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PREDICTORS AND CHARACTERISATION OF MALL SHOPPERS IN A TYPICAL SUB-SAHARAN AFRICAN CONTEXT: EVIDENCE FROM NIGERIA

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ABSTRACT

Shopping malls are consistently reconfiguring the retailing ecology in Nigeria, just like in some other countries in sub-Sahara Africa (SSA), which arguably is affecting the socio-psychology of shoppers. Despite the amazing changes, not much is known about the dynamics operating in terms of predictors and characterisation of shoppers migrating to the new shopping experience. Using this as a point of departure, this paper explores those factors that characterise those who patronise shopping malls among the emerging mall shopping segment in Nigeria. Five hundred and twenty mall shoppers were intercepted and surveyed at the regional Polo Park Shopping Mall in Enugu, Nigeria. Exploratory factor analysis and cluster discriminant analyses were performed on data collected for the study, whereas structural equation modelling technique was utilised to perform confirmatory factor analysis. Findings clearly identified aesthetic and architectural design, escapism, socio-personality transformation, safety, role enactment, quality products, price consciousness, and presence of reputable global retail stores as key predictors of mall shopping. Multiple discriminant analysis shows that aesthetics and architectural design is the most important factor that distinguishes the segment, followed by escapism, and presence of reputable global retail stores. Marketing management and theory implications of the findings were argued.

Keywords*: Predictors, Mall shopping, Consumer behaviour, Nigeria, Africa.*

Introduction:

As a typical sub-Sahara African context, Nigerian shoppers traditionally shop in the open market system and stand-alone shops located both in rural, suburban, and urban areas (Hodder and Ukwu, 1969; Nkamnebe, 2014). The intention of visiting these open markets goes beyond economic exchange to include socio-cultural, political, and leisure reasons (Hodder and Ukwu, 1969; Farrag et al. 2010). Noticeably, the reasons for changing where and why people shop and who shops are occurring with great rapidity as to warrant being described as a revolution (Al-Mahy, 2013; Nkamnebe, 2014). Within the extant literature, Tauber's (1972) seminal article on "why do consumers shop" pioneered research on consumer shopping behaviour.

Consequently, shopping behaviour became a hot and contemporary topic which has been widely reported in empirical literature (Gonzalez-Hernandez and Orozco-Gomez, 2012; Kristina, 2011), conceptual scholarly papers (Woodruffe – Burton et al. 2002), including retailing management textbooks (Levy and Weitz, 2007). Consumer behaviour literature demonstrates that purchase of a product is more than the fulfilment of a task (Ann and Jihyun, 2007); with consumers looking for other aspects (Jones and Reynolds, 2006).

Today, shoppers' behaviour is becoming increasingly unpredictable compared to previous decades as shoppers tend to manifest variety of motives (Hasliza and Muhammad, 2012) Further evidence in the literature suggests that shopping is not a uni-dimensional construct as most consumers seem to pursue multi-purpose shopping activities on each shopping trip rather than go after a single motive (Zhang, 2011).Perhaps, this increasing complexity in predicting accurately the motivation of millennia consumers to shop generally and particularly shopping in malls has placed shopping behaviour as a contemporary construct that requires serious research attention especially in SSA where mall concept is embryonic but rapidly eclipsing the retail landscape.

A number of research streams have investigated consumer shopping values (Teller et al. 2008; Chang and Fang, 2012), which seem to motivate consumers to go shopping in malls largely from the western standpoint (Vanessa et al. 2011; Runyan et al. 2011; Beynon, 2010). Although these past studies provide deep insight into the shopping behaviour of consumers mostly in North America and the advanced economies including very few African economies such as South Africa, very importantly, scholars such as Carpenter (2008), and Zhou and Li, (2010) submit that generalizing research findings on mall shopping outside ones' context of study are always limited due to differences in consumers and retail formats available in various countries and geographical locations. Besides, even studies in the extant literature on mall shopping predictors provide conflicting results and generating unresolved debate (Vanessa et al. 2011; Allard et al. 2009), hence the further calls for context-specific studies (Dawson, 1994; Severin et al. 2001; Byoungho and Kim, 2003). Accordingly, this paper seeks to achieve the following: first, explore potential factors which predict mall shopping behaviour from the prism of shoppers; second, characterise those shoppers based on the predictors identified in this study; and third, determine the influence of the predictors across the studied age cohorts. After this brief introduction, the rest of the paper is structured thus: review of related literature, research methods and strategy, analysis, discussion with managerial implications, and limitation of the study.

Review of Related Literature:

Prior Research on Predictors to Mall Shopping:

Conceptualizing a mall seems to be polarized in the literature. For instance, Bellis (2011) defines shopping mall as a collection of independent retail stores, services, and a parking area which is conceived, constructed, and maintained by a separate management firm as a unit. Other scholars see a shopping mall as a cluster of stores located in a single building, planned, designed, and built for retailing and retail-related activities; they are managed as a single unit by an institutional centre management (Levy and Weitz, 2007; Lambert, 2006; ICSC, 2004). Kotler and Armstrong (2006) argue that a shopping mall is a place where a group of retail businesses plan, develop, own, and manage as a unit. In spite of the proliferation of definitions, the presence of anchor stores is one distinguishing factor of shopping malls. As has been argued, "…malls with more and larger anchors provide a better shopping environment" and experience (Harvinder and Vinita, 2012). In this paper, shopping mall is conceptualized as a retail outlet that is planned, built, and centrally managed as a single entity housing independent retailing outlets with at least an anchor tenant.

The idea of shopping motivation infused in the question "why do people shop?" Tauber (1972) provoked considerable academic interest in the topic in the last several decades. This may be partially explained by the potential theoretical and/or managerial implications embedded in the notion and possible links to consumer shopping behaviour (Jones et al. 2006; Carpenter, 2008). Broadly speaking, motivation is the driving force inside individuals that propel them into action (Schiffman and Kanuk, 2010). Narrowed to shopping context, motivation may be described as the driving force within shoppers or the servicescape that makes them go shopping. Examining human motivation through this lens presents the purposive and goal-directed nature of motivation (Huczynski and Buchanan, 2010). Puccinelli et al. (2009) posit that little human behaviours are as purposive as shopping. Gaining robust understanding and insights into shopping predictors requires exploring the fundamental reasons that drive consumers to go shopping (Varman and Belk, 2012; Mugan and Erkip, 2009).

Though a considerable number of studies have widely reported the major antecedents of mall predictors in marketing and retail literature, the results have been generating unresolved controversy and lack of consensus on the number of variables across cultures or retail types which engender mall-focused shopping (Anic and Vouk, 2005). Huff's (1963) Gravity Model predicts that consumers' attraction to shopping centre is inversely proportional to the distance between the shopping centre and the location of its consumers, and directly proportional to its size. This model recognizes location from shoppers' home and size (big, medium, or small) as major considerations that explain consumer behaviour to shop in a particular type of retail outlet. Along this line of thought, research suggest that the decision to visit a mall may be influenced by distance and travel time, size of shopping area, perception of the characteristics of shopping area, and what it costs a consumer to shop in the area (De Juan, 2004). A plethora of studies have reported that the choice of a shopping mall is largely anchored on convenience (e.g., parking space, mall operating hours) (Pan and Zinkhan, 2006; Deepika and Ravi, 2012), accessibility measured in terms of ease shoppers experience in getting in and out of mall as well as finding their way around the mall(Haytko and Baker, 2004), existence of other services (e.g., banks, telephone providers and/or restaurants)(Manana, 2009), and recreational facilities (e.g., ferry wheel, playground for children) (Chehamngchai and Davies, 2000; Pan and Zinkhan, 2006). Similarly, atmosphere (Massicotte et al. 2011; Zhang, 2011; Harvinder and Vinita, 2012), quality of merchandise (Anselmsson, 2006), wide selection (Che Aniza et al. 2012), and Security (Deepika and Ravi, 2012) have been validated as important factors that influence consumers positively to shop in malls.

Additionally, consumer shopping motivation research pioneered by Tauber (1972) found personal and social motives as influencing shoppers' to shop. According to Tauber, personal motives are concerned with diversion from routine daily life, self-satisfaction, and sensory stimulation. Social motives relate to social fulfilment outside one's home, peer group attraction, and bargaining pleasure derivable by shoppers that may not be tied to purchase of a physical product. In this lead study by Tauber, it is important to observe that the type of retail outlet where the study was conducted was not mentioned and evidence in the extant literature demonstrates forcefully that consumer motivations to shop differ across retail formats (Seock, 2009; Reutterer and Teller, 2009). Following this line of reasoning, Tauber's findings seem to lack context specific; it may be recognized as shopping predictors generally. In a study of mall shopping motives, Westbrook and Black (1985) reported seven shopping predictors that may collectively explain consumers' mall shopping motive: anticipated utility, role enactment, negotiation, choice optimization, affiliation, power and authority, and stimulation. Other researchers such as Bloch et al. (1994) identified aesthetics, escapism, flow, exploration, role enactment, social and convenience whereas Bellenger et al. (1977) found four variables made up of quality of the mall, number and mix of mall tenants, number of entertainment options and mall design as the reasons why consumers go shopping in the mall. Mall visitation motivations research carried out in Ghana by Anning-Dorson et al. (2013) reported eight key drivers namely pleasure, aesthetic and architectural design, flow, leisure, convenience, escapism, exploration and safety. Escapism (temporal dissociation from boredom, hectic daily activities) was, however, isolated in the study as the compelling reason why Ghanaians visit malls.

Anselmsson (2006) in study of sources of customer satisfaction with shopping malls in Sweden, found eight underlying factors comprising selection, atmosphere, convenience, sales people, refreshment, location, promotional activities, and merchandising policy that underpin customers' choice to shop in malls. From another research angle, other researchers added more explanatory variables to the predictor model. For instance, Ahmed et al. (2007) in the study that examined Malaysian students' shopping mall behaviour concluded that interior design of the mall, products that interest them, good alternative for socialising with friends and convenient one-stop shopping collectively interweave to propel students to visit malls. Put together, this review demonstrates that mall visitation by shoppers depends largely on complex interwoven variables (e.g., type of respondent surveyed, cultural setting) and sometimes observable and the other extreme very latent variables.

2.2. Extant Research on Shoppers' Segments

Kotler and Keller (2006) aptly captured the usefulness of segmentation to marketing practitioners when they opined that *"markets are not homogeneous. A company cannot connect with all customers in large, broad, or diverse markets. Consumers vary on many dimensions and often can be grouped according to one or more characteristics" (p.239).* This assertion clearly demonstrates the deep faith in segmentation and possible economic implications associated with its practice.

Market segmentation for consumer goods and services tend to dominate market literature (Premkanth, 2012; Goyat, 2011) whereas retail segmentation studies have been seriously neglected and under-reported; the available ones were concentrated largely on individual stores and not on mall itself (Ruiz et al. 2004). Extant marketing literature reveals two possible approaches for achieving consumer profiling and segmentation: priori and post hoc (cluster-based) (Gonzalez-Hernandez and Orozco-Gomez, 2012). Priori segmentation approach employs consumer externalities such as age, sex among others to explain differences in consumer segments' behaviour. Following this school of thought, a number of studies have been conducted wherein gender (Michon et al. 2008; Kuruvilla et al. 2009), age (Anselmsson, 2006), or mother and daughter (Martin, 2009) were used to segment and explain consumer segments. Marketing academics have fiercely challenged priori methods because of its focus on external characteristics of consumers and a number of studies have suggested including other variables in explaining the differences between segments' behaviour (Gonzalez-Hernandez and Orozco-Gomez, 2012).Also, Harrison (1995) posits that consumer buying behaviour is not primarily dependent on those external characteristics. In contrast to priori approach, cluster-based (post hoc) orientation classifies consumers on the basis of what they do at malls rather than whom they are (Ruiz et al. 2004).

Stone (1954) adopted post hoc approach and identified economic shoppers, personalizing shoppers, ethical shoppers, and apathetic shopper typologies based on attribute factors of shopping centres. Along this research tradition, Terblanch (1999) anchoring its segmentation criteria on perceived benefits derivable by consumers who visits a mall, recognized and validated functional, recreational, and social typologies of shoppers whereas Bloch, Ridgway, and Dawson (1994) employing behavioural patterns in malls reported mall enthusiasts, traditionalists, grazers, and minimalists as shoppers' segments. In a study of Mexican consumers lately based on shopping centre attractiveness, Gonzalez-Hernandez and Orozco-Gomez (2012) identified three shoppers' segments namely serious, enthusiasts, and basic. Similarly, El-Adly (2007) in his investigation of United Arab Emirate University staff mall attractiveness, found relaxed, demanding, and pragmatic shopper segments. These studies bring to fore the consumers' assessment of mall attributes and their potential influence on mall selection. Taken from shopping motivation perspective, Jamal et al. (2006) found six segments comprising socializing, disloyal, independent perfectionist escapist, apathetic, and budget conscious shoppers with different emphasis on specific reason for shopping in Qatari and yet Sit et al. (2003) identified six mall patrons' segment as serious, entertainment, demanding, convenience, apathetic, c and service.

A closer scrutiny of the segments of the mall patrons based on the literature reviewed over time and countries reveals some closeness in nomenclature but obvious inconsistencies in the number of segments and divisions within these segments. This arguably creates difficulty in generalization of the segments across culture thus necessitating country-specific mall shoppers' profiling and classification.

Research Methods and Strategy:

The units of analysis for this study are the mall shoppers aged 18 years and older. Consistent with quantitative research design, survey method was used for data collection. This has been confirmed as credible tool that allows the use of indicators to measure latent constructs such as opinions (Cooper and Schindler, 1998) and the response can be assembled and joined to represent the responses of the whole population (Reaves, 1992). Polo Park Shopping Mall (PPSM) located at Enugu, Nigeria was chosen for this investigation because it is the only shopping mall in the South-east Nigeria as at the time of the study. As a regional mall, it attracts shoppers from most of the States in the region and beyond. Since sample frame for mall shoppers does not exist at the moment, sample size of 520 mall patrons was statistically determined as suggested by Williams (1984). A self-administered questionnaire derived largely from measurement scales that have been validated in similar previous studies (Anning-Dorson et al., 2013; Ahmed et al., 2007; El-Adley, 2007) were used. However, some items in those questionnaires were removed, re-phrased or new ones added to suit local context. Given the alterations made to the measurement items, the questionnaire was pilot-tested on forty conveniently selected cohort shoppers within the PPSM. These cohorts were excluded from the respondents who filled the final questionnaire. The questionnaire was further pre-tested for face or consensus validity (Jamal et al. (2006) in order to enhance the understanding of each construct's items and their meanings to ensure correct measurement theory (Hair et al. 2010). Based on comments and observations made after the pilot-test, corresponding corrections were reflected in the final copies of the questionnaire.

The survey instrument was organized thus: Section A contains shoppers' socio-demographics such as gender, age, among others while section B, examined shopping habits of shoppers such as average time spent in mall and number of stores visited. Both section A and B used close-ended questions. Section C assessed mall shopping predictor variables. Five point Likert-scale of 51 measurement items wherein 1 means strongly disagree and 5 designates strongly agree were employed.

Data were collected using mall intercept approach which is consistent with similar previous studies (Anning-Dorson et al. 2013; Kok and Fon, 2014). To mitigate nonresponse which is associated with mall intercept (Gate and Solomon, 1982) and encourage sufficient response rate (Groves, 2006) the researcher provided information signs (e.g., banner) which described the researcher's university and aptly captured the theme of the study. This nonresponse rate management strategy is consistent with evidence in the literature (LeHew and Wesley, 2007). Though the researcher offered each participant a tablet of soap after completing a questionnaire, many respondents rejected the soap arguing that it was the interest that they have in the study that actually informed their participation and not the incentive he/she may get afterwards. This suggests that their responses may not have been influenced in any way. Also, four female graduates of marketing dressed in the researcher's university T-shirt and cap assisted in questionnaire administration at the entry cum exit gates of the PPSM. The data collection lasted for seven (7) days from November 20 to November 27, 2015 at different time in a day, weekdays and weekend in order to reduce sampling bias and get varied mix of respondents (Ong and Kok, 2014).

Data Analyses and Results:

Descriptive Statistics:

The survey produced 480 (92%) useable responses which were used to analyse the socio-demographics (S-D) of shoppers as shown in Table I below. This response rate far exceeds 70% which Babbie (2007) considers very good for analysis and reporting.

Table I: Socio-demographics of respondents

The useable sample has 54.8% males and 45.2 females. In terms of age range, respondents within 18-33 constitute 66.6% of the respondents. The least respondents aged 50 and above represents 3.1%. Statistics on marital status reveals that 56.5% are single and 41.7% are married. Those who are separated/divorced/widow/widower combined constitute 1.8% of the respondents. As regards the highest academic qualification, 0% of the respondents have no formal education. The largest group which constitutes 45.6% of the sample has B.Sc./HND. Holders of master degree, doctorate and/or fellowship qualifications show relatively impressive statistics of 16.5% and 3.1% of the sample respectively. Overall, the educational qualifications of the respondents appear relatively high given that Nigeria is a developing nation. Data on employment status of the mall shoppers surveyed demonstrates that a large proportion of the respondents (27.9%) are civil servants trailed closely by private sector employees (25.2%).Statistical evidence on respondents' average monthly income indicates that 58.1% earn between N18, 000.00-N127, 000.00 per month while 1.3% of the respondents indicate that they earn 618,000.00-N817, 999.00 on monthly average.

Exploratory Factor Analysis:

Exploratory factor analysis (EFA) with principal component method and varimax rotation was performed on the 51 measurement items which resulted in 13-factor model with eigenvalue (≥1) used as the criterion to determine the number of factors to be retained (Panneerselvam, 2013). Aside helping to group the indicators into factors and enhance interpretation, EFA explores the dimensionality, measurement and psychometric properties of scales items used in a study (Jamal et al. 2006). Applying 0.40 as threshold, 19 items with loadings less than the cut-off point were deleted. Another EFA and varimax rotation was performed on the remaining 32 measurement items which produced 8-factor solution with total variance of the data explained amounting to 61.48% and a KMO measure of sampling adequacy of 0.872. To determine the validity of the measurement items, Cronbach alpha coefficient was computed for the 32 items and a value of 0.89 was ascertained. Also, Cronbach alpha coefficient for each item within each factor was calculated and all the values were greater than 0.70 threshold recommended (Nunnally, 1978) which strongly demonstrate acceptability and high internal reliability of the items.

Table II: Exploratory factor analysis results with Varimax rotation

Confirmatory Factor Analysis:

The adequacy of the measurement model was examined by performing confirmatory factor analysis (CFA) using AMOS version 18. The results demonstrate overall fit between the model and the sampled data. The standardized regression weights produced by Amos version 18 using maximum likelihood approach indicate the unidimensionality of the factors as all the 32 measurement items loaded highly on each corresponding factor thus empirically demonstrating their validity. Convergent validity was evident as the critical ratios (CR) were quite high. The resulting overall model evaluation shows these fit indexes: Chi Square Value: CMIN=955.312; degree of freedom (df)=436; p=0.000; CMIN/Df=2.191; Goodness of Fit Index (GFI)=0.900; Adjusted Goodness of Fit Index (AGFI) =0.901; Trucker Lewis Index (TLI)=0.900; Comparative Fit Index (CFI)=0.904; Incremental Fit Index (IFI)=0.902; Root Mean Square Error of Approximation (RMSEA)=0.05; Parsimony Fit (PRATIO)=0.88 which suggest good fit(Jamal et al. 2006; Hooper et al. 2008; Hair et al. 2010) . Table III presents the measurement model, the standardized loadings, and the critical ratios. Evidence of strong convergent validity was further demonstrated as the composite reliability oscillates from 0.7 to .85 which is within the threshold of 0.7 recommended by Hair et al. (2010).

Table III: Measurement Model

Figure I: Standardised estimates

4.4. Age cohorts and relative importance of predictors

Theoretically speaking, shoppers in different age groupings are expected to have varying reasons which drive them to shop in malls. Though exploratory factor analysis clearly identified eight somewhat diverse motives which propel consumers to shop in mall, the relative importance consumers associate with each predictor was compared across the age-cohorts: 18-25; 26-33; 34-41; 42-49; 50 and above used in the sample by applying one-way analysis of variance (ANOVA). Evidently, as shown in Table III below, quality products and socio-personality transformation were accorded higher ratings whereas escapism and price consciousness seem to be lowly rated relative to other predictors. Closer scrutiny of the general scores of the predictors demonstrate that the respondents actually did not visit the malls merely for escapism; it seems studied respondents visited the mall as a means of proactively satisfying intrinsic and extrinsic needs which may have been eluding them in the age-long traditional retail channels existing in Nigeria. The ranking of the rating of the predictors were:

- ✓ Quality products (4.45)
- ✓ Socio-personality transformation (4.27)
- ✓ Presence of reputable retail stores (4.26)
- ✓ Aesthetics and architectural design (4.17)
- ✓ Safety (4.15)

Table III ANOVA Scores of Mall Shopping Predictors by Age-cohorts

Further analysis on the basis of five age groups: 18-25; 26-33; 34-41; 42-49; 50 and above using one-way ANOVA test (Table III) revealed that five (5) out of eight (8) mall shopping predictors significantly varied between age-cohorts at $p<0.05$. The significant results seem to confirm the higher preference rating the studied respondents ascribed to the factors. Overall, younger consumers seemed to show higher preference for aesthetics and architectural design and socio-personality transformation while the older consumers tilt their shopping interest towards quality products and reputable retail firms. These findings obviously suggest that younger mall shoppers recognize mall as a venue for self-reconstruction and perhaps non-discriminatory opportunities for socialization with existing and potential friends.

Cluster Analysis:

The hierarchical method was used to generate the agglomeration schedule which provided the foundation for the determination of how many clusters to include in the solution. The cluster solution was estimated taking as a threshold the moment there is a marked change in distance between cluster values (Hair et al. 2010; Norusis, 2008). Thereafter, non-hierarchical approach was employed to obtain the cluster centres.

Table IV: Results of non-hierarchical cluster analysis

Task-oriented shoppers: This segment constitutes 14.2% of the respondents. Moderately rates role playing, reputable retail stores and safety and ascribes extremely negative scores for aesthetic and architectural design, socio-personality transformation and/or escapism.

Indifference shopper (20.4%) scores reputable global retail firms lowest (worst negative). The indifference shopper appears to be insensitive to either foreign or local retail firms. Nevertheless, escapism and price-related factors are relevant to the respondents in the segment.

Experiential shopper: This is the largest segment of shoppers investigated (33.3%). The samples respondents gave relatively high score for mall aesthetics and architectural designs. Socio-personality transformation, role playing, and reputable retail firms also received avera ge ratings suggesting their acceptance as important mall predictors.

Escapist shoppers: Comprising 32.1%, it is the second largest segment of the shoppers investigated. The escapist shopper scores escapism highest amongst all the mall aspects studied. They are also sensitive to price, quality brands, and views reputable global retail firms favourably as evidenced in their somewhat average scores. Role playing and safety were rated relatively low by the shopper in this segment.

Cluster Validation:

A discriminant model comprising three discriminant functions was used to validate the clusters, determine the most significant factors for the purpose of predicting cluster membership. The three statistically-determined discriminant functions were found significant ($p<0.05$). Discriminant function 1 explains 43.1% of variance in the four clusters, discriminant function 2 accounts for 33.8% of the variance whereas discriminant function 3 explains 23.1% of the variances in the segments determined. Utilising classification matrix to predict the accuracy of the discriminant functions, the discriminant model correctly classified approximately 93% of cases in both samples as shown in table V below. In order to determine the percentage correctly classified if all observations were placed in the segment with the greatest probability of occurrence, the maximum (Cmax) and proportional (Cpro) chance criteria were computed. Both values serve as threshold for acceptance or otherwise of the discriminant model. The computation yielded Cpro=27.4% and Cmax=33%.This is consistent with Noble and Schewe (2003) who posit that global adjustment examines whether the results exceed the percentage of classified individuals that would have been gotten if all observations were placed in the segment with the greatest probability of occurrence.

Table V: Discriminant Function Classification

Table VI: Multiple discriminant analyses results

Evidence in table VI strongly demonstrates that escapism is the key discriminating factor in discriminant function I whereas reputable global retail firms made the highest contribution in segment II. In terms of discriminant function III, aesthetics and architectural design has the highest discriminatory power.

Discussion of results with managerial implications:

In Enugu, Nigeria, eight factors made up of aesthetic and architectural design (AAD), escapism, socio-personality transformation, price consciousness, safety, role playing, quality products, reputable global retail stores were found which strongly predict mall shopping behaviour among the surveyed mall shoppers. The eight factors even though some factors appear similar differ slightly from Block et al. (1994) who found seven factors (aesthetics, escape, flow, exploration, role enactment, social, and convenience) that seamlessly interact and propel shoppers to shop in mall. However, the eight factors are consistent with the number Anning-Dorson et al. (2013) identified but different in terms of factor labels as this study has added socio-personality and presence of reputable global retail stores into mall shopping explanatory variables. In terms of AAD, it is similar with atmosphere as reported by (Anselmsson, 2006) and comparable with previous studies conducted by Dorson-Anninget et al. (2013) and Bloch et al. (1994). It refers to the malls' internal and external decorations, eye catching and inviting edifice webbed with other intangibles atmospherics. Escapism is the second most important predictor in this study. The sampled shoppers perceive malls as a place to upturn boredom for excitement; temporary escapes from the tight daily business schedules and/or provide succour to troubled mind. This finding strongly supports previous empirical study by (Bloch et al. (1994). Socio-personality transformation relates to the use of malls by shoppers to redefine their personality, authority, and social position in the society. This obviously latent higher order need differs slightly from mere quest for association or affiliation as reported by Tauber (1972).The shoppers recognize mall as platform through which they can elevate and probably 'assume' a superior personality before friends and/or associates. Regarding price sensitivity, shoppers try to understand the degree of closeness or otherwise of prices of products and/or brands sold in the mall as compared to prices of similar products in alternative retail modes. Comparable prices may be acceptable whereas slightly higher prices may be strongly resisted partly because of increasing economic dislocation occasioned by rising unemployment and job cuts. Safety supports previous results (e.g., Deepika and Revi, 2012) wherein presences of security-related measures were noted as major variable which drive consumers to shop in mall. Other retail channels such as open markets are characterized by 'pick pocket'. Role playing describes activities that are learned or culture-defined, traditionally expected or accepted as part of the primary responsibilities of persons occupying certain position or performing some role in society such as mother shopping for family food requirements or father paying school fees of the children (Ahmed et al. 2007). Consistent with empirical study reported by Adkins LeHew et al. (2002) the quality products referred to as quality merchandise relates to issues such reliability, durability, product return policy and/or freshness which help to reduce fear of product failure with the corresponding loss of hard-earned resources. This study identified presence of reputable global retail stores such as Shoprite, Games among others as a strong predictor of mall shopping in Enugu. These global retail firms seem to possess better corporate reputation compared to our local entrepreneurs in retail business. They also display array of marketing stimuli and brands relatively difficult to access locally by the shoppers who are struggling to catch up with western culture through consumption of western brands.

In terms of shopper segments, this study revealed four shoppers' segments comprising: task-oriented, indifference, experiential, and escapist which differs from Gonzalez-Hernandez and Orozco-Gomez (2012) and El-Adly (2007) but somewhat similar with Terblanch (1999). The difference in number of shopper segments may be explained by differences in research context and statistical tools employed in analysis. This study used SEM whereas others did not thereby challenging the rigour associated with the analyses and result therein.

Though the least, the task-oriented shoppers account for approximately 14% of the sampled shoppers at Enugu in Nigeria. With respect to this segment in particular, more men (51%) and 49% female make up the segment. This finding seems to match the shopping behaviour of most men in Enugu who are always in a hurry to pick what they need and leave for other appointments that may earn them extra income meant to augment their probably paltry monthly income. This group of shoppers indicates role playing and presence of reputable global retail store, safety and quality brands as their key motivation to visit mall. Similar to the study conducted by Teller et al. (2008), this group of shoppers comes to the mall with predefined activities to perform and they seem to adhere strictly to items in their shopping list. Lesser attention is given to hedonic dimensions in the mall as they see shopping as work. Price is not a major consideration rather the availability of what he had proposed to purchase dominates his purchase decision. Time appears to be his greatest constraint. This segment may be better targeted through evidence-based advertising messages in form of superior customer service and demonstration of availability strong brands in social media, print media, and television.

Indifference segment, the third largest segment, is made up of 20.4% of the shoppers surveyed. In terms of gender classification within the segment, 53% are males whereas 47% are females. This segment of shoppers attaches insignificant importance to all the dimensions of mall shopping as reflected in the below average ratings of predictors. Global retail stores received the lowest score. This segment seems very similar to the Westbrook and Black (1985) 'apathetic' and Bloch et al. (1994) minimalist shoppers who demonstrated low scores on most shopping motivations. There appears to be evidence of non-discrimination among store types (local or foreign) given the extremely low score for global stores. Perhaps this indifference behaviour may be partially explained by newness of mall shopping culture among shoppers who are still trying to adjust to shopping from global firms as against smaller local retail stores where special attachment or social bond may exist. The shoppers appear to see little difference between global retail stores and local ones hence their price-sensitivity tendency.

Furthermore, the largest segment, experiential shoppers representing 33.2% of the surveyed shoppers is made up of 56% of males and 44% of females. The shoppers are driven by hedonic-related dimensions of shopping such as socio-personality transformation, role playing, reputable global retail stores and aesthetics and architectural design as shown in the moderate rating of these predictors. This experiential segment is closely related to the recreational segment as suggested by Chettamrongchai and Davies (2000) where shopping may be a very enjoyable use of time without purchasing of goods and/or services. For instance, Polo Park shopping mall is increasingly becoming a tourist centre for school children since Enugu lacks recreation centres such as zoo or museum where consumers can spend leisure time away from home. This observation supports Mugan and Erkip (2009) who note that teenagers spend much of their leisure time at shopping malls. Advertising messages that employ imagery may be very effective in arousing interest and desire of these shoppers to engage in mall shopping.

Escapism, the second largest segment, constitutes 32.1%of the respondents but 57% males and 43% females in terms of within segment gender classification. The shoppers in this segment report escapism as their primary motivation to go to malls. In line with Jamal et al. (2006), these shoppers view shopping as a self-gratifying and 'wound-healing' activity. This suggests that these shoppers recognize shopping in the malls as an escape to perhaps temporary overcome stress, boredom, loneliness or as a diversion from daily routine life. Since this segment comprises largely males, it is most likely that the growing job loss and underemployment are fuelling loneliness and/or forcing men to engage in unusual and boring domestic chores which may have a negative impact on the moods of men hence the migration to mall for relief. The fact that this segment is majorly driven by hedonism, retail and brand managers need to emphasis strongly recreation, internal aesthetics, and periodic entertainment related events such as cultural carnival or beauty contest. These activities have potential 'power' to attract present and potential shoppers to the mall. It may be useful too for the brand and retail manager to pay special attention to type of retail stores to admit in the mall and brand quality since the hedonist are likely to have larger inputs in their brand evaluation and decision making (Arnold and Reynolds, 2003). Emotion-laden marketing communication messages that demonstrates affectionately what it is like to shop in a mall may be effective to attract this segment since the shoppers may be interested in messages perceived to be self-relevant, fulfilling and idealistic (Jamal et al. (2006).

Limitations of the study. This study has geographical limitation because the sample size was drawn from only Enugu which may not be sufficient to generalize the results for entire Nigeria. Future research should include data from other metropolitan cities such Lagos or Kano. Furthermore, the sample size of 520 respondents may be a serious limiting factor in this study. Future study should consider a sample size of 1,500 to 2000 to improve representativeness of respondents. In addition, some findings in this study may apply more to malls rather than serve as proxy for all shoppers in Nigeria or geopolitical zones.

Conclusion:

The emergence of malls in Nigerian retail landscape which culminated in the appearance of mall shopping segment is increasingly redefining shopping channel choice criteria. Hedonic dimensions represented by socio-personality transformation, aesthetics and architectural design as opposed to quest for utilitarian-focused need satisfaction tend to dominate studied respondents motivations. Arguably, as malls are increasingly being perceived as shoppers' experiential hub and potent force for personality upgrade; marketing managers, mall developers as well as policy makers should carefully incorporate experiential components in mall designs and possibly in modernization of existing traditional retail outlets or in the construction of new open market spaces in order to appeal to the expectations of the emerging shopping needs and remain competitive.

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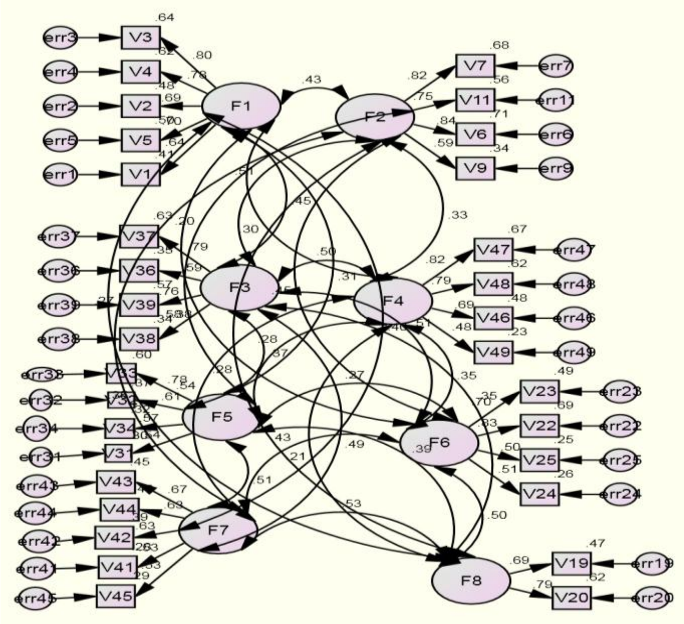

Figure I: Standardised estimates

Table I: Socio-demographics of Respondents

	Frequency	%
Gender		
Male	263	54.8
Female	217	45.2
Age Range		
18-25	160	33.3
26-33	160	33.3
34-41	80	16.7
42-49	65	13.5
50 & above	15	3.1
Marital status		
Married	200	41.7
Single	271	56.5
Separated	4	0.8
Widow	1	0.2
Widower	3	0.6
Divorced	1	0.2
Average Monthly Income		
Below N18, 000.00	128	26.7
N18, 000.00-N217999.99	279	58.1
N218, 000.00-N417, 999.00	36	7.5
N418, 000.00-N617, 999.00	19	4.0
N618, 000.00-N817, 999.00	6	1.3

	Frequency	%
N818, 000.00 & above	12	2.5
Highest Educational Qualification		
No formal education	0	0
First school leaving certificate	13	2.7
WASC/GCE/NECO	81	16.9
NCE/ND	73	15.2
B.Sc./HND	219	45.6
Master Degree	79	16.5
Ph.D/Fellowship	15	3.1
Employment status		
Student/Apprentice	97	20.2
Self-employed	105	21.9
Private sector employee	121	25.2
Civil servant	134	27.9
Unemployed	15	3.1
Retiree	8	1.7

Table II: Exploratory Factor Analysis Results With Varimax Rotation

Items	Factor loadings (n=480)	α	% variance	Eigen- value
Factor 1-Aesthetic & Architectural Design				
The interior designs of the malls usually attract me to shop in malls	0.804			
I am attracted by malls' internal beauty	0.801			
The environment (lighting, decorations) in the malls attract me	0.749			
The sight of the mall makes me feel good	0.696			
The mall is beautifully designed to attract someone like me	0.693	0.85	9.987	7.859
Factor 2- Escapism				
When I am stressed, the mall is a good place to go	0.847			
When I am bored, the mall is a good place to go	0.813			
When I am alone and need something to do, I go to mall	0.791			
I visit mall as a diversion from the daily routine life	0.616	0.84	8.839	2.574
Factor 3 -Socio-personality transformations				
Shopping at mall will give me social approval	0.791			
Mall is a good place to make new friends or reunite with old ones	0.696			
Shopping at mall improves the way I am perceived by other people	0.688			
The sales persons in malls are very responsive and friendly	0.524	0.77	7.711	2.125
Factor 4 -Price Consciousness				
I am comfortable with prices of products in mall	0.843			
Prices of products in malls are relatively lower	0.762			
The prices of products in malls are relatively stable	0.685			
Price discount offers in malls attract me	0.418	0.77	7.643	1.852
Factor 5 -Safety				
I feel very safe to shop in malls	0.768			
Malls are good places to shop with children	0.698			
Shops in malls are easy to access	0.685			
Point of terminal used to make payment in malls is good for me	0.634	0.72	7.480	1.588
Factor 6 -Role Playing				
I enjoy shopping for my friends and family	0.755			
I like to shop for others because when they feel good I feel good too	0.738			
I enjoy finding a good product or gift for someone else	0.685			
Shopping is a customary activity of housewife	0.563	0.72	7.341	1.356
Factor 7- Quality Products				
Products in malls are higher in quality	0.786			
I have more confidence in products				

i buy in mall because of its return policy	0.655			
Malls have wide variety of products from reputable global retailers	0.579			
Fresh oven-baked bread sold in malls attract me to shop in malls	0.555			
Every product has a price tag which helps to save shopping time	0.515	0.72	7.206	1.237
Factor 8 -Reputable global retail Stores				
Many well-known global retail stores are in the shopping malls	0.816			
Retail stores in the malls are attractive and have better reputation	0.747	0.70	5.271	1.081

Table III: Measurement Model

Items	Standardised Factor loadings	Critical ratio
Factor 1: Aesthetic & Architectural Design (Scale composite reliability =0.85)		
V1 The interior designs of the malls usually attract me to shop in malls	0.642	1.000
V5 I am attracted by malls' internal beauty	0.704	12.72
V2 The environment (e.g.decorations) in the malls attract me	0.694	12.58
V4 The sight of the mall makes me feel good	0.784	13.75
V3 The mall is beautifully designed to attract someone like me	0.798	13.91
Factor 2: Escapism (scale composite reliability =0.84)		
V7 When I am stressed, the mall is a good place to go	0.824	1.000
V11 When I am bored, the mall is a good place to go	0.748	17.24
V6 When I am alone and need something to do, the mall is a good place to go	0.845	19.51
V9 I visit mall as a diversion from the daily routine life	0.587	12.92
Factor 3 Socio-Personality Transformation (Scale composite reliability =0.77)		
V38 Shopping at mall will give me social approval i.e. to be socially acceptable	0.580	1.000
V39 Mall is a good place to make new friends or reunite with old ones	0.758	11.63
V36 Shopping at mall improves the way I am perceived by other people	0.594	10.000
V37 The sales persons in malls are very responsive and friendly	0.791	11.84
Factor 4 Price Conscious (Scale composite reliability =0.77)		
V47 I am comfortable with prices of products in malls	0.816	1.000
V48 Prices of products in malls are relatively lower	0.790	16.52
V46 The prices of products in malls are relatively stable	0.690	14.67
V49 Price discount offers in malls attract me	0.475	9.84
Factor 5 Safety (scale composite reliability =0.72)		
V31 I feel very safe to shop in malls	0.543	1.000
V34 Malls are good places to shop with children	0.566	8.70
V32 Shops in malls are easy to access	0.612	9.11
V33 Point of terminal used to make payment in malls is good for me	0.777	9.87
Factor 6 Role Playing (scale composite reliability =0.72)		
V23 I enjoy shopping for my friends and family	0.702	1.000
V22 I like shopping for others because when they feel good I feel good too	0.832	13.67
V25 I enjoy finding a good product or gift for someone else	0.499	9.56
V24 Shopping is a customary activity of housewife	0.514	9.83
Factor 7 Quality Products (scale composite reliability=0.72)		
V45 Products in malls are higher in quality	0.535	1.000
V41 I have more confidence in products I buy in mall because of its return policy	0.527	8.41
V42 Malls have wide variety of products from reputable global retailers	0.627	9.36
V44 Fresh oven-baked bread sold in malls attract me to shop in malls	0.632	9.39
V43 Every product has a price tag which helps to save shopping time	0.670	9.69
Factor 8 Reputable Global Retail Stores (Scale composite reliability =0.70)		
V19 Many well-known global retail stores are in the shopping malls	0.687	1.000
V31 Retail stores in the malls are attractive and have better reputation	0.789	9.75

Table IV: ANOVA Scores of Mall Shopping Predictors by Age-cohorts

	18-25	26-33	34-41	42-49	50 & above	Total	p*
Aesthetics and Architectural Design	4.36	4.20	4.20	4.19	3.93	4.17	0.042
Escapism	3.25	3.26	3.24	3.37	3.50	3.28	0.832
Socio-personality Transformation	4.29	4.38	4.35	4.16	4.12	4.27	0.02
Price consciousness	3.65	3.56	3.623.41	3.67	3.58	0.411	
Safety	4.15	4.16	4.134.07	4.47	4.15	0.051	
Role Playing	3.74	3.61	3.593.70	3.70		3.67	0.516
Quality Products	4.51	4.23	4.214.59	4.71		4.45	0.000
Reputable Global firms	4.15	4.18	4.104.61	4.27		4.26	0.022

Notes: Mean scores are represented by figures shown in the table assessed on a scale of 1-5 where 1 means strongly disagree and 5 means strongly agree. Higher rating indicates respondents' preference for the predictor. *shows level of significance employed using one-way ANOVA test.

Table V: Results of non-hierarchical cluster analysis

Mall shopping Predictors	Segment 1 (Task-oriented Shoppers)	Segment 2 (Indifferent shoppers)	Segment 3 Experiential (shoppers)	Segment 4 (Escapist shoppers)	F-value	p<0.05
Aesthetic & Architectural Design	-1.201370.06995	0.40054	0.06982	56.052	0.000	
Escapism	-.18501	0.3335	0-54975	0.44063	37.45	0.000
Socio-personality Transformation	-88800 0.04874	0.29626	0.05329	26.402	0.000	
Price Conscious	-.02079	0.22151	-.50990	0.39799	27.534	0.000
Safety	0.28535	.018617	0.19282	-.44480	16.593	0.000
Role playing	0.37562	-.00106	0.31779	-.49536	24.267	0.000
Quality Brands	0.18377	-.01333	-.28291	0.22127	7.879	0.000
Reputable global Retail stores	0.32237	-1.363900.28941		0.42491	147.266	0.001
Cluster size	68 (14.2%)	98 (20.4%)	160 (33.3%)	154 (32.1%)		
Gender: Male %	35 (51%)	52 (53%)	89 (56%)	87 (56%)		
Female	33 (49%)	46 (47%)	71 (44%)	67 (43%)		

Table VI: Discriminant Function Classification

Predicted Segment

Actual segment	Task-oriented	Indifferent	Experiential	Escapist	Total
Elaboration sample					
(Task-oriented)	29	1	2	9	41
Sample %	70.7	2.4	4.9	22.0	100
Indifferent	0	52	4	3	59
Sample %	0	88.1	6.8	5.1	100

Experiential	0	0	94	2	96
Sample %	0	0	97.9	2.1	100
Escapist	0	0	0	92	92
Sample %	0	0	0	100	100
Validation Sample					
(Task-oriented)	20	0	6	1	27
Sample %	74.1	0	22.2	3.7	100
Protectionist	0	37	0	2	39
Sample %	0	94.9	0	5.1	100
Experiential	0	1	63	0	64
Sample %	0	1.6	98.4	0	100
Escapist	0	0	2	60	62
Sample %	0	0	3.2	96.8	100

Note: 92.7% of correct classification in Elaboration sample achieved thus: (29+52+94+92)/288 and 93.8% of validation sample correctly classified, i.e. (20+37+63+60)/192.

Table VII: Multiple discriminant analyses results

Factors	Discriminant Function 1 X^2=603.940; df=24; P=0.000		Discriminant Function 2 X^2 =361.003; df=14; p =0.000		Discriminant Function 3 X^2=155.239; df=6; p =0.000	
	Disc loading	Std coeff.	Disc loading	Std coeff.	Disc. loading	Std coeff.
Aesthetic & Architectural Design	-0.222	-0.190	-0.566	-0.484	0.829	0.709
Escapism	0.754	0.681	0.361	0.326	0.256	0.233
Socio-personality Transformation	-0.127	-0.118	-0.330	-0.306	0.693	0.643
Price Conscious	0.639	0.601	0.430	0.404	0.101	0.095
Safety	-0.118	-0.116	-0.416	-0.408	-0.392	-0.385
Role playing	-0.391	-0.369	-0.341	-0.322	0.441	-0.416
Quality products	0.315	0.304	0.312	0.301	-0.001	-0.001
Reputable global retail stores	-1.075	-0.751	0.897	0.627	0.320	0.224
Variance explained	43.1%		33.8%		23.1%	
Canonical correlation	0.761		0.721		0.652	
Group centroids						
1	-0.341		1.081		-1.876	
2	1.860		-1.150		-0.247	
3	-1.331		-0.827		0.192	
4	0.348		1.118		0.794	

Notes: Disc. Means discriminant; Std means standardized & Coeff. means Coefficient.

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