. More importantly, the overall percentage of participants from 21 to 40 years was 84.3%. Moreover, compared to the percentage of participants who owns an education level below bachelor degree (7.9%), almost 88.7 percent of participants had at least a bachelor degree. In addition, compared with 16.2 percent of the participants with relatively high monthly income from RMB 5,001 up to 10,000, most of participants (83.7%) reported that their monthly income was less than RMB 5,000. As for the marital status of those participants, 85.7% of them are single, whereas 14.3% of them are married.

Table 1. Demographic Characteristics of the Sample

Variable		Frequency	%
Gender	Male	82	40.4
	Female	121	59.6
Age	Under 11	0	0
	11-20 Yrs	24	11.8
	21-30 Yrs	155	76.4
	31-40 Yrs	16	7.9
	41-50 Yrs	5	2.5

	Above 50 Yrs	3	1.5
Education	Lower than secondary school	1	0.5
	Secondary school or equivalent	15	7.4
	Bachelor degree	132	65.0
	Master degree	46	22.7
	Doctoral degree	2	1.0
	Others....	7	3.4
Marital Status	Single	174	85.7
	Married	29	14.3
Monthly Income	Less than RMB 2,500	112	55.2
	RMB 2,501 to RMB 5,000	58	28.6
	RMB 5,001 to RMB 7,500	13	6.4
	RMB 7,501 to RMB 10,000	11	5.4
	More than RMB 10,000	9	4.4

Measures

To ensure the content validity of the measures, all of the constructs were measured using well established scales from the literature. Specially, items measuring shopper's motivation were adapted from Patel and Sharma's (2009) 24 items scales on shoppers' motivation in mall selection. Shopping mall attractiveness factors were measured through adapted version of measurement of attractiveness factors influencing shoppers' satisfaction, loyalty, and word of mouth using Ahmad's (2012) scale on shoppers' patronage, items were moderated according to the study about the influence of multiple store environment cues on perceived merchandise value and patronage intentions (Baker et al., 2002).

In order to ensure that the language and context were comparable, the questionnaire was translated from English into Mandarin Chinese. Then it was back-translated by a Chinese Professor to sure its validity and accuracy. Except for demographic characteristics, the degree of agreement or disagreement used for participants to decide whether shoppers' behaviour items exactly describe themselves, the degree of importance utilized to ask participants on attractiveness factors and the extent of agreement on patronage were scored Likert scale from 1 (strongly unimportant/disagree) to 5 (strongly important/agree).

Procedures

Data were collected via a self-administered questionnaire posted using Google docs. Invitation was sent directly to members of the Guangzhou World Trade Corporation inviting them to participate in the study. Those members that agreed to participate in the study were thereafter directed to the web link in which the questionnaire was displayed. Participants were informed that participation was voluntary and that information provided would be strictly confidential. The main benefit of using this data-collection method was that it allowed respondents to take as much time as they went when it is convenient for them to complete the questionnaire.

FINDINGS AND ANALYSIS

Shopper Typology

To define shopper typology in Guangzhou's context, Exploratory Factor Analysis was used. The first important indicator in the Factor Analysis is correlation matrix, which is used to compute all the items to show how each of those items is associated with each other. Basically, two items with a relatively high correlation indicates that they are associated and will probably be grouped together by the factor analysis. So, item 1 to item 24 which were designed to measure shoppers' behaviours were analyzed initially by correlation matrix in Factor Analysis.

In order to assess whether the significant relationship exists among the items or not, the resultant correlation matrix can be established by two tests. One is Bartlett's test of sphericity which is designed to test the hypotheses that the items are uncorrelated in the population. The Bartlett's test value of this study's population was significant, which a test value of 2.328×10^{-3} and the significance value of less than 0.05.

Moreover, the adequacy of sampling can be measured by Kaiser Meyer Olkin (KMO) test, which shows whether enough items are predicted by each factor or not. A KMO measure more than 0.70 means the sampling is adequate; otherwise it is inadequate if KMO measure is less than 0.50. The KMO value of test statistic is 0.868. Therefore, combining the result of Bartlett's test, the factor analysis used for the selected items is appropriate to the data.

The second step in Factor Analysis is determining the technique of factor extraction, in which a series of original factors from the correlation matrix created before would be extracted. To extract factors, Principal Components Analysis (PCA) was employed, through which a comparatively large number of variables is reduced to a smaller amount of variables which remain containing the same information (Leech, Barrett and Morgan, 2011).

More importantly, the number of factors extracted from PCA should be considered carefully by researchers. A percentage of the total variance presented by the variances extracted by the factors, which are regarded as the Eigen values, is a common criterion for a factor to be useful. Five components were rotated, based on the Eigen values over 1 criterion. After rotation, the percentage of variance of each component was 15.3%, 14.8%, 13.4%, 9.4%, and 9.3% respectively.

Accordingly, combining the context of each item, the five main factors can be categorized and defined shown in Table 2. In addition, cluster analysis technique was utilized in this research to group the participants into homogeneous groups. This research used the five factors found out from EFA. The major intention of this assortment is to understand if participants can be classified into homogeneous shopping patterns. These groups will be further utilized to analyze whether moderating effect on the relationship between shopping malls' attractiveness factors and shoppers' patronage exist or not.

Table 2 Grouping of Factor Analyzed Items

Item No.	Items	Factors	Factor Description
1	I like to shop at shopping mall because	Economic	The selection or

	of large variety of products available.	Shoppers	patronage of shopping malls determined by this types of shoppers more focus on the overall commodity costs, including convenience costs and monetary price.
3	Timing of the shopping malls is very convenient to me		
2	I like to shop at shopping mall because whatever I need I find it under one roof		
5	I go to shopping in shopping malls when there are sales.		
4	I go shopping in the mall to take advantage of sales promotion schemes		
6	I enjoy looking for discounts when I shop in shopping malls.	Gratification Shoppers	Gratification shoppers tend to acquire spiritual satisfaction during the time that shopping at a mall.
14	When I'm in a down mood, I go shopping to make me feel better.		
13	Shopping in mall is one of the enjoyable activities of my life.		
15	To me, shopping is a way to relieve stress.		
12	I enjoy spending time at shopping mall.		
11	Visiting shopping mall makes me feel better even if I do not buy anything.	Informative Shoppers	The goal of informative shoppers shop at a mall is to obtain the latest information about fashion or shopping malls.
18	I go to shopping malls to keep up with trends.		
17	I go to shopping mall to see what new products/designs/brands are available.		
16	I like to go to shopping mall because I like to see what the latest fashion is.		
19	I always enjoy the architecture of shopping malls.		
20	Visual display of the mall is very attractive to me.	Purposive Shoppers	Shoppers divided into purposive category like plan their shopping schedule before they shop at a mall.
9	I always have a list of products to buy when I go for shopping.		
7	I always plan my shopping trips.		
8	It is important to accomplish what I had planned on particular shopping trips.		
10	I already know which products I want to buy when I go for shopping.	Socialized Shoppers	Shoppers' attitude towards socializing with other shoppers. Their aims of shopping are to communicate with others rather than to focus on purchase commodities.
24	Shopping with friends and family members is a social occasion.		
22	I like shopping for others because when they feel good I feel good.		
23	I prefer to shop with friends and family		
21	I like to go shopping when it is for other people.		

Specifically, participants, who can be defined as '**Economic Shoppers**', represented those who are more concerned with the overall commodity costs, which was comprised of monetary payment and convenient costs, rather than anything else and are interested in

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seeking sales promotion as well as convenient stores location when going for shopping. Participants seem to pay more attention to acquire spiritual satisfaction during the time that shopping at a mall. They can release stress, obtain enjoyment when they are shopping at malls without purchasing any goods, which results in classifying ‘**Gratification Shoppers**’. Moreover, participants, who can be regarded as ‘**Informative Shoppers**’, because they patronize at shopping malls in order to gather the latest fashion trend as well as appreciate or assimilate the architectural design of shopping malls. They are more interested in obtaining intangible rather than material objects. Some of participants were likely to be more interested in planning their shopping, making decisions before going for purchase, they never patronize shops unplanned, which is they shop along with purpose. Therefore, this type of shoppers can be classified as ‘**Purposive Shoppers**’. Participants, who incline towards socializing with others, means they do not like shopping alone. Their aims of shopping are to communicate with others rather than to focus on purchase commodities, which is the reason why those participants can be named ‘**Socialized Shoppers**’.

In order to classify cases into relatively similar groups in the light of selected characteristics, K-means cluster analysis was employed as a classification technique. To achieve the intention of cluster analysis, the 5 factors earlier defined by factor analysis, were utilized for analysis. It is important to calculate the distance between the cluster centres, which can assist researchers to identify the effectiveness of the clustering procedure as well as the cases grouping; because it shows the extent of which each cluster differ from the other one and the extent of which one cluster close to the other. In detail, the distances between cluster 1 and 2 was 1.673.

Furthermore, to identify whether there is a significant difference among cluster groups, according to the variables chosen, ANOVA was employed. Table 3 displays the ANOVA table as well as Table 4 demonstrates cluster wise distribution.

Table 3 ANOVA for Comparison of Cluster Groups for Selected Factors
ANOVA

	Cluster		Error		F	Sig.
	Mean Square	df	Mean Square	df		
Economic Shoppers	89.312	1	.561	201	159.304	.000
Gratification Shoppers	4.463	1	.983	201	4.541	.034
Informative Shoppers	22.318	1	.894	201	24.966	.000
Purposive Shoppers	3.074	1	.990	201	3.106	.080
Socialized Shoppers	5.553	1	.977	201	5.681	.018

Table 4 Cluster Wise Distribution of Participants
Number of Cases in each cluster

Cluster	1	66
	2	137
Valid		203
Missing		0

Combining the characteristics of five shopping factor and the outcome of K-means cluster analysis, two main types of shoppers can be defined. 66 of participants in the first cluster consider shopping at a mall is one of the enjoyable activities in their daily life, even though they do not buy anything, which can be regarded as gratification factor. At the same time, they enjoy socialize with their friends or families during shopping at a mall. Therefore, these participants can be defined as '**Hedonic Shoppers**', who may be more focus on enjoying an experience satisfied emotionally which is related to the shopping activity rather than making a purchase. The participants (137) in the second cluster are less bothered about emotional satisfaction, but are those who emphasize on purchasing goods or obtaining information which they are interested in. The characteristics of this cluster participant are consistent with the definition of '**Utilitarian Shoppers**', whose value can be acquired from the efficiency of the whole period of shopping. Hence, the shoppers in Guangzhou, China could be segmented into two main categories – hedonic shoppers and utilitarian shoppers.

Analysis of Attractiveness Factors of Shopping Malls Influencing Shopper Patronage in Guangzhou, China

Accessibility/Convenience

Given the data analysis of accessibility/convenience from Table 5, there was a strongly positive correlation between accessibility/convenience of shopping malls ($r = 0.546$) and shoppers' patronage in Guangzhou, China.

Furthermore, items measuring accessibility/convenience employed in this research included parking space, store hours, one-shopping place, convenience of finding products and accessibility of product information, with correlation value of 0.72, 0.76, 0.69, 0.72, 0.71 respectively. It means that the accessibility/convenience variable in this research involved in both macro- and micro-accessibility, which were accorded with findings from Roulac (1994) and Thang and Benjamin (2003), who stated that consumers are more likely to shop at a mall with greater traffic volume rather than others that are not easily accessible.

Product Variety

The quantitative analysis conducted in this research showed that the correlation value of product variety with shoppers' patronage scored at 0.540 (Table 5), which was measured by some items with r -value above 0.70, namely up-to-date product, availability of high quality products, availability of international stores branches and existence of food stores. Therefore, the outcome of analysis about correlation between product variety and shopper's patronage was similar with what were stated by authors, like Bloch (1994), Brown (1991), as well as Wakefield and Baker (1998) who conducted different researches to prove malls with a relatively wide range of stores or tenant mix can obtain greater chance for consumer to patronize.

Entertainment

Entertainment variable, which was assessed by children playing area ($r = 0.873$), safe entertainment place ($r = 0.910$) and presence of variety entertainment programs ($r = 0.814$), was found that had a medium positive correlation with shoppers' patronage with a correlation value of 0.515 (Table 5). Although the items used to measure entertainment variable were not the entertainment elements only belonging to shopping malls, which means consumers or shoppers can be satisfied those social needs in other public area, like parks, stadiums, entertainment, as one of the shopping malls' attractiveness factor was

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found in this research, affects shoppers' patronage strong positively. The impact of entertainment on shoppers' patronage agreed with findings from previous researchers, like Terblanche (1999), Michon and Chebat (2004), and Ahmed, Ghingold and Dahari (2007).

Service Quality

In this research, overall six items were used to measure service quality, including service quality of salespeople as well as staff of shopping malls, of which the *r*-value were much higher than 0.7, showing a great validity of them. Moreover, the correlation between service quality and shoppers' patronage found in this research was not so strong (*r* = 0.488).

Comparing with findings from prior literatures, in which Parasuraman (1985; 1991) and Boulding (1993) found that there is a strongly positive relationship between consumers' perceptions of service quality and their purchase intention; as well as Jones and Farquhar (2003) stated that service quality has impacts on repeat purchase and customer loyalty, service quality of shopping malls in Guangzhou's context just had a medium correlation with shoppers' patronage. Meanwhile, the significance and effect of service quality on shoppers' patronage was the lowest one among four shopping malls attractiveness factors. The main reason of it may be that service quality perceived by customers at a shopping mall is comprised of shopping malls offered and retail store offered, in which customers usually receive more service from retail store than shopping mall. More importantly, service offered by shopping malls may affect the whole shopping experience indirectly, like providing events schedule to shoppers, guiding shoppers to reach prescribed stores etc., which may not contribute to the final transaction directly. Therefore, the outcome of this research showed that service quality correlated with shoppers' patronage in a medium level.

Table 5 Means, Standard Deviations, and Inter-correlations for Shoppers' Patronage and Predictor Variables (N=203)

Variable	M	SD	Accessibility / Convenience	Product Variety	Entertainment	Service Quality
Shoppers' Patronage	3.87	.68	.546*	.540*	.515*	.488*
Predictor Variable						
Convenience/ Accessibility	3.96	.63	--	.531*	.433*	.474*
Product Variety	3.89	.70		--	.476*	.499*
Entertainment	3.58	.81			--	.422*
Service Quality	4.26	.66				--

**p* < .01

Moreover, Multiple Regression Analysis was employed to figure out the best linear combination of accessibility/convenience, product variety, entertainment and service quality for predicting shoppers' patronage. From Table 6, there were significant positive relationships between all four mall's attractiveness factors, namely accessibility/convenience (*t* = 3.87; *p* < 0.01; β = 0.26), product variety (*t* = 3.11; *p* < 0.05; β = 0.21), entertainment (*t* = 3.75; *p* < 0.01; β = 0.24) and service quality (*t* = 2.53;

$p < 0.05$; $\beta = 0.16$), and shoppers' patronage. The adjusted R squared value was .46, which depicts that 46% of the variance in shoppers' patronage was explained by the model. According to Cohen (1992), this is a strong effect. In addition, the beta value estimates seem to indicate convenience/accessibility as a more important predictor of shoppers' patronage at shopping mall than other attractiveness factors.

Table 6 Simultaneous Multiple Regression Analysis Summary for Shoppers' Patronage and Shopping Mall's Attractiveness Factors (N=203)

Variable	B	SE B	β	T	p
Accessibility/Convenience	.27	.07	.26	3.87	<.001
Product Variety	.20	.07	.21	3.11	.002
Entertainment	.20	.05	.24	3.75	<.001
Service Quality	.17	.07	.16	2.53	.012
Constant	.59	.27			

Note. $R^2 = .46$; $F(4,198) = 42.82$; $p < .001$

Analysis of Shopper Typology Influencing Shoppers' Patronage

As type of shoppers, namely hedonic shoppers and utilitarian shoppers, is transferred into discrete data in SPSS, in order to test whether there is any relationship between those two shopper types and shoppers' patronage, T-test was applied. Based on the results of the T-test ($t = -2.83$, $df = 115$, $p = 0.05$) (Table 7), this research has found that shopper typology plays a significant role in influencing shoppers' patronage. In detail, hedonic shoppers were found to have slightly less possibility to patronize at a mall than utilitarian shoppers according to the mean average shoppers' patronage for hedonic of 3.67 (standard deviation of 0.72) and 3.97 for utilitarian shoppers (standard deviation of 0.63).

Table 7 Result of the T-Test between Shopper Typology and Shoppers' Patronage

		Mean	Std. Dev.	t	df	p-value
Shoppers' Patronage	Hedonic Shoppers	3.67	0.72	- 2.83	115	0.05
	Utilitarian Shoppers	3.97	0.63			

Moderation Effect of Shopper Typology on the Relationship between Attractiveness Factors and Patronage

Moderation Effect of Hedonic Shoppers

There was a strong correlation between '*Hedonic Shoppers*' and the relationship of independent variables and dependent variables ($r = 0.721$). More importantly, expect for accessibility/convenience, which was not significant in the MLR analysis, other malls' attractiveness factors were significant, as the p -value of them were less than 0.5. Specifically, hedonic shoppers may be attracted to patronage at a shopping mall which has a wide range of product ($b = 0.342$, $p < 0.05$), following by high service quality ($b = 0.256$; $p < 0.05$). The reason of this result may be that browsing various goods can be one of the elements for hedonic shoppers to distract from a tension or bad mood, combining a high quality of service, which can satisfy their emotional needs. Moreover, in order to obtain enjoyment at a mall, they may not be concerned with convenience cost which is closely related to accessibility/convenience ($b = 0.076$; $p > 0.05$) of shopping mall. Generally, the relationship between malls' attractiveness factors and shoppers' patronage was strongly moderated by hedonic shoppers.

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Moderation Effect of Utilitarian Shoppers

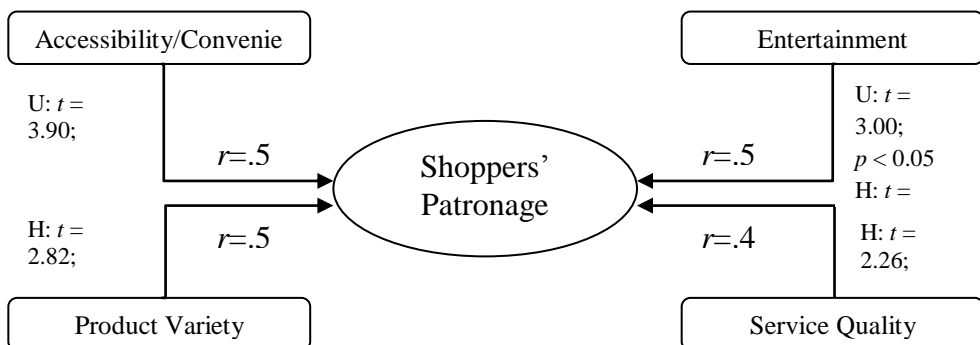
As utilitarian shoppers more focus on the value of shopping, which can be affected by convenience cost, accessibility/convenience ($b = 0.322$; $p < 0.001$) of a shopping mall is the most crucial element was considered, when they select a mall to patronize. Another significant utilitarian shoppers' moderation effect was on the relationship between entertainment ($b = 0.186$; $p < 0.05$) and shoppers' patronage. The reason of this may be that the entertainment measured in this research was about fun facilities for child and entertainment programmes hold by the shopping mall, which can contribute to the extra shopping experience for utilitarian shoppers who want to obtain some useful information or who shop with their child. Unlike the strong impact on the accessibility/convenience and entertainment, the result showed that the influence on product variety ($b = 0.144$; $p = 0.067$) and service quality ($b = 0.127$, $p = 0.125$) were insignificant, as the result of utilitarian shoppers concentrate on seeking the goods or information which they want or planned before or with a low price, rather than enjoying excavating goods from a vast of commodity. Accordingly, malls' attractiveness factors affect utilitarian shoppers' decision on mall selection and patronage in different levels.

In short, the moderation effect of shoppers' typology on the relationship between each mall' attractiveness factor and shopper's patronage can be presented as the following figure. Obviously, compared with hedonic shoppers, who less emphasis on accessibility/convenience of a shopping mall when they go for shop, accessibility/convenience was the most important attractiveness factor attracting utilitarian shoppers to patronize at a shopping mall. Meanwhile, the service quality and product variety, which were not significant motives for utilitarian shoppers to patronize at a mall, were thought highly by hedonic shoppers during shopping at a mall. Interestingly, the degree of entertainment effect on these two types of shopper' mall selection and patronage were similar.

Derivation of Model and Comparison of Correlation

In all, except for service quality, which correlated with shopper patronage in the medium level, the other three attractiveness factors of shopping mall had strong positive correlation with shopper patronage. Therefore, the correlation value of all those factors indicated that shoppers can be attracted to patronize a shopping mall which has great accessibility/convenience, a wide range of product, diverse entertainment, and high-quality service as illustrated in Figure 3.0.

Figure 3.0 Model of Shopping Mall's Attractiveness on Shopper Patronage in Guangzhou, China



H = Hedonic Shoppers; U = Utilitarian Shoppers

Source: Developed by Researcher

IMPLICATION AND CONCLUSION

There were three main findings generated from this research. Firstly, based on various motivation and shopping behaviours, shoppers in Guangzhou can be categorized into 'Hedonic Shoppers' and 'Utilitarian Shoppers', which is called shopper typology. Secondly, four factors on mall attractiveness namely, accessibility/convenience, product variety, entertainment and service quality, were found to impact on shoppers' patronage significantly. This is in line with previous literatures. Finally, the moderation effect of hedonic shoppers on the relationship between each attractiveness factors and shopper patronage differed from those of utilitarian. In particular, for hedonic shoppers, there was no moderation effect on the relationship between accessibility/convenience and patronage, whereas, product variety and service quality of shopping malls may not attract utilitarian shopper to patronize.

Although the findings of it can provide a profound comprehension of shopper behaviours in Guangzhou, China, as well as their preferences of shopping mall's factors which propel them to patronize at malls, limitations of this research must be considered for further study. Firstly, this research may not indicate a comprehensive view of the target population, as the result of the sample size cannot be big enough in Guangzhou's context. Especially for shopper typology, which was defined by Exploratory Factor Analysis, shoppers in Guangzhou may be categorized into more specific groups.

Also, the shopping malls' attractiveness factors tested in this research were not exhaustive, which led the focus of this research on accessibility/convenience, product variety, entertainment and service quality. As a matter of fact, there are other factors can affect shopping malls' attractiveness, like architecture, atmosphere, security etc. Hence, the strategies mentioned before may not represent the overall one for shopping malls' improvement.

Given the limitations of this research, researchers, who conduct further researches related to this topic, are suggested to consider more shopping malls' attractiveness factors which have not been measured by this research. Moreover, as shopping mall is one of the tourist spots for foreign potential shoppers, further researches can examine the moderation effect of tourists on the relationship between attractiveness factors of malls and shoppers' patronage, rather than just focus on those of local shoppers like this research. Thus, the more comprehensive and in-depth research about this topic are conducted, the more useful and effective strategies for shopping malls' development can be put forward.

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