

Shopping Leakage Facing Maseru Town

By

Osuigwe Chukwuemeka Ezenwa

**Submitted in fulfilment of the requirement for the degree of masters
of science in town and regional planning in the school of
Architecture, Planning and Housing
University of KwaZulu Natal, Durban**

January 2005

Supervisor: Prof. Alison Todes

Acknowledgements

Many people provided inputs for this Dissertation: I want to thank.

- My supervisor, Alison Todes, for being critical, giving direction, helpful in all aspects and for being very prompt in responding
- Idris Faruk of Department of Land, Survey and Physical Planning in Lesotho for helping me on extra information when there is need for it.
- Prof. Mike Kahn, for giving me relevant materials.
- Mr. Ajuruchukwu Obi, of University of Orange Free State, for his contribution in research methodology of this dissertation.

I am grateful to other people who also supported me in this endeavour

- My parents Mr. and Mrs. Eric Osuigwe and entire family who encouraged me throughout the duration of this study.
- My friends Emeka Icheku Jude and Khulile Likhela for their help in the dissertation.
- Mr Denis Tochukwu Okolo, for accommodating me during the field research in Lesotho.

Declaration

This dissertation represents original work by the author and has not been submitted in any other form to another university. Where use has been made of the work of others it has been duly acknowledged and referenced in the text

The research for this dissertation was performed whilst I was a student in the school of department of Town and Regional Planning at the University of KwaZulu Natal, Durban. Research was undertaken under the supervision of Prof. Alison Todes.

Abstract

This dissertation is an attempt to understand shopping leakage from Maseru to Bloemfontein and Ladybrand. It investigates the patterns of shopping leakage and factors that contribute to the leakage. Theories were understood to prove the on going shopping leakage from Maseru. The central place theory was explored to show how a hierarchy of places influences retail and shopping activities. Other location theories such as theory of tertiary activities was utilised to explore the impact of income, types of employment and buying power on retail location and shopping activities. Rationality theory was employed to verify the rational in the shopping movement from Maseru to Bloemfontein and Ladybrand. The study was based on focus groups, interviews and observation.

The patterns of shopping from Maseru to Bloemfontein and Ladybrand are mainly for higher order goods and specialised goods such as quality clothes, shoes, jewelleries, and furniture. However some people who have cars buy groceries from Ladybrand that is closer to Maseru than Bloemfontein. The shopping trips were multi purpose activities. A shopper combines shopping with two or more activities such as banking recreation, hospital checkups, salon and tourism. Maseru does not have enough thresholds for some high order goods and services, and this leads to the shopping leakage. Although the employment rate in Maseru is high, income is generally lower.

Shopping leakage was traced to certain aspects of consumer behaviour, the characteristics of the shopping trip, retail facilities and types of shops available. Socio-economic factors also influence shopping pattern, as do entertainment activities. Government and corporate bodies such as banks, through their regulations and laws created an impact on the shopping leakage from Maseru to Ladybrand and Bloemfontein. It is assumed that topography and burning of retail buildings in Maseru in September 1998 also limits the retail facilities in the town. Finally, the growth of Maseru is slow and steady, therefore it can be implied that retail trading in Maseru is following the same sequence as the growth of the town.

(ii) Preface

Shopping leakage is a field of research that is intellectually stimulating for the academic researcher, is of considerable value to planners, marketing managers, and others who are professionally concerned with buying, and retailing activities. This dissertation is intended to reflect the current status of consumer decisions and factors that affect retail location as it leads to shopping leakage in Maseru town.

There are two basic reasons why the researcher is interested in this topic. Firstly, it is in the manner that people nurture their decisions and movements in the post-modern world of today, which is characterised by ongoing changes, ambiguity and, large variety of choice within regional space. Secondly, it is the manner in which people relate to space and how urban structure relates to their decision-making in terms of choice, opportunity, and sense of belonging, safety, and privacy.

Thirdly, it does not cease to fascinate the researcher how we as people tend, either consciously or unconsciously, to search for comfort, value, and better prices in regional space. This is fascinating when the region involves two countries that are practicing democratic governance and their daily policies and decision-making affects the values, comfort and prices of goods that their citizens enjoy.

Planners also find it interesting to seek new forms of activities that influence physical development or how physical development influences human decisions. This phenomenon can be observed in the field of study that is characterised by a combination of social activities and shopping that lead to shopping leakages in Maseru. The social activities include visiting friends and relatives while shopping in Bloemfontein and Ladybrand. It further includes recreational and entertainments activities.

This study is an attempt at understanding the movement of people from Maseru to Ladybrand and Bloemfontein for shopping, and services. The study also highlights the role of planners in this movement and attempts to understand; to as great extent as possible, how this affects people that planners plan for. It is hoped that this understanding of why residents of Maseru town move in search of shopping services and facilities in Bloemfontein and Ladybrand, will assist planners to minimise this movement. Due to the limited numbers of stores selling

quality goods, there is a limited presence of some high profile consumer goods because of lack of threshold and range to support them.

Furthermore, planners and geographers have an interest in the retail, and services sector of the economy. This interest focuses upon studies of retail and service location, and of trips made by consumers to such establishments. The event that connects these two subjects is the purchase of a good or services by a consumer in a shop.

Table of Contents

Chapter One	8
1.1 Orientation	8
1.2 Introduction	8
1.3 Research Problem	10
1.3.1 Research Question	12
1.3.2 Sub Questions	12
1.4 Introducing the Case Study (Maseru Town)	15
1.5 Hypothesis	16
1.6 Research Methodology	16
1.6.1 Objective of the Research	16
1.6.2 Research Methodology	17
1.8 Concept	20
1.8.1 Shopping	20
1.8.2 Retailing/Retailer	21
1.8.3 Region	21
1.9 Chapter Outline	22
Chapter Two	24
2.1 Theoretical Approach	24
2.1.1 The Classical Central – Place Theory	24
2.1.2 The Theory of Tertiary Activity	27
2.1.3 Spatial Interaction Approaches	27
2.1.4 Patterns of Shopping and Retailing in Relation to Urban Size	28
2.1.5 The New Retailing Geography	29
2.1.6 Consumer Perception and Spatial Behaviour	31
2.1.7 Socio – Income Pattern in Shopping	32
2.1.9 Rationality of Reasoning	33
2.2 South African Examples	36
2.4 Conclusion	38
Chapter Three	40
3. Factors Affecting Retail Location	40
3.1 Introduction	40
3.2 Historical Growth of Maseru	40
3.3 Topography	41
3.4 Commercial Land Use Planning/Control	44
3.5 Government Policies and Regulations	46
3.5.1 Licensing Procedure	47
3.5.2 Restricted business-entering enterprises (Reserved Licenses)	48
3.5.4 Retailing hours	50
3.5.5 Health and Safety Policy	51
3.5.6 Land Act/Property Lease	52
3.5.7 Land – Use Policy	53
3.6 Loan Procedures	53
3.7 Workers Income	54
3.7.1 Minimum Wage	54
3.7.2 Employment	56

3.7.3 Buying Power	57
3.8 Analysis of Shopping Areas.....	59
3.9 Conclusion	69
Chapter Four	70
4. Consumer Factors.....	70
4.1 Introduction.....	70
4.2 Characteristics of the Respondent Shoppers.....	70
4.2.1 Income.....	70
4.2.2. Monthly Expenditure	72
4.2.3 Socio-Economic Status	72
4.2.4 Age.....	74
4.2.5 Car Ownership and Availability of Transport.....	75
4.3 Consumer Shopping Pattern.....	77
4.3.1 Origin of Shopping Trip.....	77
4.3.2 Type of Shop or Shopping Environment Visited	78
4.3.3 The Distribution of Visit on Weekdays, Weekends, Morning and Evening Shopping.	83
4.3.4 Time	85
4.4 Consumers Motivation Factors	85
4.4.1 Quality.....	88
4.4.2 Wide Range and Choice of Goods.....	89
4.4.3 Price of Goods	89
Spar Ladybrand	90
4.4.4 Good Reputation.....	92
4.4.5 Availability of Credit	93
4.4.6 Easy Parking Facilities.....	93
4.4.7 Opportunity to Meet Friends and Relations	95
4.4.8 Convenient Closing Time	96
4.4.9 Cleanliness	96
4.5 Other Contributing Factors to Shopping Leakage in Maseru	96
4.6 Conclusion	99
Chapter Five.....	101
5.1 Summary of Major Finding.....	101
5 Recommendations and Conclusion	103
5.1 Objectives	104
5.2 Town Regeneration.....	105
5.2.1 Planning for the retail future of the town centre.....	105
5.2.2 Diversity of Use.....	105
5.2.3 Leisure and the evening economy	106
5.2.4 Access to Town Centre	106
5.3 Comparison Shopping	107
5.4 Development Bank	108
5.5 Credit Facilities	109
5.6 Relaxing Regulations.....	110
5.7 Monitoring the Vitality and Viability of Retail Environment.....	110
5.8 Conclusion	111
References	112
Appendix	120

Tables

Table 1: Policies and Regulations.....	47
Table 2: Restricted Business.....	48
Table 3: Labour Code Wages.....	54
Table 4: Employment.....	56
Table 5: Monthly Income in Maseru.....	57
Table 6: Individual Monthly Income Bloemfontein and Ladybrand.....	58
Table 7: Retail establishments in Maseru town.....	59
Table 8: Retail Environment Visited by Maseru Shoppers.....	64
Table 9: Salary and Monthly Expenditure of Shoppers Surveyed.....	71
Table 10: Number of Respondents in Different Socio-economic Groups and their Income and expenditure.....	73
Table 11: Age Different for Shoppers.....	74
Table 12: Number of Shopping Trips made to each of the Towns in a Month by Shoppers...76	76
Table 13: Origin of Shopping Trips.....	77
Table 14: Types of Shopping Areas or Stores Visited in Bloemfontein and Ladybrand.....	79
Table 15: Attractions to Shopping Malls.....	82
Table 16: Distribution of Visits.....	84
Table 17: Motivational Factors of Shoppers Surveyed.....	87
Table 18: Price Comparison at Different Stores in Ladybrand and Maseru.....	90
Table 19: Number of Consumers who Shop in Different Shops.....	92
Table 20: Number of Car Parking Facilities.....	94
Table 21: Activities Combined with Shopping.....	97

Figures

Figure 1: Flow of the Shopping Leakage.....	9
Figure 2: Informal Traders Occupying Parking Spaces.....	44
Figure 3: Retail Activities Site yet Reconstructed.....	45
Figure 4: Shopping Trip by Age.....	75
Figure 5: Origin of Shopping.....	78
Figure 6: Types of Shops Visited.....	80
Figure 7: Waterfront Bloemfontein.....	81
Figure 8: MIMOSA Bloemfontein.....	81
Figure 9: Attraction of Shopping Mall.....	83
Figure10: Line of Shoppers Waiting to cross the Ladybrand Border.....	85
Figure 11: Motivation Percentage.....	88
Figure 12: Roadside Parking Facilities occupied by Informal Traders in Maseru CBD.....	94
Figure 13: Roadside Facilities in the CBD ‘Under Utilised’ in Ladybrand.....	94
Figure 14: Services Combined with Shopping.....	97
Figure 15: Recreational Facilities in Waterfront Bloemfontein.....	98

Maps

Map 1: Position of Maseru to Ladybrand and Bloemfontein.....	14
Map 2: Topography of Maseru Town.....	43
Map 3: Retail outlets in Maseru.....	62
Map 4: The Accessibility of Visited Shopping Areas in Bloemfontein.....	67

Chapter One

1.1 Orientation

Weaver, (1984, pg83) "In a geographic sense, growth is necessarily unbalanced"; Unbalanced growth prompts the dependence of satellites towns on bigger cities.

Parker, (1976 pg1) "A consumer shopping trip and behaviour is the result of a wide variety of factors that are in part common to all consumers, and in part particular to each individual".

Kahn (1984 pg 25) "The retailer is concerned with factors such as the type of shop, its location with respect to suppliers and potential customers, the characteristics of potential customers and the relationships to other retailers as they affect turnover and profits".

1.2 Introduction

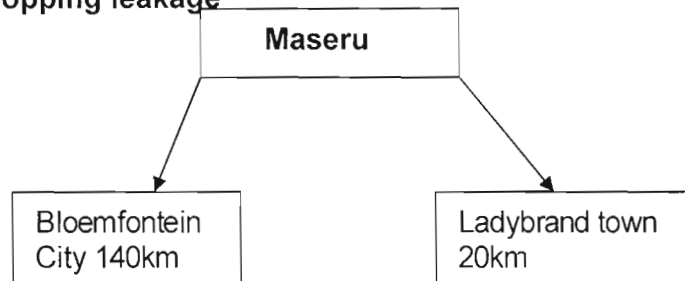
In the urban system, the retail and shopping system is one of the major areas of concern of urban planners because it is a part of the spatial structure of the urban environment. A shopping system has been described as the location and operation of stores, the behaviour of consumers, the flow of traffic, the route network, and the flow of funds (Curry, 1967).

Shopping leakage from Maseru is a problem that the town faces. Planners in the town are aware of the problem and are thinking of ways of remedying it. There is evidence that this is a problem for Maseru. In order to get a sense of the problem, cars passing through the border were observed, and a selection was interviewed to see its prevalence. From every three cars going from Maseru to Ladybrand and Bloemfontein, one was travelling to shop or combining another activity with shopping. At the border post there are taxis that travel to Bloemfontein and Ladybrand carrying individuals who are going for shopping trips or combination of shopping with other activities. Taxis going to Bloemfontein go an average of one taxi per one hour (1 hour), while taxis going to Ladybrand go an average of one taxi per thirty minutes (30 minutes)

This study focuses on reasons why people travel from Maseru to Bloemfontein and Ladybrand for shopping instead of shopping in Maseru where they live. Furthermore, the study investigates the kinds of retail facilities that are available in Maseru and how they affect shopping leakage from Maseru.

Figure 1 below highlights the direction and the distance in kilometres shoppers undertake for a shopping trip:

Figure 1: Flow of the shopping leakage



The leakages from Maseru to Ladybrand include; shopping/recreation (eating out, visiting friends/relations, groceries, and quality clothes), and services. Recreation is included because it is a combined activity undertaken by shoppers. The leakages from Maseru to Bloemfontein include; major shopping such as quality clothes, furniture, jewellery and higher order shopping needs, including entertainment and services.

Population of the three towns will reveal why there are differences in the functions and establishments between the three towns involved. The population of Bloemfontein is 645439, Ladybrand is 55342 and Maseru is 278955. The study will explore why Maseru, which is bigger than Ladybrand both in function and size, then Ladybrand, has more stores selling quality clothes/shoes than Maseru. Factors that will be investigated are income, buying power, minimum wage and employment.

Other factors that will be explored are; socio-economic status, and beliefs regarding the potential points of supply with respect to their reputation, the prices charged, range and quality of goods, to show how they impact on the shopping leakage from Maseru.

The study conducted a critical review of theories and issues relating to shopping leakage. There are numbers of theories which include the 'central place theory, theory of rationality and the theory of tertiary activity and amongst others. According to Christaller 'Central place' theory explains central place as an area that commands a 'range of goods' and 'threshold'. The theory of rationality explains why people tend to make decisions on what they do that really

affects their behaviour. The theory of tertiary activity explains that range is not a fixed real measure but reflects relative demand and purchasing power

Other theories that are dealt with in this study are the spatial interaction approach that explains the forces of attraction within an area; the theory of consumer perspective and spatial behaviour, pattern of shopping and retailing of urban size and socio-income pattern in shopping. These theories to an extent will explain why leakage is taking place in Maseru town.

The burning of Maseru town in September 1998 created a huge impact on the shopping system in the town. The town has not recovered from it as yet. It will be the aim of this study to highlight that physical damage to the retail building impact on the shopping leakage from Maseru. The study to an extent will reveal the role of corporate institutions such as banks play on the problem of shopping leakages from Maseru. An attempt will be made to explain the role played by banks in this process, including how failure to secure loans from banks leads to a low variety of retail activities in Maseru.

Furthermore, the study will explain how government and bank policies and regulations have an impact on the shopping leakages in Maseru. These regulations and policies include laws, and other pieces of legislation. Other factors to be investigated are Land Act of 1979, the land use system and property lease whether they contribute to the shopping leakage from Maseru to Bloemfontein and Ladybrand.

1.3 Research Problem

One of the major concerns of urban planning and environmental professionals is the shopping system, particularly decisions regarding the spatial distribution of shopping areas in a region. The spatial retail outlets, as it relates to spatial movement of consumers in the shopping system, are of fundamental importance in this research.

A major problem is the assessment of which shoppers, and how many, will choose a proposed shopping centre for the purchase of commodities within a regional space. There is an assumption that the choice of product often determines the choice of shop; and that the process involved in choosing goods to buy may well be similar in part to those involved in

choosing a shop to visit, which becomes a part of the problem facing Maseru that contributes to shopping leakages in Maseru town.

The problem of shopping leakage in Maseru is further heightened by the fact that personal mobility levels have increased and for some consumers, it is possible to travel considerably long distances to shop. In addition, the burning of Maseru town in 1998, and lack of loans from banks have resulted in the reduced level of retail outlets provision in Maseru town.

Planners have a valid interest in the retail and service sector of the economy. This interest focuses upon studies of retail and service location, and of trips made by consumers to such establishments. The event, which connects these two subjects, is the purchase of goods and services by a consumer in a shop. In understanding this event, the study would want to understand, firstly, why the shop is there, and why it sells that good. Secondly, the study would want to understand, why the consumer buys those goods. The behaviour of a shopper in relationship to shoppers shopping trip (retail location), and choice in terms of prices poses a challenge to planners. It is necessary, however, to explore this literature in order to show that behavioural considerations, and socio-economic factors, are important influences upon consumers purchases and travel and hence the leakage taking place in Maseru town.

The problem of leakage is only partly due to inadequacies of planning, but many other factors contribute to the problem, such as land-use thresholds, limited range of most quality and high price goods in Maseru town, income, socio-economic status, government policies and stringent measures put in place by banks to give out loan. Also the burning of Maseru town in 1998 led to loss of retail outlets, properties and buildings to date and, the socio-cultural ties within the region contribute to the movement of people in the area are all parts of the problem.

Some of the problems identified by the United Nations Centre for Human Settlements (UNCHS) in Maseru town have some degree of effect on the shopping leakages taking place in the town. UNCHS ((1984) reports that heavy absorption of land in a town such as Maseru, and heavily constrained topography, is a serious impediment to rational planning and growth and will have an increasingly high cost affect when demand grows for provision of improved infrastructure. These affects on availability of land, coupled with the almost limited planning

control and enforcement, have led to a considerable degree of haphazard, unrelated development, which will be difficult to remedy.

Lebentlele (2000:79) states that “ Maseru City Council (MCC) has just assumed its role as a land and planning authority in 1998, however, the MCC does not perform all its functions as a planning authority due to lack of finances and qualified staff within the planning department. As the result, development in Maseru continues to take place without any development permission hence there is haphazard unplanned development”.

Lesotho’s economic potential is very dependent on relations with neighbouring South Africa, by whom it is completely landlocked, and through whose ports, railways, roads and airspace, she gains access to and from the rest of the world. UNCHS (1984:7) explains that Maseru’s weakness in terms of development is its limited domestic market. This limited market discourages the development of large-scale enterprises, although that there are some medium sized industries that manufacture clothing for export. The limited market coupled with low-incomes; do not guarantee the selling of these clothes in Maseru.

The Maseru Development Plan (MDP) (1989:1) indicates that “the scant economic resources, lack of proper legislation, ad-hoc and arbitrary decisions on planning issues, lack of a local authority and inadequate bodies for implementing development control as well as contempt of the law have made Maseru what it is today”. A thorough investigation at this issue will link the problem to the shopping leakage in Maseru.

1.3.1 Research Question

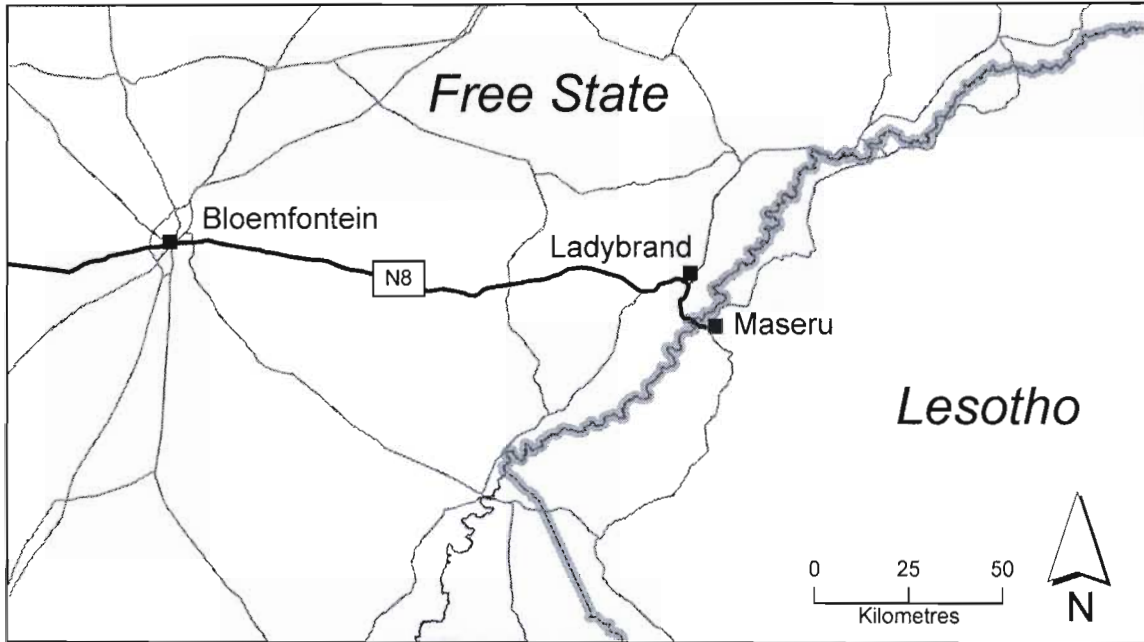
What are the patterns of shopping behaviour of Maseru residents shopping outside of Maseru, and what accounts for these patterns?

1.3.2 Sub Questions

1. What are the forms of leakages facing Maseru town?
2. Why do Maseru residents shop outside of Maseru
3. To what extent does poor planning contribute to these leakages?
4. Are social ties (visiting friends and relations) linked to the leakages?
5. Are there low thresholds for some consumer goods due to low-income levels?

6. How does car ownership contribute to the leakages?
7. Does accessibility have an impact on leakages?
8. What are the shopping patterns of Maseru residents in Ladybrand and Bloemfontein
9. To what extent does the uprising of September 1998 account for leakages?
10. How have government regulations, polices, and law affected the leakages taking place?
11. Do banks play a role on shopping leakages in Maseru?
12. What planning strategy can minimize these leakages in Maseru town?

Map1: Position of Maseru in Relation to Ladybrand and Bloemfontein



1.4 Introducing the Case Study (Maseru Town)

Maseru is the capital city of Lesotho, with a population size of 278955 according to the Lesotho Bureau of Statistics. This figure includes areas that fall outside the Maseru City Council's Jurisdiction (it is not the population of the town alone). Maseru is a border town between Lesotho and South Africa. The two countries are separated by Caledon River. As shown in Map 1, above in page 14, the closest South Africa town to Maseru is Ladybrand, and the closest regional centre is Bloemfontein

Maseru lies roughly in the centre of the relative lowlands forming the narrow western sector of the country, separated by a parallel strip of foothills from the major, mountainous areas. MDP (1989:8) states that the Maseru urban area is characterised by irregular terrain. It contains two significant depressions and a row of higher areas grouped in a NEW-SW Direction – Lesotho Sunhill 1708m high, Qoatsaneng Hill 1787m high, Qoaling 1860m high and Litlotsi Hill 1878m high. To the North of the Maseru urban area, the ground is rather flat, although some high ground areas exist East of Khubetsoana, see map 4 in page 44.

The city is being reconstructed after some of the shops and office buildings were burnt in September 1998, and presently some developments are taking place to replace some damaged buildings. Maseru is a young but growing city. The British first occupied the site as an administrative post in 1869.

The importance, and character, of Maseru has been largely determined by it forming the principal access link between Lesotho and the Republic of South Africa, the actual link being a double lane road and rail bridge across the river border leading to Ladybrand and Bloemfontein. The railway extends a mere 2.5km, serving only the main industrial area to the north of the town (Maseru west). From the bridge, the main road (Kingsway) passes through Maseru main centre, until it branches into the two principle highways leading North and South, carrying all through traffic and generating a ribbon of commercial and institutional development. MDP (1989:14) states that existing commercial land uses in Maseru town cover 50hectares. The town has only two banks, the Standard Bank of Lesotho and Nedbank. The other bank, which is the Lesotho Bank, was being bought out by the Standard Bank of Lesotho. Standard Bank and Nedbank have only one branch each. On a subsequent visit to Maseru in September, it was found that FNB Bank had just established a branch office in Maseru. The town is being serviced by one bookshop known as the Maseru Book Centre.

The town has a railway line being used for goods transportation. It has industrial zones such as Ha Thesan and Maseru West industrial zone; the industries are textiles manufacturers and are export oriented. None of the products are being sold locally. The town has two Internet providers – LEO and the SONNET, and not more than 6 Internet cafes. It has three well-developed western types of neighbourhoods, the Maseru west, Hillside and the New Europe, but these two neighbourhoods have no parks or recreational activities, no primary schools, with one or two substandard local shops.

1.5 Hypothesis

The poor retail land use, low thresholds for some quality and higher order goods, Maseru town burning in 1998, government policies and regulations are contributing to the low variety of retail outlets in Maseru that accounts for shopping leakage in the town. Social ties, socio-economic status, accessibility, income, and price of goods and range, are among the factors that contribute to the leakages in Maseru town. In spite of that, there is a good sign that with proper planning, the leakage can be reduced.

1.6 Research Methodology

1.6.1 Objective of the Research

In the hypothetical model of shoppers' behaviour decision-making process in the previous section, the shopping environment and motivational factors are given a central place. A better understanding of the components of these characteristics would provide planners and others with improved information leading to more realistic and accurate knowledge of the basis of shoppers' spatial choice behaviour and hence shopping leakage. It is important to know that the choice of a particular shop or shopping centre, from among a number of alternatives in a region is the major reason that leads to the leakage, and does not really mean that consumer doesn't shop locally. Thus the major aim of this study is confined to identifying the components of the shopping environment within the context of the hypothetical model of behaviour. The objectives of this dissertation are

- 1) To understand and to demonstrate the links that exist between people and their environment in terms of movement for shopping activities and choice in relationship to shopping.
- 2) To make professional planners more aware of problems of big towns (big town in relationship to population) with small functions.
- 3) To identify as comprehensively as possible the attributes that constitute the shopping environment for a shopper concerned with deciding which specific shop to visit for the purchase of goods.
- 4) To identify those attributes (cleanliness of shops, range of goods, accessibility, quality of goods, retailers' management system or relations with their customers, and etc) of the shopping environment which shoppers consider important in their chosen preference for a shopping centre.
- 5) To discover whether there are any significant differences in preference between various homogeneous groups of respondents, and if so which socio-economic class they belong to.
- 6) To understand the extent to which government and banks contribute to the shopping leakage.

1.6.2 Research Methodology

An interactive model, which includes focus group and interviews, and also observation techniques, was designed to facilitate feedback and direct input. The information obtained in turn influences and builds the body of research itself. The methodological approaches were carried out in the following ways.

Government Policy, Regulations, Planning and Commercial Environment

Government policies and regulations were assessed to verify how they influence shopping leakage. Planners were also interviewed to establish whether they have knowledge of the shopping leakage from Maseru. Interviews were conducted with administrators working in corporate bodies such as banks, to establish the impact of their policies on shopping leakage from Maseru.

The land-use regulations that affect the location of retail outlets were examined. Also various government gazettes such as Trade Acts regulations, minimum wage regulation and policies,

retail land development control, and Land and Property Acts were examined to ascertain their impact on shopping leakage.

Interviews were conducted that involved principal planning officers at the Municipality, principal officer at the Ministry of Trade and Industry, the chief planner of Lesotho, and the director of town planning Maseru City Council (MCC) whose office is in Maseru. These people were interviewed to ascertain their previous knowledge of the shopping problem and what appropriate steps they are taking on the issue.

The big retail businesses in Maseru were asked what problems they faced in retail business in Maseru, while bank managers were asked what are the procedures for an entrepreneur to get loans for retail business in Maseru, and how often they give loans to new businessmen who are wishing to enter into a retail business.

The list of people interviewed is contained in appendix 1, while the questionnaire is contained in appendix 2.

Shopping Environment

The retail outlet environment in Maseru town, Ladybrand and the shopping areas used by Maseru shoppers in Bloemfontein (Waterfront, Mimosa and Sanlam Plaza) were observed, to compare the level of functions and retail activities in the three towns. The survey included

- a) Types of shops;
- b) Facilities that are provided in the shops and around the environment;
- c) Accessibility;
- d) Cleanliness of the shopping environment;
- e) Infrastructure and utilities in the shopping environment;
- f) Parking system;
- g) Kinds of goods sold;
- h) Number of shopping malls in each town;
- i) Motivational factors.

Shopping Behaviour

To derive the information needed, two survey techniques were used, the focus group and the individual interview. The focus group approach allowed the participants to discuss related dynamics and articulate the rationales underlying a particular or group of similar perspectives. It gives an opportunity to seize issues that were not identified by the researcher. Secondly, it affords a greater opportunity to 'witness' extensive interaction on the topic within a relatively limited time frame. A total number of 11 (eleven) groups, comprising of 5-7 people per group were undertaken. It was done on four different days, focusing on different groups of people. The total numbers of people involved in focus group were 65 individuals. The survey was carried out on weekends, working days, both in the morning, afternoon and evening. The contact point for the focus group was at the taxi ranks at Bloemfontein, Ladybrand and Maseru. During the focus group survey, individual responses were observed. During the focus group, individuals were asked to explain their perception, if it is different from what the group is saying. There were individual responses through self-explanation.

31 individuals with cars were interviewed. The interviews took place at shoppers' residence but the first contact was at the South African border post in Ladybrand, their addresses were collected at the point and further contact was made at their residence, in order to have a better atmosphere for the interview.

The focus group and interview ensures that the appropriate person completed the interview and clarifications were made at the spot. It allows for depth of response and comprehensive input from the respondents.

An observation technique was employed to determine the frequency in the movement of people for shopping and recreation during the weekdays and weekends, including the frequency in the morning, afternoon, and evening both at the weekdays and weekends. The number of people involved in the shopping activities during the weekends, and ordinary days and also the number of shoppers during the morning hours, afternoon and evening were noted. Two weeks of observation was undertaken, at the middle and end of the month of July 2004 at the Maseru border post.

The aim is to understand shopping behaviour related to motivational factors and consumers' perception and rationality. For the motivational factors, the questions asked focused on the following factors,

- a) Wide range and choice of goods;
- b) Cleanliness;
- c) Good reputation;
- d) Availability of credit;
- e) Price of goods;
- f) Helpful and friendly services;
- g) Convenient closing hour;
- h) Offers an opportunity to meet friends;
- i) Accessibility.

The questions asked on consumer profile, perception and rationality were based on the five variables below.

- a) Socio – economic status;
- b) Income;
- c) Age of respondent;
- d) Car ownership and availability; and
- e) Opening time and time of shopping.

The questionnaire is contained in appendix 3 and 4 at the last pages of the dissertation.

1.8 Concept

1.8.1 Shopping

Shopping in this study means an act of buying goods and services. The shopping trips to Bloemfontein and Ladybrand also involve recreational activities, banking, repairing cars, medical checkups, and salon. An inclusion of these services is due to the combination of shopping and use of services in a shopping trip to Bloemfontein and Ladybrand. Consumer's choice of goods and services shows that the choice of a product often determines the choice of a shop. Therefore, the process involved in choosing goods to buy (shopping) may well be similar in part to those involved in choosing a shop to visit. Purchasing decisions are said to

be the result of largely rational and conscious economic calculation, based on human needs. Therefore, the individual shoppers seek to shop for those goods that will deliver most utility according to consumer taste and relative prices. According to Kahn (1984), shopping activities are divided by marketing specialists into convenience goods, shopping goods, and speciality goods. In addition they are defined in terms of consumers buying habits, shopping frequency and size of purchase. Convenience goods are standardized and are those purchased at regular and frequent intervals and are dominantly food and routinely bought durables. Shopping goods are durable products bought less frequently but regularly. Speciality goods are infrequently and irregularly bought goods such as jewellery, cars and furniture. People shopping for speciality goods will want to shop in places where comparison-shopping is possible. The shopping movement of shoppers from Maseru to Ladybrand and Bloemfontein for convenience goods, speciality goods and shopping goods leads to the leakage-taking place in Maseru town.

1.8.2 Retailing/Retailer

Retailing refers to one of the commercial sectors operating as intermediaries between the consumers and producers and wholesalers in the process of the distribution and consumption of goods and services. Retailing involves selling goods and services to consumers, while the retailer is a person who performs the act of retailing. It is important for a retailer to judge whether a town or suburban location is the most appropriate for their retailing activities. While location in this regard is the overall key issue to retailers, diversity of retailing (in terms of ensuring wide choice of goods and services) is the central concern and expectation from the consumer, which the retailer must address. Retailing activity engages in sales, usually to the ultimate consumer, but also involves a host of other functions like bulk breaking, stockholding, risk taking and the provision of information, and locational convenience. There is a general consensus in the literature that retailing tends to manifest a spatial hierarchy of some sort due to the different forms of retail organisations.

1.8.3 Region

The region involved in this study is one, and this study covers only three town, one big town, which is Bloemfontein with other smaller towns, which are Maseru and Ladybrand. Bloemfontein is viewed as a regional service centre in this region and has more high order goods and services that cannot be obtained in the smaller towns closer to it. While Ladybrand

is smaller than Maseru, it has more functions and services than Maseru and prices of goods and services are considerably cheaper than in Maseru.

1.9 Chapter Outline

Chapter Two

It is essential to locate the research, and the analysis thereof, within a framework that allows for the explanation of relationships between theory and practical findings. Facets of eight theoretical perspectives are of particular pertinence to the study. These include: (i) The Classical Central-Place Theory; (ii) The Theory of Tertiary Activity; (iii) The New Geography of Retailing; (iv) Spatial Interaction Approach; (v) A Proposed Model Of Consumer Perception And Partial Behaviour; (vi) Socio-income Pattern in Shopping (vi) Pattern of Shopping and Retailing of Urban Size; (vii) Rationality Of Reasoning. Attempts were made to ensure that there is a link between the theory and practice through out the course of the dissertation.

It is hoped that the provision of existing international and South Africa trend on retailing systems and shoppers' behaviour will be useful in terms of providing a deeper understanding of the descriptions and analyses contained in this dissertation.

Chapter Three Retail Location

This chapter describes the historical development of Maseru and topography as it affects the variety of retail outlets in Maseru town. It examines the extent of government regulations, laws and legislations as well as banks loan procedures as they limit the level of shopping outlets in Maseru. It explains how the planning regulations and polices affects the shopping environment. It reveals how shopping environment and the environmental factors contribute to shopping leakages, such as type of shops, parking, accessibility, and wide selection of shops.

Chapter Four Shopping Behaviour

The chapter reports on the consumers' survey. It discusses the motivational factors that attract consumers to a particular shopping environment such as wide range and choice of goods, cleanliness, good reputation, availability of credit, price of goods, convenient opening hour, opportunity to meet friends, and accessibility. It also includes the consumers' perception and

rationality in relation to shopping behaviour, looking at the socio –economic status, income, car ownership, and age group. This chapter will explain the consumer shopping pattern characterized by origin of shopping trip, types of shops or shopping environment visited, frequency and time of visit.

Chapter Five

Planning Recommendation and Conclusion

This chapter draws together the previous chapters into a conclusion. Recommendations are made on how to reduce the effect of shopping leakage in Maseru. There is a strong belief that some of these problems contributing to the leakages can partially be addressed by strategic planning. Some can be addressed or minimised and some will not be reduced. So the idea is to look into those problems that can be reduced and give an adequate planning recommendation.

Chapter Two

2.1 Theoretical Approach

The theoretical approaches to the shopping leakage are many, and reflect many ideas that contribute to the concepts of leakage. There are two approaches to the theories of shopping leakage that will be explained. They are

1. Theories that are non spatial and concerned with rational approach to shoppers' decision-making as it affects shopping leakage;
2. The planning approach which explains location of retail activities and its locational affects.

Since the study is concerned with shoppers' decision making as affected by retail location and consumers factors, only those groups of theories related to it will be explained.

2.1.1 The Classical Central – Place Theory

In 1933, Walter Christaller wrote about central place in Southern Germany, a pioneering work in theoretical economic geography. Christaller's classic statement is to explain the size, number, and distribution of towns on the basis of tertiary activities. Central places vary in their geographical importance. These places may be ranked or ordered. He argues that higher – order places geographically dominate lower-order places because higher-order places have a larger number of central functions.

The analysis of central place theory takes two directions; the range of goods and threshold.

1. Range of Goods; shoppers' trips are closely related to the location of the central places. It follows that the range of goods varies with its order, such that the higher the order the greater the distance a shopper is willing to travel. Every good has a characteristic range. It is evident that lower-order centres cannot support goods or services dependent on a population or purchasing power in excess of that found in the centre and its complementary region. On the other hand, higher-order centres are able to support lower order functions.
2. Threshold; when examines tertiary activities from the point of view of the establishments, it is clear that each establishment must enjoy a minimum level of sales

in order to operate at a profit. Establishments whose goods and services necessitate a very high level of sales to achieve profit must locate in places of very high centrality.

At an Australia – New Zealand Regional Science Conference in 1976, Holmes came out with two (2) types of threshold;

1. Primary linkage threshold; he talks about the dominance of primary flow, and the assumption of transitivity in hierarchical ordering. This explains the dominance of the higher order places over the lower order places in the flow of goods and services. The movement mainly flows from the lower order places to the higher order places in search of goods and services, which lower order places cannot hold, due to the threshold needed for them.
2. Hierarchical threshold; it is based upon the assumption that a relationship can be gauged by the imbalance in the volume of directionality of the two interactions between entities (towns). One entity (town) dependent on the other for higher activities such as shopping goods and services provided. The imbalance between the two entities leads to flow of resources from the lesser entity to the higher entity.

Wheeler, (1998:160), adds some elements of reality to shopping behaviour by showing that both distance and town size matter in the choice of where to travel. Thus, a person is normally willing to travel farther to a larger place than to a smaller place, because multipurpose trips are more feasible to a larger central place. The trend toward greater metropolitanization of the population can be explained in terms of central place theory – within this framework, an urban centre supplies goods and services to its residents and also provides a central place function by supplying some items to inhabitants of “satellite” towns in the surrounding area.

The retailers' idea is to make profit; therefore they are on look out for an area where there is enough thresholds for their goods and services. N.E.D.O (1970) explained that a firm would not enter a market unless there is some minimum level of demand for its services or sufficient trade area support to make the operation profitable. This size of this trade area will be dependant on the maximum distance consumers will be prepared to travel to that centre before being attracted else where (Davies, 1976). The N.E.D.O. (1970) model of shopping system in

which developers, urban planners, retailers and consumers are shown as the main decision-makers in the shopping process acknowledged that the degree of control each of these parties has over the process varies. Developers are only responsible for the centres they erect; the planning authority has influence over a much wider field but this influence is quite diffuse; retailers can only take action over their own business and where to sell; and consumers express their preferences by the choice of shopping centre or shop they make for the purchase of a commodity they required. Curry (1967, cited in Patricios 1975) explains that the retail shopping system is described as the location and operation of stores, the behaviour of consumers, the flows of traffic, and the relevant parts of the urban economy

The pattern of centres reflects the influence of the following factors according to Kahn (1984:30)

1. The nature of consumers who seek to optimise choice in purchasing commodities with minimum expenditure of time, effort and money, and consequently to establish a framework of maximum distance they are prepared to travel for different types of goods. This defines the range in terms of time and distance.
2. In order for any particular type of goods or services to be provided and depending on the type of goods being merchandised, there have to be a sufficient or minimum amount of purchasing power necessary to support the supply of goods. This requisite amount of money is called the threshold for commodity.
3. It is clear that for different commodities, depending on frequency of purchase, cost, and comparison opportunity, there will be a trade (or catchments) area that reflects different ranges and threshold, e.g. frequently bought 'convenience' goods have small range for their thresholds, whereas 'speciality' goods require large range to achieve their thresholds.

A study of Adelaide within its region provides an example of central place theory (www.atlas.sa.gov.au/atlas/1986). It wrote about the nine regional service centres, how they are distinguished by substantially larger trade areas, which are superimposed over, and may completely overlap, the trade areas of one or more of the smaller towns. These centres supply the more specialised goods and services, which are not available in smaller towns. Regional service centres also compete with the smaller towns to some extent by supplying standard

goods and services, such as supermarket goods. Adelaide casts a 'trade shadow' over the whole state, drawing off some spending, which might otherwise take place in country towns and regional service centres. Adelaide's impact is heavy in the immediate vicinity, throughout the mid North, and on York Peninsula. These areas nevertheless have a sufficient density of population to support a closely spaced system of country towns. A study of five small towns in the Mid North in 1980 showed that between 20% and 50% of locally earned income passed nearby larger towns such as Clare and Gawler or to Adelaide and its northern suburbs. Adelaide tends to fill the vacuum wherever population density is low or alternative shopping facilities are limited. Thus, the upper Southeast makes very intensive use of Adelaide as, to a lesser degree, does the sparsely populated inland pastoral zone.

2.1.2 The Theory of Tertiary Activity

Potter (1982:40), cited in Berry and Garrison, maintained that given the operation of the economic mechanisms of the threshold and range, a hierarchy of tertiary centres will occur even if an isotropic surface is not assumed beforehand. The highest orders are not located uniformly, but with increasing distance from one another, so that the area around each centre contains approximately the same level of population and purchasing power. Thus, market areas will no longer take the form of perfect hexagons but will be spatially transformed, so that the range is not a fixed areal measure but reflects relative demand and purchasing power.

Potter said that the theory of tertiary activity still assumes uniform-stereotype behaviour on the part of consumers. However, it seems likely that the range of a given commodity will be greater when it is offered from a higher order centre, because shoppers will complete multi-purpose shopping journeys to such a centre. There is a more realistic set of starting assumptions resulting in a model in which functional differences occur between centres of the same overall size.

2.1.3 Spatial Interaction Approaches

The spatial interaction group of theories deal with the aggregate movement of large numbers of people between points in space in response to some force of attraction. It originated from Newton's law of gravitation in physics to marketing geography, as it appeared to explain empirical observation.

Kahn (1984) explained that the spatial interaction model was formulated in terms of the probability of consumers choosing one centre over another, based on the utility they derived at the respective centres, where utility is the index by which consumer combines attractiveness and deterrence. Kahn (1984) further explained that the probability of one shopping centre being selected over another depends more on the distance to each of them. Consequently, as many functions a centre contains, the more attractive it is to a consumer, than centres with smaller functions. The more attractive a shopping place is in terms of range of goods, quality environment, threshold for goods, and price of goods the more consumers are willing to travel for shopping activities.

Stephen (1992:8) reported that it is through location that goods and services are made available to potential customers. Good locations allow ready access, attract large numbers of customers and increase the potential sales of retail outlets. In the extremely competitive retailing environment, even slight differences in location can have a significant effect on market share and profitability. Most importantly, since store location is a long-term fixed investment, the disadvantages of a poor location are difficult to overcome.

2.1.4 Patterns of Shopping and Retailing in Relation to Urban Size

Further explanation of leakage can be narrated with size of a region or town. A bigger town will enjoy more comparative advantage than a small town in relationship to shopping choice and activities. David Rasmussen (1973:152) argues, "Small metropolitan areas and relatively isolated urban places are not large enough to offer many advantages of agglomeration". He further explained that consumers are denied special medical services and entertainments (such as high-quality restaurants, theatres and professional athletics) because a small population does not generate enough demand to support them. Residents of large urban areas enjoy a higher level of economic well being because they can consume more business and personal services than can inhabitants of small cities and towns (Rasmussen, 1973).

David Rasmussen mentioned that the long-term economic viability of an urban place depends on two conditions. First, it must be able to generate a level of real income. This depends on the resources available in the town. Maseru being a case study, Lesotho is one of the poorest countries in the world; its economy depends on foreign financial aid. The possibility of real income growth is not encouraged by the factor above; therefore dependence on services from

other bigger towns is possible. Secondly, the smallest viable city must have sufficient size to offer services, if not; outward movement in search of such services is encouraged.

Urban economists have traditionally argued that larger cities are more productive than smaller ones, and the production of scale leads to a wide variety of choices and dominating of small cities by larger cities. David Rasmussen explained that residents of relatively small urban places are more likely to face a regional monopolist when purchasing goods and services, and that bigger cities not only provide a wider variety of goods and services, they also provide many commodities more effectively than small urban centres. Ian Roxborough (1979:63) argues that “the mode of articulation of the underdeveloped economies with the world economy system may result in transfer of resources from the periphery to the centre”.

The theory of dependency by Dos Santos (1970:45) defines dependency as a situation in which a certain group of countries have their economies conditioned by the development and expansion of another economy, to which their own is subjected. Dos Santos definition contains two parts. The first, asserts dependency, as relationship between two groups of economies. The second asserts dependency as an internal structure. The use of Dos Santos theory does not mean that Maseru conditioned its economy to that of Ladybrand or Bloemfontein, but the shopping systems and activities show to some extent that there are elements of dependency of residents of Maseru on these two South African cities for shopping activities. The dependency is prompted by the size of Maseru when compared to Bloemfontein.

2.1.5 The New Retailing Geography

The new retailing geography is a fairly new perspective, developed in the early 1990s. The birth of the new geographic model was associated with structural/spatial transformations occurring in industrial capitalism and thus resulted in a remarkable theoretically inspired work in geography concerning uneven development and regional change and the transition from ‘fordism’ to flexible accumulation.

The new geography theory sees retailing as being caught in complex and often contradictory relations between retail capital and the regulatory state. In looking at retailing restructuring, the new retailing geography focuses on six themes (Wrigley and Lowe:1996)

- a) Reconfiguration of corporate structure in retailing;

- b) Reconfiguration of retailer-supply chain interface;
- c) Organisation and technological transformation in retail distribution;
- d) Regulation and governance;
- e) The spatial penetration, manipulation and switching of retail capital.

The above are the key elements of the New Retail Geography. For the purpose of this research, some shed light on the leakage-taking place in Maseru town.

Brown (1992) cited in Boddewyn and Hollander (1972), Dholakia and Dholakia (1978), Dawson (1980b), Everton and Hughes (1988) and Wrigley (1992) who explained that amongst others, the retailing industry is subject to a plethora of direct policy controls ranging from price setting regulations and constraints on permitted product assortments to employee protection legislation and the necessity for appropriate shop keeping qualifications. He further mentioned that retailing is a hostage to all manner of indirect government actions, such as the decision to raise or lower tax, with its knock on effects on consumer spending. Brown stipulates that government regulations relating to the retailing industry can be subdivided into five broad categories: polices concerning competitive and anti-competitive practices; the establishment and operation of retail outlets; the taxations of retail organisations and financial incentives and social programmes pertaining to retailing; and, the regulations relating to construction of certain categories of retail outlets, hypermarkets and superstores in particular. Most of these polices have locational implications or consequences as explained by Brown.

State regulation or intervention in retail trade is not peculiar to Lesotho. As Brown (1992; 189) notes

“regulations concerning Shops Act in the United Kingdom, may be characterized by intra-national variations. Thus, Sunday trading is permitted in Scotland and in certain holiday resorts, as are local adjustments to the specified late night (Saturday) and early closing day. Similarly, sharp differences in the rates of VAT imposed by the respective governments of Northern Ireland and the Irish pound (punt), gave rise in the mid 1980's

to an enormous volume of cross-border shopping trips, which retailers and property developers in the border towns of north were quick exploit”.

Brown further explained that the trade was so voluminous that the government felt forced to introduce emergency measures, to limit the flow and protect the livelihoods of retailers in border regions.

In Great Britain, the government is using policies to regulate the location of retail areas and to stop the decentralisation from the Central Business Districts. In 1998, a new policy shift occurred in Britain with the introduction of guideline on major retail development, as part of the modification and revision of planning policy by the central government. Concerned with the city centre decay which was the legacy of the 'Thatcherite' deregulation reforms, in 1996 the new government policy (the Department of Environment revised Planning Guideline) was introduced to 'tighten up' planning control. This was intended to curtail further decentralisation of commerce and retail development in order to support the retail function of the town centres. At the same time the policy was intended not to interfere nor encourage competition in retailing in order to ensure the 'vitality and viability' of the centres (Lowe, 1998)

2.1.6 Consumer Perception and Spatial Behaviour

The basic postulate of Patricios (1975) on environment perception and behaviour approach is that an individual's spatial behaviour in a particular physical environment is a function of his mental image of that environment. Although individuals differ in the manner in which they select, organise and endow with meaning what they see, there is enough common ground for broadly similar people to have a relatively homogenous image of the environment.

Patricios explained further that spatial behaviour is to be considered as a consumer decision process, in which a choice is made between an alternative shop and shopping centres for the purchase of a commodity and which leads to a movement to that selected shop or shopping centre. Burnett (1974), went on to stipulate that overt behaviour can thus be classified into two major types: search behaviour in which the consumer seeks more information or better choice and habitual behaviour when the consumer reaches a satisfactory set of spatial choice.

He explained that the result of the consumer's responses are then fed back to the mental image of the shopping environment, or changes in attitudes, values, beliefs, memories and so on.

David Rasmussen (1978) said that the decline of the central city is partly a problem of inadequate consumer choice, a basic shortcoming in urban areas, which are supposed to provide economies of scale in consumption. He said that automobile transportation has not only contributed to the decline of the central city but has made people have other preferences in the choice of their shopping activities and trips. That urban physical form to some extent determines the effectiveness of the city, that is, its ability to provide externalities in production, economies of scale in consumption. The burning down of buildings in Maseru in September 1998, does not only impact on the physical form of the area, but also on the behavioural shopping and recreation pattern and the alternative shopping preference they made that leads to the leakages in the town.

2.1.7 Socio – Income Pattern in Shopping

Shopping may be a basic activity, but the precise form it takes is very much a function of one's social environment, national and local as mentioned by Clifford (1975 pg8). He said that according to psychologists and motivational researchers, the purchase of even the most mundane goods could reveal the influence of hidden drives. There are no doubts therefore that marketers have tried to create consumer demand for new products, to attract consumers with a particular shopping behaviour.

Despite marketers creating consumers demand, still, income plays a very big role on consumers taste, choice and shopping trips. Kahn (1984, pg73) explains that it is well recognised that different income groups spend different aggregate amounts on shopping so that a relatively more affluent group supports more shopping space than a lesser affluent group.

In fact, Goulias and Kitmarua (1989) reported that social trip generation is positively correlated with automotive mobility. The expected travel time to shopping and recreation activity also has significant impacts on mode of choice. Recreational shoppers and those seeking leisure travel longer distance to achieve certain benefits.

Parker (1976) said that the relationship between income and consumer shopping pattern is probably more intricate than merely the satisfying of demand, for higher income can mean increased mobility in terms of car ownership, which in turn can be hypothesised to lead to greater knowledge of shopping facilities and a greater ability to successfully achieve the objectives defined by the 'motivation profile'. Parker explained that although socio-economic status is related to income, the relationship is not precise, since there are instances where a manual worker can earn more than a clerical worker, although the latter are higher up the socio-economic scale. In general, higher socio-economic groups have higher levels of education, which, in theory means that they are better able to assimilate information and make – within their own terms of reference – rational decisions. He mentioned that relative mobility of a consumer would be very closely related to car ownership, and also the extent to which a car is available for shopping trips. Therefore, when a car or public transport is readily available, the consumer has to walk or use public transport, largely because distance is measured more in terms of time and effort than mileage. Furthermore the car-born shopper has a much wider range of shopping opportunities, within a given time-distance, than the consumer who walks.

2.1.9 Rationality of Reasoning

It is not only threshold and range as explained by central place theory or social or locational factors that make shoppers search for activities outside their town. Others issues are involved, including the layout of a town, the behavioural pattern of some people in the town and also how some people perceive the environment they are living in. In this respect, rationality of reasoning is used to justify the decision making of a shopper when planning for a shopping trip.

Rescher (1988:3) identifies that "Rationality consists in the appropriate use of reasons to resolve choices in the best possible way. To behave rationally is to make use of one's intelligence to figure out the best thing to do in the circumstances, the use of our brains to guide action by figuring out what is to the apparent best".

According to Rescher (1988:3), object of rationality deliberation have three focuses:

- a) Cognitive Rationality: what to believe or accept?
- b) Practical Rationality: what to do or perform?

- c) Evaluation Rationality: what to prefer or prize? What to adopt regarding goals and ends. Product: evaluations (appraisals).

A person who figures out correctly the rational optimal thing to do in the circumstances and fails to do it also strays from the path of reason. Rationality thus involves the capacity 'to give an account' –to use one's intelligence to provide a 'rationale' for what one does that establishes its appropriateness. It is a matter of conducting one's affairs responsibly-of being able to provide an account of (sufficiently) telling reasons for what one does in a way that will enable people to see the point and to accept that it makes good sense to proceed as one did. It involves doing the right thing for the right reasoning.

Rationality appropriateness is a matter of determining in which direction the best (or strongest) reasons point. He explained that rationality calls for striving for 'the best' solution. That rationality in all its forms calls for the comparative assessment of feasible alternatives, and so demands five faculties:

- a) Imagination: the capacity to contemplate alternatives
- b) Information-processing: the capacity to determine what can and cannot be done
- c) Evaluation: the capacity to assess how desirable various sorts of situations are-to appraise alternatives
- d) Selection-informal choice: the capacity to erect a choice between alternatives
- e) Agency: the capacity to implement choice

Rationality most times does not require deliberation. There are situations where rationality requires carrying out actions straight without deliberation.

Rationality talks about cognitive choices, 'favourable' primarily hinges on substantiation, with practical choice, on effectiveness, with evaluation choices, on preferability. It explains that rationality is practical choice, which means it is verifiable and can be evaluated to yield a basic result. The practical choice and evaluation will lead to preferability that determines how rational a person is. Rescher explains the salient fact that rationality is always a matter of optimisation relative to constraints, of doing the best one can in the prevailing circumstances.

Rescher, cited in his book that rationality involves two sorts of issues, means and ends. The rationality of means is a matter of factual information alone-of what sorts of moves and measures lead efficiently to objectives. But the rationality of ends is a matter not of information but of legitimation. It is not settled just by factual inquiry, but involves evaluative judgement. Rescher cited Aristotle in book 111 of the Nicomachean Ethics that they deliberate not about ends but about means.

Explaining rationality in the economic decisions, Rescher, says that normally the rational man always aims at a measurable utility correlative with 'satisfaction' or 'with-being', and always chooses among alternatives on this basis. He mentioned that utility does not reflect a measurement at all. It is simply and solely an index of preference. Rescher (1988 pg110) explained, "Unless utility can be portrayed in the light of measure of value there is no earthly reason to question the rationality of someone who does not bother all that much about utility". He said that once the link between utility and value is broken; the link between utility maximization and rationality choice is also served.

Rescher (1988 pg112) argues that "by definition, the rational act or choice is that for which the strongest case can be made out, everything considered". That the validation of someone's ends calls for taking his wants and preference into account.

Rescher mentioned that a good reason for one person is not necessarily a good reason for another. He said that all appearances, rational validation is something that is variable with individual and group circumstances, and thus ceases to have any claim to universality and objectivity.

Human behaviour has been based on what is good for me, the rational principle of making a good choice. Rescher said that is not all rationality requires deliberations on what to do. There are situations where people need no deliberations, where he/she faces no choice. He went further to argue that rationality involves effectiveness of choice and good preference.

In his book on rationality of listening, emotional sensitivity, and moral vision Rescher (1988:110) cited Forester argument that "before we can consider options and choices, we must have a decent sense of what is at stake, who and what are involved, to whom and to what we need to pay attention". The planners themselves also have to look at what is at stake in order

to make a good living environment for the people they are planning for. The “stake” to a planner means the physical situation and human behaviour to the environment.

2.2 South African Examples

Kahn (1984 pg 163) in the analysis of pattern of movement in Durban South Africa states that there is a tendency for smaller local convenience centres to be bypassed in favour of the nearest largest neighbourhood level centre. The trade areas are generally discrete and contained within 5-8 minutes driving times, but overlapping occurs in higher density and more mobile and affluent areas and travel times increase slightly. Kahn further explains that shopping patterns in Durban exhibited a three-tier use of centres due to the fact that there were both constraints on the system, and ranges and thresholds appear to operate in accordance with theory. That those convenience goods are bought at both local convenience centre and neighbourhood level centres; shopping goods are bought to a limited extent at both the larger neighbourhood level and community level centres and in the main at the CBD, while speciality goods are purchased overwhelmingly in the CBD. He explained further that high income areas have larger convenience goods movement pattern that tend to overlap especially where densities are higher, while the catchments in lower areas tend to be fairly discrete and smaller. Kahn stipulates that in regard to shopping and, speciality goods, the movement pattern reflects socio-economic differences in that high income consumer are CBD orientated where maximum comparison or choice exists, while lower income consumers have a tendency to do a level of purchasing in the few larger centres, such as Pinetown, Malvern and Amanzimtoti.

Kahn (1984 pg186) states that regardless of commodities, the more affluent groups, because of higher levels of personal mobility are more interested in easy parking and being close to home. In particular the more affluent group has a higher interest in the quality of goods, and the variety of shops available, making them more predisposed to utilise centres that offers a comparison shopping opportunity. The less affluent are always interested in cheaper prices and special offers, while the more affluent, interestingly enough are more interested in credit availability for durable goods.

A study carried out by Ngwabi (1999 pg62) in Kwa Mashu about the ‘success of shopping centres planned in apartheid era in black townships’ states that the lack of consumers using Kwa Mashu shopping centre is due to inadequate entertainment facilities in the centre. He

mentioned that there is willingness of the consumers in Kwa Mashu to travel far for shopping out of Kwa Mashu when it involves high order clothing and furniture products or when there is combination of shopping and entertainment.

The research found out that half of his respondents feel that the centre does not provide a sufficient range of goods for their household needs coupled with limited number of shops, limited choice of goods in each shop, limited choice of price, problem of expired goods and lack of entertainment

2.3 Current Trends

Presently, it can be positively argued that shopping system might not be influenced by central place theory but rather the kinds of shopping structures within a shopping area. Although it does not mean that central place theory and other related theory does not have an influence over shopping system but this study will explore the way the retail structure has an impact on the shopping behaviour of the consumers. Most towns presently have more than four shopping malls, such as Bloemfontein, Johannesburg, Cape Town and Durban. The reason why present retail structures have an influence is the combination of entertainment, recreation and tourism activities. The management of retail properties (shopping malls) has contributed to the attraction of retailers and shoppers. Clean environment has become a priority for shoppers and retailer to determine where to shop or locate their retail activities.

Mega shopping malls or centres have impacted a lot on shopping pattern of consumers. These shopping malls have acted as attraction to many consumers in a region. Hence Shillingburg (1994:57) states that particular areas of the USA, those greater shopping malls with a tourist orientation are alternative strategies for retail activities such as the mall of America, built in Minneapolis. It is based on the philosophy that a critical mass of retail, entertainment, and food will attract people from all over the region.

Another factor is the attraction of the Megastructure (shopping malls) that serves as a shopping place and also a place for entertainment activity. Marshall and Wood (1995, pg 167) argue that "the most distinct geographical outcomes of this supposedly 'post – modern' condition in the advanced economies have been the new superstores and shopping malls, and the 'down town megastructure', these are designed to associate commercial appeal with diverse cultural myths, encouraging consumers to treat them as centre of wider exchange and

discourse, and as source of information and entertainments". Also a study in Kwa Mashu by Ngwabi (1999) explained that shoppers in Kwa Mashu were not shopping at Kwa Mashu shopping centre due to lack of entertainment facilities. Shopping trips out from Kwa Mashu town is encouraged because shoppers currently combine shopping with entertainment.

Martin (1982) said that the management of shopping mall is a mechanism that fights against obsolescence as well as physical deterioration in shopping space. He explained that it is the way of maintaining the attractiveness of their malls both to the shopping public and to retailers.

Smaller towns with shopping malls designed with tourist, and entertainment activities can draw lots of shoppers outside the town. A special design of shopping mall in a smaller town can draw shoppers from a big town close by, thereby contradicting the central place theory, territorial location theory and other related retail location theories. There is an assumption that a shopping mall in a smaller town specially designed to appeal the taste of shoppers will certainly draws shoppers from bigger towns near by.

Susan (1999:451) said that "entertainment retailing is a strategy to get people out of the house". She further said that the injection of entertainment content into commercial spaces is a coordinated way to differentiate one retail space from another, to bring people out to shop and, in metropolitan location, to capture the important tourist. Susan (1999:452) quotes "media conglomerates and location-based entertainment developers are helping to make sure spaces is exploited more efficiently, by filling large and small chunks of this space with diverse and highly flexible attractions". She explained that retailers have discovered that this variety can bring higher revenue for each attraction in a retail place.

2.4 Conclusion

The theories and the retail/shopping literature in this topic suggest possible reasons why shopping leakages are taking place from Maseru. It is a micro-model of shopping leakage, which will lead to further explanatory insights regarding shoppers' choice between alternative shops in the shopping system within the regional space. The basis of the model is a shopper's decision-making and behavioural approach to spatial choice of shopping trip. It has

synthesised the extent of locational literature, arguing that the interaction of the processes of retailer supply and shoppers demand has given rise to distinctive spatial structures.

Shopping leakage is an important and complex activity, and therefore, constitutes a relevant, interesting and rewarding topic for investigation. The theories of shopping leakage in relation to shopping activities and retail systems were explored, and these theories will be used to explain shopping leakages from Maseru.

Chapter Three

3. Factors Affecting Retail Location

3.1 Introduction

In the previous chapters, a theoretical foundation for shopping leakage in Maseru has been established. In this chapter, empirical evidence based on factors that affect retail location will be employed to analyse the affects on shopping leakage from Maseru, of factors such as: the historical growth of Maseru; government policies and regulation of retail activities; the impact of bank loans procedures have on levels of retail activities in Maseru and workers incomes; size of town; and topography. An analysis of these factors will seek to establish a linkage between them and shopping leakage in Maseru.

3.2 Historical Growth of Maseru

Maseru has been undergoing a slow but steady growth at it own pace with the resources available to it. Maseru was established as the capital of Lesotho in 1869. Khopotso (1999:16) states that “by 1872, Maseru already had a postal service, a hospital and two general stores”. In 1880, the town plan was drawn Ambrose (1993). The plan was drawn based of the old fashion system ‘the gridiron’ layout.

At the beginning of the early 20th century, Maseru began to experience population growth. According to Ambrose (1993), the only paved road by the 1960’s was within the city centre and no industrial development had occurred.

In 1966 when Lesotho gained independence, the urban areas had less than five percent of Lesotho’s population, with half of the urban population in Maseru (Bardill and Cobbe 1985). According to Welling (1983), settlement occurred on the peri-urban areas within Maseru because these were the only areas close to Maseru town where land was available and where people could derive the advantages of facilities and amenities of the town. The government did not have adequate resources (or much desire due to failure to recognise the nature and extent of the problem, as Welling points out) to administer the rapid expansion of population. Inadequate resources were why government failed to mitigate the problems created by the growth of population then. The problems created were human resources, finance, industrial growth, and topography of the town. Presently, these problems are still existing, industrial

development is slow but progressive with many textile industries employing as much as 47,000 employees, Lesotho relies on foreign aid for its budget every year, human resources are lacking in many professional jobs and services and topography is slowing down the physical development of the town.

Commercial activities have been going on in Maseru for a longer period but at a slow pace. As Ambrose (1993) pointed out, Maseru functions as a market town. People from the surrounding rural areas sell their goods daily in Maseru. In terms of commerce, Maseru is experiencing gradual development; the first department store came to Maseru in the 1980's. However the uprising in Maseru in 1998 slowed down the development of commercial activities in the town. Most of the commercial activities that were there were afraid to go back to the town, despite the fact that there is a state of political stability in the town.

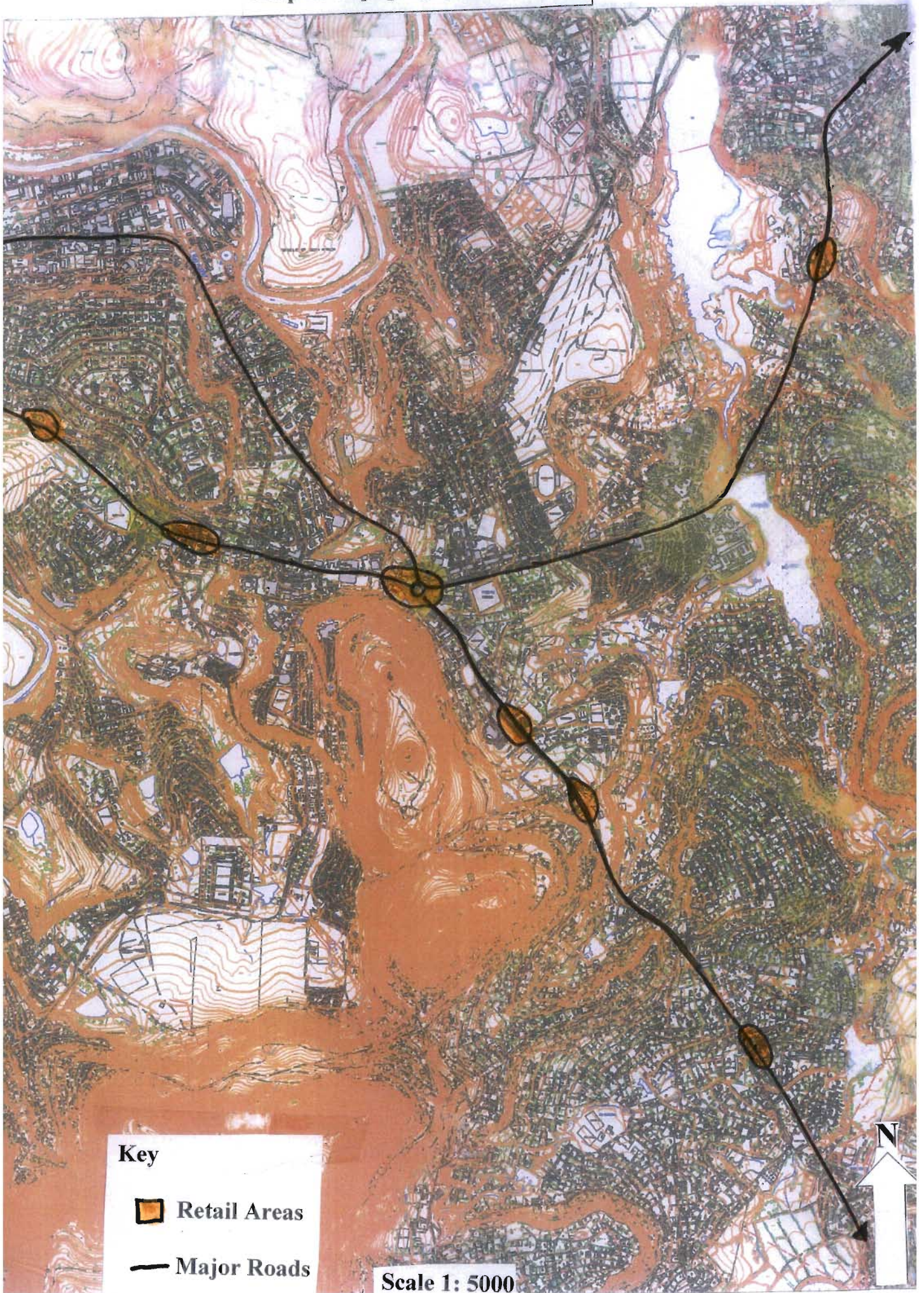
Retail development in Maseru is following the trend of development of the town, which is undergoing a slow and gradual transformation. Maseru in the early 1990's had a two-way street system but today there are many streets lining the town centre. It is believed that with time, Maseru will be self sufficient with all its retail needs. The slow growth in Maseru could have influenced the slow growth of retail outlets in Maseru town, and hence prompts shoppers to search for a greater variety of retail shopping environments elsewhere.

3.3 Topography



Maseru site lies on rugged undulating terrain, comprising of slopes, valley, mountains and foothills. Maseru's strategic position as the seat of the capital of Lesotho is just because it is less mountainous when compared to other places in Lesotho. Despite this, a visit to Maseru does not show much flat land. Although there are areas of relatively flat land, these are in competing use between residential, retail, commercial and office land uses. Hence in Maseru, there is a significant barrier or inhibitors to retail development due to the undulating topography of the town. Map2 on page 43 shows the topographical map of Maseru.

The topography of the town creates a problem for retail uses along the retail developed areas in the town. It does not allow or generate substantial cross-uses or positive shoppers traffic with retail development within the town. These undulating landscapes (hills and little valleys) in Maseru town makes pedestrian shoppers avoid browsing or comparison-shopping and consumers are not drawn along the different retail corridors within the town.

Retail trade success often relies upon the synergy of the retail environment: the tendency for consumers to visit several stores and compare shops. The more there are retail stores that concentrated in a particular place the greater the synergy. At this time, however, the retail in Maseru is not robust. The flat areas within the Maseru CBD are shared by retail and other land uses that would not benefit robust retail development, leading to less comparison by shoppers and browsers. Also the difficult pedestrian links between the different retail areas in the town may make retail linked to prospective shops less likely to succeed.



Key

-  Retail Areas
-  Major Roads

Scale 1: 5000

3.4 Commercial Land Use Planning/Control

The Maseru retail land use or the commercial core areas lies within the Kings' Way road and the city centre or what is regarded as the Maseru East CBD. The core CBD areas were joined together by the King's Way road. The pattern of the existing retail land uses in this town includes a mix of commercial, office and very limited recreational activities see map 4 in page 68 for more clarification.

Fundamental to the success of the retail land use environment is the interplay between parking and the retail stores, both in terms of the adequacy of the number of stores, the perception of its convenience, and the inviting balance of storefronts to parking areas which yields an attractive urban character. All these are lacking in Maseru retail developed areas as can be seen in figure 2 below. Parking supports retailing, but it also competes for the limited flat land in Maseru. The intensity of commercial activities within Maseru and the limited space available has created limited parking spaces, which makes shopping by car owners difficult and stressful. The parking availability along the roads within the central area is very poor. Lack of parking facilities along the roads and on the streets makes the creation of gainful retail outlets a difficult task. Where these streets or road parking facilities are provided, informal traders have occupied them. The pictures in figure 2 below shows parking facilities provided along the road, which has been occupied by informal traders.

Figure 2: Informal Traders Occupying Parking Space



There are differences in planning between the South African towns and Maseru town in relationship to informal trading competing for space in town or city with road infrastructure. South African towns exert control over informal traders and they are well managed. Planning is in place to manage informal trade so that the informal traders will not disrupt the other land uses, but in Maseru, it is a different case. Management and control of informal traders is poor. Most of the informal traders occupy places made for car parks along the roads and streets in the Maseru CBD. This has an impact in the shopping activities in the town. Car owners prefer

to shop where they can park their cars without having problem while shopping; shoppers with cars are discouraged from shopping in the CBD due to lack of space to park their cars while shopping. Thus shopping in a South Africa town has become alternative to Maseru car owners who get easy parking space while shopping. Other related issues and lack of parking space lead to the shopping movement outward from Maseru.

The uprising in Maseru in September 1998 had a huge affect on retail availability in Maseru. Many shops were burnt down and this led to a reduction of retail outlets in Maseru. Most of the shops burnt down have not been able to come back to retail marketing in Maseru. Informal interviews with two past shop owners who went out of business reveals that they lost their goods and will not be able to come back to retail business again because they did not insure their businesses and government have not kept its promise to compensate them. Although one of the traders who lost his shop has another little business he is managing, he complained that business is slow. The slow down of business is the result of unemployment growth and competition from Chinese business growth in the town since the year 2000. The burning of the retail outlets reduced the number of stores and as well as impacted on the commercial land use in Maseru. Figure 3 below shows some of the buildings where retail outlets were previously located. The structures have not been rebuilt for retail activities to take place once again

Figure 3: Retail Activity Site not yet Reconstructed



The vacuum created by the burning of the retail trade has not been replaced and is affecting the shopping and the recreational activities in the town as well as the number of shops. When the numbers of shops are limited, the variety of goods and services are also limited. It leads to less variety of goods and services and thus less choice available to shoppers.

3.5 Government Policies and Regulations

In spite of the above factors, government has played a role in retail development progress and problems in Maseru. Retailing has been hostage to all manners of indirect government intervention in most countries of the world, and Maseru is not an exception. There is no clear evidence that these regulations have an big impact on the lack of interest by some South Africa clothing shops and department stores in locating in Maseru, but it will not be ruled out that these regulations have an impact on the lack of major stores and shops in Maseru coupled with the other factors that will be explained below and in the other chapters.

Yet because of the sheer variety of conflicting motives for government intervention in Maseru, the retailing arena and the fact that the various regulations are administered by different arms of the government body and are liable to change through time, the government – retailers interface tends to be characterized by conflict or “regulation dissonance” and seeming lack of overall coordination. To government it might not pose a problem but the retailers bear the brunt of the uncoordinated regulations.

Possible motives for government intervention in the retailing arena in Maseru are:

1. Control of competition
2. Encouraging small firms and enterprises
3. Protection of local job opportunities and business
4. Ensuring of retailing by Lesotho citizens
5. Ensuring acceptable levels of transparency in the market

Maseru government regulation and policies relating to the retailing industry can be subdivided into five broad categories.

Table 1: Policies and Regulation

Policy/Regulation Areas	Examples
Establishment and operations	- licensing procedure - Size of shop, location
Retailing hours	
Health and safety legislation	
Restricted business entering enterprises (Reserved License)	
Land/property	- Land Act
Land/Property lease	
Land - Use	

3.5.1 Licensing Procedure

Licensed trades are governed by Acts, which stipulate the processes and the procedure which traders have to follow in order to carry on their daily activities. The spatial distribution of retail outlets is a matter of legislation in Maseru. They include, regulations for sizes of shops, the procedure to acquire license and other factors that are mentioned below;

Some limitations identified in Trading Enterprises Regulations 1999 section 10 for trade licensing includes;

1. The amount of money to be invested, proven with bank statement
2. Number of local people to be employed
3. Which citizenship the applicant holds.

The amount of money required by government to be invested in retail trade in many developing countries has held back the development of retail trading. This is possibly due to the inability of most people to obtain loans from banks to meet the amount required by the trading authority. It has been verified that some big retail outlets have started as a small enterprise and metamorphosed into a big chain store. Then, if there is a strict restriction on the amount of money to be invested, nurturing small businesses into a big one might be difficult. Where businesses have the requirement to employ a specific number of local people (Lesotho citizens) this could affect the decision of a retailer. To invest for instance in the case of a person who wants to establish a business but does not have enough money to employ the

specified number of employees, the business might fail, as money will go primarily into paying staff. This affects the variety of shops and goods that will be available to customers. It is assumed that this policy is intended to protect employment for the Lesotho citizens but it could reduce the shopping and goods and service variety in the area if proper measures are not in place.

3.5.2 Restricted business-entering enterprises (Reserved Licenses)

In order to protect business for the citizens of Lesotho, the trading authority restricts business entering for the following enterprise. Licences for participation in these businesses are not issued to foreign businessmen (foreigners in Lesotho are not allowed to do businesses in these enterprises). The restriction is stated on trading enterprise regulations 1999 section 14, it includes;

Table 2: Restricted Business

Restricted Businesses	Definition
Agent of Foreign Firm	A person who invites, solicits, canvasses, accepts orders for supply of goods or services on behalf of, or as representative, agent or employee of manufacturing or trading establishment
Broker	A person who carries on the business of negotiating contracts on behalf of others in matters of trade, business or commerce for commission or to undertake administration of deceased estate or the trusteeship of insolvent estate.
General Café	Selling of all foodstuffs except meat and fish
Green Grocer	Selling fresh fruits, fresh vegetables, flowers or plants
Butcher	Offering or exposing fresh meat for sale.
Snack Bar	Selling or supplying snacks, meals or refreshment for consumption on or off the business premises.
Dairy Shop	Selling, distributing or delivering milk or any milk products.
Hair and Beauty Saloon	A person who cuts, shaves, waves, straightens or otherwise treating people's hair or beard.

Barber Shop	A person who cuts, shaves or washes people's hair or beard
Petrol Dealer	A person who sells, petrol, paraffin, or diesel from pump
Domestic Fuel dealer	A person who sells coal, wood, gas, paraffin, or any other domestic fuel
Basotho Beer Shop	A person who sells Basotho beer
Hawker	A person who sells goods at no fixed place
Tentage	Those who lease or sells tents.
General Dealer (sic)	A person who carries on the business of motor garage, and motor dealer

Source: Trade Enterprise Regulation 1999

The restriction of foreign business entrepreneurs entering certain businesses as listed in Table 2 above contributes to the shopping leakage in Maseru. The combination of service goods to shopping goods is one factor that prompts the movement for shopping. It is understood that some of these businesses will be more beneficial when done by the citizens of Lesotho due the scale of the enterprise. It should not be forgotten that competition leads to good and efficient service provision. Therefore restricting these businesses can lower the standard of services provided, as most of the shoppers who go to Ladybrand for hair, and car services complain of the standard and quality available in Maseru. Therefore allowing foreign business entrepreneurs into these business will create a competition environment that will lead to good and efficient service delivery and there by minimise shopping leakage in Maseru.

Restriction of enterprises such as general café, general dealer, broker, snack bar and greengrocer affects the retail business vitality and viability in Maseru. For instance, a motor or motor spare parts dealer has to be a citizen of Lesotho, and 70% of people interviewed who have cars said that they combine shopping in Ladybrand and Bloemfontein with repairing of cars. The taste of many clients repairing their cars might not be met because many Basotho are not in this business and sometimes cannot meet the standard of service required.

3.5.3 Size of Shops/Location

In the Trade Enterprise Regulation 1999, it was stated that for any person to conduct a supermarket business in Maseru, the supermarket license shall only be issued in respect of a

business that has a shop floor space of at least one thousand square metres and should be situated in an urban area. Then a person seeking a trading license for mini supermarket should make sure that the shop where he/she will carry on the trade will have a floor space of two hundred and fifty square metres but not exceeding nine hundred and ninety nine square metres.

Trade licensing authority restricts supermarket business operating in rural areas. This creates problem because Maseru is regarded to be urban rural town. An urban rural town means that Maseru Council includes areas that exhibit rural characteristics and some of the affluent shoppers live in these areas. Maseru as a town exhibits urban characteristics but Maseru as a council encloses rural areas such as Roma, Thaba Bosiu, Mazinode, Morija and etc. Some of these settlements are big; therefore there are needs for supermarket development in them. Restricting the size of retail outlet in rural areas, which includes some parts in Maseru town, should not be a government policy but rather the policy of a retailer, who knows the size of market he wants depending on the need of the shoppers.

3.5.4 Retailing hours

Prescribed shop trading hours prevent sellers from trading at the times they consider appropriate and include provisions that discriminate between sellers on the basis of their location, size or product sold. Historically, governments have restricted shop trading hours for various reasons include observing the Sabbath, religious faith and special government days, protecting small business from competition from larger competitors and reducing the need for shop employees to work outside traditional working hours.

In Maseru central city shopping precincts often had less shopping hours than the few suburban shops organically. Most of the shops in suburban areas close at later hours than the stores at the main CBD, due to lack of government implementation of retailing hours in suburban areas. Most of the retail stores in suburban areas are managed as family businesses, so most of them close late in the night. The stores are small and have less variety of goods to offer to shoppers.

Maseru has legislative restrictions on shop trading hours that apply only to large retail outlets. Regulation on retail trading hours as promulgated by the Ministry of Trade and Industry before July 2004 provided for;

1. Restricted Monday to Friday trading hours for all shop categories to prescribed opening and closing times.
2. Time of operation from 8am to 6pm on Monday to Friday, Saturday and Sunday trading time is 8am to 3pm.
3. In Maseru retailers dealing in pharmacy products, petrol, and some bottle stores are allowed to operate longer hours than the other retailers' outlets.

These regulations have been there for many years, and have been observed by retailers mainly at the town centre. Shopping/entertainment nightlife in Maseru is quiet, due to the lack of developed entertainment activities coupled with restricted late night shopping in Maseru town.

3.5.5 Health and Safety Policy

The safety and health procedures needed to issue licence are very necessary and protective for the good health of the workers, but the argument is that a starter in a business may not have enough money or what it takes to put them in place before they can carry on their business. For a license to be issued to traders according to Trade Enterprise Regulation 1999, they have to meet the following health and safety conditions;

1. The business premises are used exclusively for trading purposes.
2. The business premises are equipped with adequate sanitary facilities.
3. The business premises are kept clean and well ventilated.
4. The business premises are protected from and are free from vermin such as rodents and cockroaches.
5. The business premises provide adequate and appropriate storage facilities for foodstuff separate from other merchandise.
6. The business premises are structurally safe and
7. No person shall, on premises where business is carried on, stay over night.

If an entrepreneur entering into a business has to meet all these criteria, failure to meet them will create a problem for him and this may affect the number of retail outlets in Maseru. Although this is a very crucial issue because it relate to human health, it has an affect on the development of small enterprises that might one day become big firms.

3.5.6 Land Act/Property Lease

Section 6 subsection I, of the Land Act 1979 stipulates that no person shall hold a title to land except for

1. A, citizens of Lesotho
2. B, the holder of permit for indefinite sojourn granted under section 6 of the Aliens Control Act 1966.
3. C, a company incorporated or registered under the Companies Act 1967 and carrying on business in Lesotho and of which the majority shares – holding of least 51% is, and remains at all times in the hands of citizens of Lesotho
4. D, a company incorporated or registered under the Companies Act 1967 and carrying on business in Lesotho of which a majority shares holding is held by non – citizens of Lesotho, but only in relation to land held by such company at the commencement of Act 1979. The company will have a right to own the land.
5. E, a partnership of which the majority of the partners are citizens of Lesotho.

The likelihood that retail traders will want to own their property and land means that some retailers who do not meet these specifications are unlikely to locate in Maseru. This hinders the development of retail trade.

There will be some sole proprietors who are foreigners that would like to have land title in order to invest, though provision is made for a person who has an indefinite sojourn to have title to land, such a person must have possession of and must have renewed his residence permit (which expires after two years) for three times for him to apply for indefinite sojourn. Moreover, the application for indefinite sojourn is at the mercy of the Minister of Internal Affairs, who alone has the right to grant an indefinite sojourn. Looking at the rigorous, unclear and stressful procedure that is undergone to get indefinite sojourn in order to have a title to land, retailers might decide to look for another location for his retail outlet. All of these also affect foreigners' access to residential land and they might find it difficult to build or buy their house to live in Maseru.

The Lesotho Land Act 1979 Section 39 subsection b1, states that a lease should not be granted for a term exceeding 60years for commercial and hotel purposes and subsection (a) (iii) 90years for recreational and medical purposes. After the lease expires, the agreement of

the lease is revoked. The period of the lease is too short for retail trading purposes and the revocation of the lease after the expiring date is not a good idea. It is assumed that most retailers will prefer to have their own property than leasing. If the assumption is correct, leasing procedures will surely affect retail location. Explaining the impact of the property lease a retail location might be difficult but further research in the future will come out with a clear impact on retail location.

3.5.7 Land – Use Policy

In the postmodern planning era, many countries that adopted the British approach to land use policy have plans for change. It can hinder development; because of the strict measures attached to land use zoning. Land use planning in Maseru is based on the British system. Brown (1992) notes “the hostility that British planners have traditionally toward the proliferation of out-of-town shopping facilities cannot be divorced from another long established policy imperative, the protection of the retail hierarchy”. In Maseru, planners identification of a hierarchy of centre, the formulation of policies pertaining to each of these centres and the hierarchy as a whole, and, not least, their hostility to retailing arrangements that do not conform to the centre stereotype have had a profound influence upon the location decision taking and very survival of retail organization in Maseru. It is stated in the Trade Act that big supermarkets should not be located in the rural areas in Maseru council.

3.6 Loan Procedures

During the survey of shopping leakage in Maseru it was learnt from town planners that banks are frustrating the development of shopping malls in Maseru through lack of interest in giving out loans to developers. Apart from that the process of getting loans in banks is rigorous so it impacts in the development of retail outlets in Maseru.

Although there are indigenous banks in Maseru such as Standard Bank of Lesotho, First National Bank, and NedBank, their decisions are influenced from outside the country (South Africa). The strict conditions used by banks to give out loan were due to their fear of bad loans. Bank workers believe that retail traders fail to do good business, resulting in bad debts. They also complained that lack of a credit bureau in Lesotho makes it difficult to give loans without collateral to new businesses because there is no avenue to check whether a person is credit worthy and that is the reason why a stringent requirement is needed for loan access. Bankers gave the example that banks in Maseru such as Lesotho Bank and Agricultural

Development Bank went out of operation because of bad debts from businessmen and they don't want to face the same situation. It is unfortunate that there is no credit bureau in Maseru to check whether a person has a clean record in order to obtain loans from banks.

David Molefe (July 2004), a small business retailer in Maseru said that the conditions required by the bank to get loans in Maseru make it difficult for a new retail business starter to have access to loans. Molefe (July 2004) further said that the inability of many small retail business entrepreneurs to get loans is because of lack of collateral to present to banks. Collateral is a stringent loan requirement, because many entrepreneurs do not have any form of collateral (property) to present to banks for loans. Lack of collateral means inability to establish the desired retail outlets and it impacts on the number of retail outlets in Maseru.

3.7 Workers Income

The magnitude of a household's income will not only affect the demand for goods and services but will quite obviously relate to the retail location structure or retailers choice of location for his shop outlet. The relationship between income and retailers choice of location is more intricate than merely the satisfying of demand. For higher income can mean attraction of more shopping facilities or retail, which in turn can be hypothesised to lead to greater demand for a wider range of goods and services.

In the present study income was grouped into three categories, the income of people living in Maseru, Ladybrand and Bloemfontein. This is to verify why there are more shops in Bloemfontein than Maseru and why there are more quality shops in Ladybrand than Maseru, despite of the fact that Maseru is bigger than Ladybrand.

3.7.1 Minimum Wage

The table below shows the minimum wage of people working in Maseru.

Table 3: Labour code wages (amendment no.2) order, 2003

Occupation	Minimum monthly wages	Minimum weekly wages	Minimum daily wages
Copy typist	732.00	183.00	39.00
Drivers			
Car & light vehicle	849.00	212.00	45.00
Medium vehicle	931.00	233.00	49.00

Heavy vehicle	1191.00	298.00	63.00
Operators			
Hammer mill	621.00	155.00	33.00
Junior clerk	732.00	183.00	39.00
Machine operator	849.00	212.00	45.00
Machine attendant	732.00	183.00	39.00
Messenger	621.00	155.00	33.00
Receptionist	732.00	183.00	39.00
Shop assistant	684.00	171.00	36.00
Telephone operator	732.00	183.00	39.00
Ungraded artisan	790.00	198.00	42.00
Unskilled labourer			
Heavy physical work	684.00	171.00	36.00
Light physical work	621.00	155.00	33.00
Waiter	703.00	176.00	37.00
Watchman	863.00	216.00	45.00
Weaver			
Trained 6 months	621.00	155.00	33.00
Trained	650.00	163.00	34.00
Sewing machine			
Trained 6 months	621.00	155.00	33.00
Trained	650.00	163.00	34.00
Small business	421.00	105.00	22.00
Domestic servant	210.00	53.00	11.00

Source: Lesotho Government Gazette Extraordinary: Labour Code Wages (2003)

Table 3 above reveals the highest earned minimum wage as R1191 and the lowest as R210. Data available does not verify how many are employed in each category, but it indicates that wages are low compared to a minimum wage of R210 per month for domestic workers; South Africa domestic workers earn a minimum of R800 per month.

The extent to which this factor affects the retail variety in Maseru cannot be overestimated. The issue is not the non-existence of retail traders but what kind of retail trade outlets are in Maseru. The flourishing of Chinese traders in this town, who sell low quality products, has proven the fact that buying power determines the type of quality of goods that are sold (The Chinese retailers are into businesses that are not prohibited in Maseru). Thus the few who earn a higher salary and want to buy high quality goods, have to go cross the border to get them. There are of course shops that sell quality goods in Maseru but the number involved and the variety of goods they have is far too limited.

3.7.2 Employment

Table 4: Employment

	Bloemfontein	Ladybrand	Maseru
Population	645439	55342	278955
Employment	156829	12888	158545
Unemployment	104935	7101	48250
Not Economically Active	169977	14484	72560

Source: www.demarcation.co.za and Lesotho Bureau of Statistics

There are various data on employment in Maseru from the World Bank, the Economic department and the Lesotho Bureau of Statistics. For the research purposes the data used is collected from the Lesotho Bureau the Statistics. This data indicate that although Bloemfontein is more populated than Maseru, Maseru employment is higher than that of Bloemfontein. The statistics collected for Maseru however includes housewives as employed, while employment data for Bloemfontein and Ladybrand, does not include housewives in this category; This affects the interpretation of the data shown in Table 5 above. There is need for further research about employment data in Maseru.

However, it is very useful in showing that employment influences retail location. Consumers' income and the purchasing power a consumer plays a major role in attracting retailers. A look at the Table 5 above shows that Maseru employs more people than Bloemfontein and Ladybrand, but the employment in Maseru is mainly low paid workers. Housewives in Maseru who are not paid were counted as employed. The high number employed with low wages leads to a very low variety of retail outlets in Maseru. There are larger numbers of

retail outlets selling low quality clothes/shoes in Maseru than shops selling high quality clothes/shoes. Most of these shops are Chinese shops.

3.7.3 Buying Power

Table 5: Monthly Income of Selected Groups of Employed People in Maseru, July 2004

Salary (monthly income)	Number of people employed	Percentage
100 - 1000	5025	35.4%
1001 - 2000	3448	24.3%
2001 - 3000	2191	15.4%
3001 - 4000	1480	10.4%
4001 - 5000	496	3.5%
5001 -6000	735	5.2%
6001 -7000	462	3.3%
7001 - 8000	161	1.1%
8001 - 9000	18	0.1%
9001 - 10000	74	0.5%
10001 and above	111	0.8%
	14201	100%

Source: Ministry of Public Service

Table 5 above shows the income per month of some groups of the employed in Lesotho. It is not representative of the employed people in Maseru because there are some employment sectors that are left out. The data includes the public sector and defence force and police. Another sector, which employed mostly the low-income groups in Maseru, is the industrial sector that manufactures textiles with few industries manufacturing other products. Lesotho Manufacturing Portfolio January 2004 reveals that 33,598 people are employed in manufacturing, and 85% of the employees earn between R500 to R1500 a month. Highest salary earners in the military and in the police earn R11160.00 per annum while the beginning salary scale in the military and police department is R689 per month. The salary scale for the primary and high school teachers in Maseru for a new teacher is R1873 a month and the highest earned salary is R7544 per month.

Table 6: Individual Monthly Income Bloemfontein and Ladybrand

	Bloemfontein	Percentage	Ladybrand	Percentage
None	421836	65.3%	37464	67.7%
R1 - 400	41677	6.5%	7358	13.3%
R401 - 800	71006	11%	5773	10.4%
R801 - 1600	35140	5.4%	1523	2.8%
R1601 - 3200	32253	5%	1396	2.5%
R3201 - 6400	25282	3.9%	1015	1.8%
R6401 - 12800	12388	1.9%	494	0.9%
R12801 - 25600	3515	0.5%	150	0.3%
R25601 - 51200	1025	0.2%	81	0.1%
R51201 - 102400	687	0.1%	60	0.1%
R102401 - 204800	499	0.07%	24	0.04%
Over R204801	133	0.02%	4	0.007%
Total	645441	100	55343	100

Source: www.demarcation.co.za

As may be expected the spatial distribution of different income groupings is quite varied, with Ladybrand and Bloemfontein having more high-income earners than Maseru. Table 5 and 6 indicate that these two South African towns paid more to their workers than Maseru. There are tendencies for retailers who sell more quality goods to be predominating in Ladybrand and Bloemfontein compared to Maseru. Table 6 shows that the total number of people earning R12000 per a month and above in Bloemfontein is 5859; Ladybrand is 319, while only 111 public sector workers in Maseru earn more than R10000 per month. When even compared to Ladybrand with its small population, the figure is still bigger than that of Maseru. Of course the data did not present the true picture of Maseru income earners because the data collected is a public service servants (those working in the government and they are the highest employers in Maseru). An analysis of incomes between the three towns reveals that South African earning power is far more than that of Lesotho. For example, while teachers starting salary in Lesotho is R1873, a study by ISSA shown in www.schoolguide.co.za/ie reveal that average South Africa teacher earns R86, 000 per annual, a big difference between the two countries and towns involved.

It has been proven that retailers follow where the threshold for goods is enough to make profit. No doubt the retailer's aim is to make profit; threshold involves income and range and is a determinant in this case. In the Losch theory of Classical Economic Landscape, hexagonal market area may be reduced in size until it ultimately covers the threshold purchasing volume, so that a farmer earns normal profits. The proposition enumerated above holds for every type of good, the size of the market area being determined by sales required to make production viable. And the purchasing volume will be determined by the income. Therefore, income per month most times determines the retail location, because retailers prefer economically vibrant cities in order to make profit.

3.8 Analysis of Shopping Areas

In the survey of shopping areas, a range of variables, such as counts of retail establishments, total functions performed, and floor space was assessed. It was established that the set of retail centres also exhibit considerable variations with regard to their relative sizes. This is used to assess the size and importance of the centres that leads to the movement of shoppers from Maseru to Bloemfontein and Ladybrand.

Table: 7 Retail Establishments in Maseru Town (In Different Parts of the Town)

No.	Types of retail	Shopping Complex	Inner CBD East	CBD West	L/T	L/B	Ha Matal	KE	M/H
	Clothes/Shoes								
1	Quality			3					
2	Mini Quality	5	4	6					1
3	Low Quality	12	59	11	1				
5	Sports Wear		1	1					
6	Quality Shoes only			7					
	Groceries/Generals								
7	Chain stores	1		1					
8	Supermarket		9	1					
9	Mini Supermarket		12		3	2	2	1	
10	Vegetables/Fruits	1	3	6	1				
11	Local Stores					1	2	4	3

	Furniture Hardware								
12	Furniture company		7	7					
13	Hardware	1	6						1
14	Local Furniture		7	3	2				1
	Restaurants and Takeaways								
15	Standard Takeaways		1						
16	Local takeaways	1	15	1	3	2	1	4	1
17	Restaurants	1	4	3					1
	Others								
18	Stationeries/Books and office Materials		1	4					
19	Telephone Accessories		2	2				1	
20	Electronics			5					
21	Cosmetics	1	8	4					
22	Pharmacy		2	6					
23	Cameras/Photo Accessories		2	2					
24	Unclassified		15	5					
24	Craft/Arts shop			1					

Source: Field survey July 2004

Key

L/T = Lekhaloaneng/Thabong

L/B = Lithabaneng/Borokhoaneng

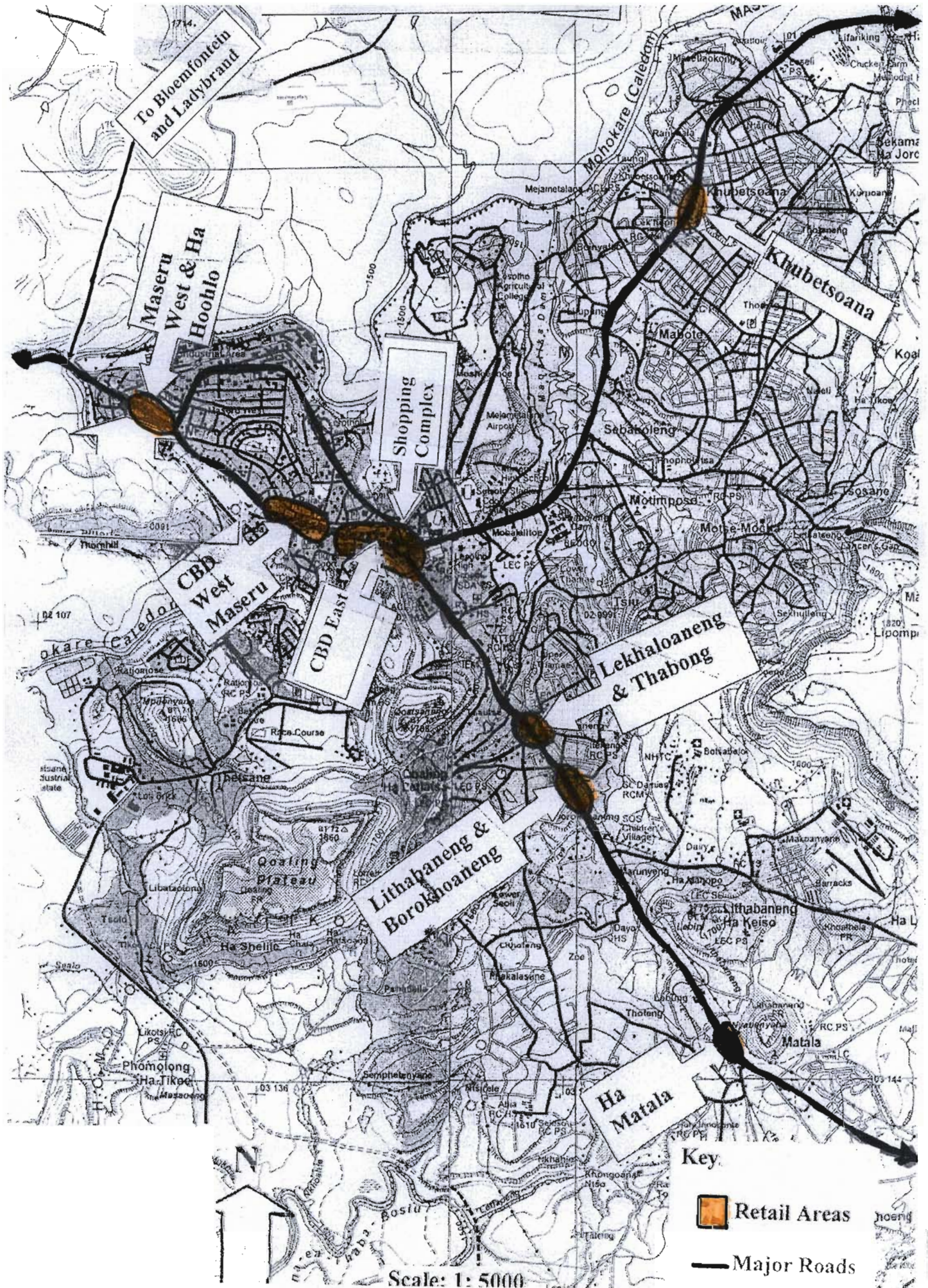
KE = Khubetsoana

M/H = Maseru West/Ha Hoohlo

Each of these retail areas service 2 to 3 communities.

Quality clothes/shoes are made of quality fabrics and sells at a high price. Some of the clothes/shoes are specially designed. Some quality clothes/shoes can be find in stores like Woolworths, Truworths Man, Markham, Foschini, while mini quality clothes/shoes are those clothes that fall between low quality and high quality. The cost and duration of the

clothes/shoes are limited when compared to high quality clothes, these types of clothes/shoes are found in Ackermas, Mr. Price, Sales House and Jet in Maseru. Low quality clothes/shoes are substandard, mainly found in Chinese shops. Its prices are low and good do not last for a long time.



Map 3 on page 62 above shows the retail outlets areas in Maseru. Lekhaloaneng/Thabong, Lithabaneng/Borokhoaneng and Ha Matala are found at Southern side of Maseru, on the way to University of Roma or Southern Lesotho. Lekhaloang/Thabong is not more than 5km from the Maseru town centre. It provides a retail function to other smaller areas in Maseru town such as Qoaling, Upper Thame, and Tsautse, while Lithabaneng/Borokhoaneng is about 7km from main town centre. It services the whole town of Lithabaneng and Borokhoaneng including other small area – Marunyeng, Lithoteng, and Ha Mahopo. Ha Matala, is 11km from Maseru centre with limited retail functions serving areas such as Masianokeng, Mahlanpeng, Shalabeng and Lebung. All these retail areas are accessed by Main South 1 road, and the road leads to the main Maseru CBD.

Khubetsoana retail area is located on Northern Maseru and the area is accessed by Main North 1 road that runs to the CBD; it is about 8km from the main town centre. It is the main shopping area along the route to Northern Lesotho. The reason is because the area is less populated than Southern part of Maseru where settlements are many. Therefore, high densities of settlements attract more retail activities as we can see in the contrast in the retail activities between the Northern and Southern Maseru.

Maseru West/Ha Hoohlo, is found at the Western side of Maseru town, close to Maseru West industrial zone. It services the two areas mentioned including Florida. The area has an access to the CBD through Moshoshoe 2 road.

These shopping areas are small in size, with not more than 7 local stores and one or no supermarket. The local stores sell groceries only with a limited range of goods. With the exception of Maseru West where there are hardware stores. Although, it does not mean that stores are only found in these areas, there are other small areas with one or two local stores in them. Shoppers who want to go for major shopping always go to Maseru CBD or move out of the town to Bloemfontein or Ladybrand, where there are big supermarkets and lots of variety and brands to choose from.

Maseru CBD is in the city centre and goes up to Kingsway road until it ends at Victoria hotel. The CBD is accessed from the east by Kingsway road that begins from the Maseru border post and ends in the city centre. From the south it is accessed by Moshoshoe 2 road and north by Main South 1 road. Main North 1 accesses the CBD from the west.

Table: 8 Retail Environment Visited by Maseru Shoppers

	Ladybrand	Bloemfontein Waterfront	Bloemfontein Mimosa	Bloemfontein Sanlam Plaza
Restaurants/Coffee shop/fast Food	3	17	13	5
Takeaways	5			
Jewelries		2	5	7
Quality clothes and shoes	4	13	16	20
Low quality Textiles	3			
Mini quality clothes and shoes	1		3	5
Coffee shop	1			
Electronics	3			
Chicken store	1			
Pharmacy	2	2		2
Cell phone and accessories	1	1	4	5
Chain stores	2			
Small furniture store	2			
Hardware	MICA, MIDAS (2)			
Pawn store	1			
Low quality				
Stationeries/books	1	1	5	2
Crafts/arts shop	1			
Quality textiles	2			
Local shop	3			
Food stuff shop	2			
Gift shop/toy and game shop	1	1	3	
Supermarket	2			

Furniture company	4	1	3	
Cinema			1	1
Sports wear				3
Music shop		1	2	
Cosmetics				3
Specialized shops	5	5		

Source: Field survey July 2004

From the above set of data collected from Maseru shown in Table 7, Ladybrand and Bloemfontein in Table 8, Bloemfontein exhibits considerable variations with regard to range of activities. Although Maseru has more functions than Ladybrand, Bloemfontein has more functions than Maseru and Ladybrand. While Maseru has more functions than Ladybrand the quality of goods and services provided in Ladybrand is better than that of Maseru.

Bloemfontein has a great difference in the areas of establishment and function than Maseru and Ladybrand. The major difference is in the number of restaurants and shopping malls in the town. Maseru does not have any shopping mall. However there are a few restaurants operating with a franchise, which includes KFC, Nandos, Chicken Licken and Captain Doregos. Bloemfontein can boast of more than six shopping malls with numerous shopping complexes and lots of restaurants; Maseru has only one shopping complex in the CBD.

The above analysis has been shown that Bloemfontein allows for the operation of economies of agglomeration and scale, and multi-purpose shopping trips.

The size of town relating to the shopping, the pattern of centres is clearly related to the geometry of the transport network. Thus, in several sectors of the towns involved, as previously noted, the retail areas tend to be located almost exclusively on the main arterial routes. In such cases, the alteration of centre size groups along the roads visually suggests the operation of Christaller's traffic principle. In the suburban interstices an areal solution more akin to the $k=3$ patterning is observable. This pattern bears a passing resemblance to the more flexible economic landscape suggested by Losch. If Losch's position is adopted, it becomes tempting to identify more than 15 main radial transport corridors in Bloemfontein, one in Ladybrand and four in Maseru. In view of the above analyses, it is clear that accessibility

plays a major role in shopping activities and size of shopping areas or number of shopping areas in a town. The larger a town the more shopping corridors it will have and the more it attracts more shopping trips.

Map 7. The Accessibility of Visited Shopping Areas in Bloemfontein



Key

- Retail Areas
- Major Roads

- | | | | |
|--|---------------------------|--|-----------|
| | FREEWAY | | COLLEGE / |
| | MAJOR ROUTE | | CARAVAN P |
| | METROPOLITAN ROUTE | | POST OFFI |
| | MINOR ROAD | | POLICE ST |
| | ROUTE MARKER | | HOTEL |
| | RIVER, DAM OR LAKE | | SHOPPING |
| | RAILWAY / RAILWAY STATION | | LIBRARY |
| | MUNICIPAL BOUNDARY | | BOWLS |
| | SUBURBAN BOUNDARY | | TENNIS |
| | INDUSTRIAL AREA | | SOCCER |
| | COMMERCIAL AREA | | CRICKET |
| | PARK | | RUGBY |
| | CHURCH | | GOLF |

Examination of Map 4 on page 67 above reveals the clear accessibility of the shopping areas in Bloemfontein that attract shoppers from Maseru. N8 freeway begins from the Maseru Border post and goes to Bloemfontein. It creates an access to the shopping and entertainment facilities in Bloemfontein that attract shoppers from Maseru. Most of the activities that attract shoppers from Maseru to Bloemfontein are along the N8 freeway. The activities along the N8 freeway that draw shoppers from Maseru to Bloemfontein includes; Mimosa shopping mall, Waterfront, Sanlam Plaza. Other interesting land uses (entertainment) that draw shoppers to Bloemfontein are Hockey Vodacom Park integrated with Kings Park, the University of Free Sports Ground and hotels, for example City Lodge. Some of the activities are inside the Bloemfontein CBD while some are close to the CBD. The location of the Free State University and other interesting land uses, along N8 freeway is significant to the shoppers who come from Maseru. It leads to multiple trip activities. N8 freeway makes the shopping, recreation and entertainment activities accessible to visiting shoppers from Maseru.

Analysis of functions between the towns reveals that Bloemfontein and Ladybrand generally offer goods and services that are supplied by Maseru, while also offering a further range of functions not performed by Maseru. Therefore, there is a clear general tendency toward functional activities within the urban retailing system. The survey showed that Bloemfontein also has more quality goods and services than Maseru and Ladybrand. Ladybrand has shops providing more quality goods and services than Maseru, but Maseru has more functions than Ladybrand.

The total number of functional outlets within each level of the shopping town was observed. The results show that sizes related to functional trends are apparent. In lower order towns like Maseru, the number of functional outlets selling food tends to be large although there are local restaurants and a few franchise restaurants. In contrast, the clothing shops show a progressive decline in areas of quality clothes and progressive growth in areas of low quality clothes. The proportion of large retail in Bloemfontein providing sports and recreational services are more when compared to the other two towns. Even a close scrutiny of functions revealed that there are specialised goods found only in Bloemfontein such as jewellery shops.

The analyses thereby reveal that there is a well-developed size dominated or complemented functions ordering within the retail system of the case study areas. However, a strong non-incremental or specialised functional component was also identified within the urban retailing

system in the three towns that leads to shopping leakage in Maseru and domination of other the two towns over Maseru.

3.9 Conclusion

The analysis on factors affecting retail location reveals that there are connections between these factors and the variety of retail outlets in Maseru. The slow growth of Maseru town starting from the colonial era, lack of parking space within the CBD mainly during the peak hour shopping, and the uprising in September 1998 lead to a low variety of retail outlets there. It has been shown that topography influences expansion of retail trade; it is because of limited flat land in Maseru. Government in their own way have impacted on the levels of retail outlets in Maseru through regulations and policies.

It was revealed that the Land Act of Lesotho 1979 limits access for foreigners who wish to own land for development, hence impacting on retail establishments. Also workers income most times determines retail location. The low level of income in Maseru is reason why retailers are shying away from establishing retail business in Maseru. Lack of a credit bureau and bad loans had made it difficult for bankers to give out loans to new businessmen entering retail business. It was revealed that income and buying power in Maseru relates to the types of shops in Maseru. There are large number of low quality stores selling clothes and shoes than high quality stores, and the number of supermarkets in the town is low although the population is large.

Chapter Four

4. Consumer Factors

4.1 Introduction

Consumer shopping movement is the result of a wide variety of factors that are common to most consumers, and also relates to the kind of retail outlets available to the shoppers. The shopping movement links the point of demand to point of supply. Although shopping trips can be regarded as common to all consumers, it is also particular to some individuals. Those characteristics that are peculiar to individuals are what Huff (1960) has termed the shopping value system, which include socio-economic status, income, and age. It also includes potential points of supply (retail outlets) with respect to their reputation, price of goods, range and quality of goods and cost involved in travelling to alternative shopping area measured in terms of availability of transport and possible parking facilities at the point of supply. Different individuals place varying importance upon different factors when deciding at which place to shop.

Another important factor is the issue of media and advertisement because the knowledge of the existence of different shops and the goods they sell, together with their 'motivation profile' is in part contributed by the presence of media. The factors affecting consumers are explained by characteristics of the respondent shoppers, consumers' shopping pattern, motivations factors and other related factors such as entertainment and services.

4.2 Characteristics of the Respondent Shoppers

These are variables that have a direct relationship with shoppers' demand. They are income, socio-economic status and monthly expenditure; they affect the taste for goods and the values attached. The monthly expenditure will be linked to socio-economic status and income. In addition, car ownership and transport availability for the shopping trips affects mobility.

4.2.1 Income

The consumer's income will not only affect the demand for goods and services, and the demand for specific, perhaps specialized goods, but will relate to the ability to purchase such goods. Higher incomes can mean an increase in mobility and accessibility. To reveal how income affects shopping leakage in Maseru, the salary of shoppers in the shopping trips were grouped as seen in Table 9 below.

Table 9: Salary and Monthly Expenditure of Shoppers Surveyed

Group	Level of Salary	Number	Percentage	Monthly expenditure	Number of car ownership	Percentage
1	R100 - 2000	11	11.5%	R100 –500	0	0
2	R2001 - 4000	23	24%	R400 – 700	2	6.5%
3	R4001 - 6000	25	26%	R500 - 1000	4	12.9%
4	R6001 - 8000	19	19.7%	R700 – above R1000	14	45.2%
5	R8001 - 10000	5	5.2%	R1000 above	5	16.1%
6	R10001 and above	6	6.3%	R1500 above	6	19.3%
7	House wife (no salary scale)	7	7.3%	R200 and above	0	0
	Total	96	100%		31	100%

In this study, monthly salary was grouped into seven categories. In the classification of income, respondents were informed that the figures required were the gross monthly income inclusive of tax.

The study shows that 80.5% of the shoppers interviewed earn an income more than R2001. It reveals that large numbers of those involved in the shopping trip to Bloemfontein and Ladybrand are between the middle and high-income earners from Maseru town. Although R2000 might be a small amount of money to people working in South Africa town, to people in Maseru, the salary level is good enough to cater for their monthly need. Shoppers in groups 2-6 make the highest number of the shopping trips to Bloemfontein and Ladybrand. Housewives who go on shopping trips to Bloemfontein and Ladybrand from Maseru make up 7.3% of the total population interviewed. Information gathered from them suggests that their husbands are working and earn over R3000 per month. Group 1, which are young shoppers

with no dependents make up 11.5%, with an income of R2000, and with no dependent, they can afford specialised and quality goods.

The analysis proves that income is one of the major determinants of the shopping outside of Maseru. This reveals that shoppers with good income in a month can afford to travel for a longer shopping trip in search of high quality and specialized goods and services that cannot be found in Maseru (but can be found in Bloemfontein or Ladybrand). High income increases mobility, and they can afford quality and specialized goods.

4.2.2. Monthly Expenditure

The monthly expenditure is the amounts of money shoppers spend when on shopping trip to Bloemfontein and Ladybrand. As might be expected Table 10 page 73 shows that consumers with higher incomes spent more money on shopping trips than consumers with lower incomes. There were also differences on what they spent their shopping money on. Most of the lower income consumers spent their money on clothing with little on specialised goods, while the higher income groups spent their money on specialized goods, groceries and clothing as well.

The income of the shopper determines the number of shopping trips a consumer makes in a month. Table 12 on page 76 shows that lower income groups go shopping once a month while most of the higher income groups go shopping trips more than two times a month. Some of the higher income groups, who buy groceries from Ladybrand, go on shopping trips of up to 4 times in a month. The implication is that the higher the income the more it increases the number of shopping trips consumers do in a month, thus rising income is associated with an increase in shopping leakage from Maseru.

4.2.3 Socio-Economic Status

There is a relationship between socio-economic status and income, but the relationship is not clear, since there are instances where a manual worker can earn more than clerical workers, although the latter are higher up the socio-economic scale. Parker (1976:13) argues "socio-economic status defines more than income and to an extent may be regarded as being, amongst other things, a surrogate for ability to synthesise information. Higher socio-economic class attend higher education levels, which means that they will be able to assimilate shopping information and make more rational decisions on what to do". In other words, involvement of

high socio-economic class in shopping leakage in Maseru relates to their ability to utilise information they have.

In this research, socio-economic class in the samples was classified into five groups: clerical, professional, skilled manual, unskilled manual and retired. (See table 10 below)

Table 10: Number of respondents in different socio-economic groups and their income and expenditure.

	No.	R100- 2000	R2001 -4000	R4001 - 6000	R6001 -8000	R8001 - 10000	R10000 above	%	Expend iture
Professi onal	21	0	0	4	6	7	4	21.8 %	R800 and above
Skilled Manual	11	3	4	3	1	0	0	11.5 %	R600 to 1300
Unskille d Manual	14	11	3	0	0	0	0	14.6 %	R200 to R700
Retired	9	6	3	0	0	0	0	9.4%	R500 to R1000
Adminis trative officers	41	0	11	15	7	6	2	42.7 %	R700 and above
Total	96							100 %	

Source: Field Survey July 2004

The findings show that the higher socio-economic classes are more involved in shopping trips to Bloemfontein and Ladybrand than the lower socio-economic classes. The interrelationship between the socio-economic class and income groups of respondents is shown in Table 10. Although the higher socio-economic classes earn higher incomes, there are noticeable deviations to this generalisation. For example, 9.4% of retired shoppers earn between R500 and R1500, and they are among the high socio-economic group.

There is a relationship between socio-economic status and monthly expenditure to shopping trip to Bloemfontein and Ladybrand as shown in Table 10. Consumers in the higher socio-economic classes spend more than the shoppers in the lower socio-economic classes. Higher socio-economic status means a significant difference in income, and therefore potential expenditure, and the ability to absorb shopping information and commit more on shopping trips than those in the lower socio-economic classes. The total percentage of the higher socio-economic class was 86.4% and the low socio-economic class was 14.6% in the survey. This suggests that socio-economic class has an affect on the shopping leakage in Maseru.

4.2.4 Age

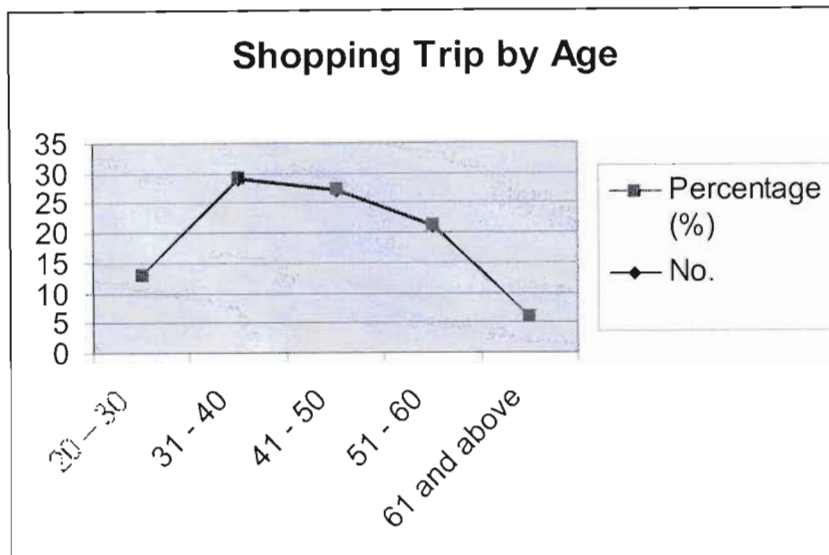
Age, as expected, has an influence on perception of the real world and it affects shopping behaviour. Younger shoppers have less experience than the middle-aged consumers, or older people. It affects how they synthesise information or interpret information regarding alternative shopping opportunities and many other factors that affect consumer decision-making. The sample surveyed started from age 20.

Table 11: Age different for shoppers

Age bracket	No.	Percentage (%)
20 – 30	13	13.5%
31 - 40	29	30.2%
41 - 50	27	28.1%
51 - 60	21	21.9%
61 and above	6	6.3%
Total	96	100%

Source: Field Survey July 2004

Figure 4



The ages of the respondents were divided into five groups, and the percentages were indicated on the Table 11 above. The age group started from 20 years above because none of the respondent falls below 20 years old. During the survey, shoppers between the ages 20 to 40 (43.7%) said that they take a shopping trip sometimes to explore what is new in the market, and those new things can only be seen in Bloemfontein. They said that new goods would take two months or more to reach Maseru retail stores, even sometimes it will never be found in Maseru retail outlets. It is assumed that the low percentage of the older and younger shoppers is due to inability to synthesis the information on shopping opportunities elsewhere and majority of younger people are still in school without income earnings. The Figure 4 above shows the impact of age on shopping trips. From the Figure 4, it is noted that shopping trip increases as age progresses from 20 and started declining from age 41 and above. Therefore age affects the number of shopping trip in an area.

4.2.5 Car Ownership and Availability of Transport

Parker (1976:26) noted "the relative mobility of a consumer will be very closely related to car ownership, and also the extent to which a car is available for shopping trips". When a car or transport is readily available it is assumed that the distance to shopping environment is less important because distance is measured more in terms of time and effort than distance. Furthermore, shoppers who possess their own car have a much wider range of shopping opportunities, within a given time distance.

Parker also notes that car ownership and transport allow for more opportunity for comparison and assimilation of a clearer and more detailed 'image' of the shopping environment not only in the immediate neighbourhood, but also in nearby cities. Thus the availability of cars and transport is likely to contribute to the leakage in Maseru. Shoppers with private cars have better information on the range of shopping facilities available. Therefore, they can easily decide where to shop. The number of shopping trips in a month was influenced by income and demand. The Table 12, below, reveals the number of shopping trips by private car shoppers and public transport users.

Table 12: Number of shopping trips made to each of the towns in a month by shoppers

Number of Trips	Private Car Trip to Bloemfontein	Public Transport Trip to Bloemfontein	Private Car Trip to Ladybrand	Public Transport Trip to Ladybrand
1	22	47	0	38
2	8	6	11	21
3	1	2	9	6
4	0	0	6	0
5	0	0	5	0
No. of Respondents	31	57	31	65

Table 12 above illustrates the difference in car ownership and public transport to shopping trip to Bloemfontein and Ladybrand. Research findings show that there is a relationship between income, socio-economic status and car ownership, because most of the higher income groups belong to a higher socio-economic class and they have their own cars. Table 9 in page 71 above shows the income of shoppers involved in shopping trips to Bloemfontein and Ladybrand, and majority of the shoppers who earn R5000 and above have cars.

Perhaps more important than car ownership, is the availability of transport for shopping trips. Those shoppers who stated that they owned a car were asked how frequently they shop in Bloemfontein and Ladybrand, as well as those using public transport. The results illustrated in Table 12 above were obtained. There was a clear indication that transport plays a major role

in the shopping leakage. Shoppers with private cars go on more shopping trips than those using public transport. Therefore, if transport is cheaply available, with good salary, many Basotho will end up shopping in these two South Africa towns.

4.3 Consumer Shopping Pattern

This section examines consumer shopping behaviour and provides the basis upon which to judge the 'rationality' of behaviour against the factors examined in the previous chapters and section. Consumers' shopping pattern variables identified include: the origin of the shopping trip, the type of stores and shopping areas visited, time of shopping, and frequency (the extent to which shopping is undertaken on weekdays, weekends, days and evening).

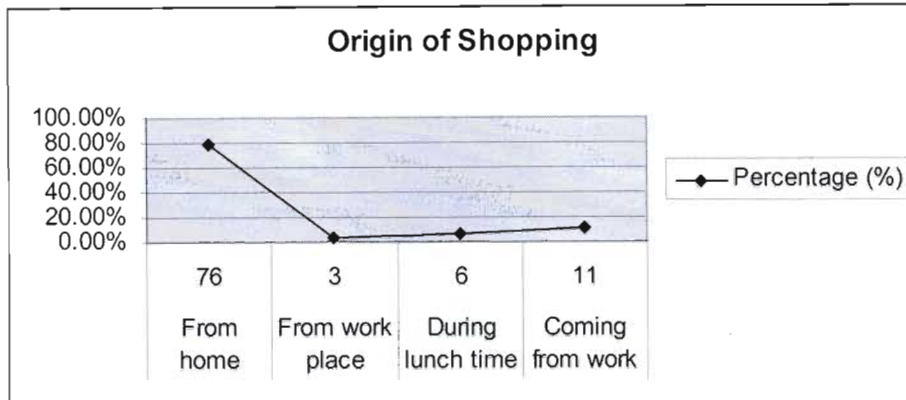
4.3.1 Origin of Shopping Trip

Respondents were asked where they began their shopping trips. This is to ascertain the extent to which consumers undertake shopping trips either from workplaces, at lunch time, when coming back from work, or directly from home.

Table 13: Origin of Shopping Trip

	Number involved	Percentage (%)
From home	76	79.2%
From workplace	3	3.1%
During lunch time	6	6.2%
Coming from work	11	11.5%
Total	96	100%

Figure 5



As would be expected, greater proportions (79.2%) of consumers' shopping trips originate from home. Most of the consumers who shop from working place, lunchtime and during working hours go to Ladybrand for groceries. Shoppers who said that they go shopping from working places, at lunchtime and while coming back from work, also said that they go shopping from home depending on their shopping destination. 97% of those who go shopping to Bloemfontein originate from home. Those who went shopping while working are mainly professionals and senior administrative workers, who had nobody to question their movement. Figure 5 above shows that the flow is high from home seconded when coming from working places.

4.3.2 Type of Shop or Shopping Environment Visited

During the research, it was revealed that a planned shopping environment has more appeal than an unplanned shopping environment. Shoppers who went to Bloemfontein for shopping prefer shopping malls and recreational centres. The availability of shopping facilities both inside stores and the retail environment plays a role in the choice of a shopping destination. The shopping areas or stores visited by the shoppers were divided into five categories as shown by Table 14 below. All the shoppers however agreed that they compare retail outlets and stores in a shopping trip, depending on what to buy.

Shopping malls are a major attraction for shoppers from Maseru going to Bloemfontein. There is a contrast between shopping malls in Durban and in Bloemfontein. Shopping malls visited by Maseru consumers in Bloemfontein do not have supermarkets while in Durban they

do. Although in Mimosa mall there is a Woolworths grocery store it can't be compared to Shoprite or Pick N Pay. It is the reason why shopping mall and supermarket are separated in this study. Also the separation of shopping malls and supermarkets is because shoppers who go to Ladybrand are not attracted by shopping malls but rather go to supermarkets. Supermarkets did not attract shoppers who go to Bloemfontein for shopping. Also jewellery store and furniture stores were separated because of shoppers who visit Ladybrand. Shoppers who go to Ladybrand for shopping do not buy jewellery or furniture.

Table 14: Types of Shopping Areas or Stores Visited by Shoppers in Bloemfontein and Ladybrand.

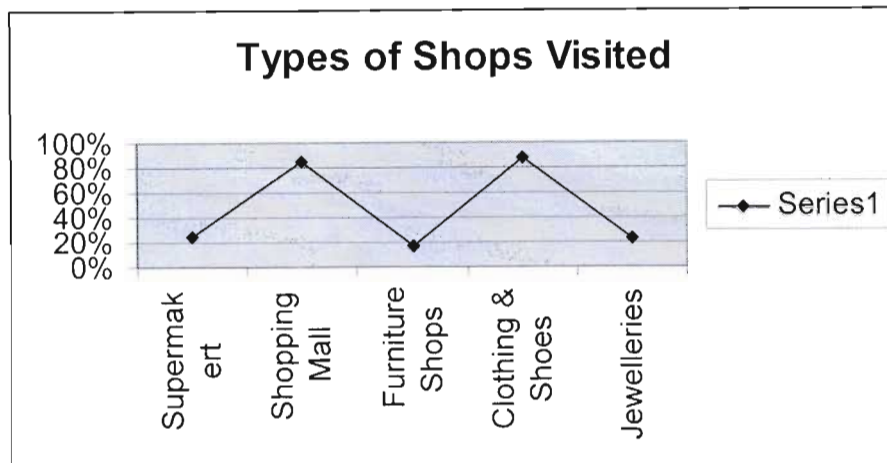
	A. Supermarket (Ladybrand)	B. Shopping mall (Bloemfontein)	C. Furniture shops (Bloem & Ladybrand)	D. Clothing & shoes (Bloem & Ladybrand)	E. Jewellery (Bloemfontein)
1 Supermarket	0 (only)	0	4	14	6
2 Shopping mall	0	0 (only)	7	67	7
3 Furniture stores	4	7	0 (only)	4	1
4 Clothing & shoe shops	14	67	4	0 (only)	9
5 Jewelleries	6	7	1	9	0 (only)
Total number of Respondents	24	81	16	94	22
Percentage (%)	25%	84.4%	16.7%	98%	22.9%

Source: Research Survey July 2004

Total number sampled 96

Note: Table 14 above explains the types of stores or shopping areas visited by shoppers in Bloemfontein and Ladybrand. All the shoppers agreed that they perform multi purpose activities and visit more than one area in a trip. For example row1, column A, show that 0 shoppers shop in supermarket, (that means that none of the shoppers goes for supermarket only). Row 2, column D show that 67 shoppers buy clothes at shopping malls, while row4, column A show that shoppers buy clothes and also shop in a supermarket.

Figure 6



Consumers involved in the shopping trip were asked where they shopped and their responses were categorized as shown in Table 14 above. Table 14, has proven that shopping malls are the major attraction of most of the consumers who visit Bloemfontein. A total of 84.4% of shoppers agreed that they buy at shopping malls. The attraction of the shopping malls is the incorporation of recreation, and entertainment facilities in the design of shopping malls. As the case may be, Maseru town is very behind in the area of planned daily recreational activities. Lack of this activity in the Maseru was the reason why there were influxes of shoppers from Maseru to Bloemfontein who combine shopping with recreation.

None of the shoppers go for groceries in Bloemfontein; they go for specialised goods and quality clothes and to specialised shops such as jewellery shops. Most of the shoppers who visit shopping malls combine recreation and buying of clothes. It was noted that 98% of shoppers buy quality clothes and these shoppers were among those who patronize shopping malls. The low socio-economic class also patronize clothing retailers at Bloemfontein while on recreational or entertainment trips.

In all, 25% of shoppers said that they buy their groceries at supermarket; mainly at Shoprite and Spar at Ladybrand, and the 25% who went for groceries were among the car owners. Those who use public transport do not shop for groceries in Ladybrand. Table 14 shows that 22.9% of shoppers visited jewellery shops and 16.7% furniture stores, the percentage of shoppers who patronise these two kinds of stores is not big; it is assumed that they are specialised goods that is why they are not needed so often.

The Table 14 reveals that a large number of shoppers from Maseru patronize shopping malls although other substantial numbers of shoppers still patronize other kind of shopping activities and stores as can be seen at the Table 14. The Figure 7 and 8 below show some of the shopping malls and recreation facilities that attract shoppers from Maseru to Bloemfontein

Figure 7: Waterfront Bloemfontein

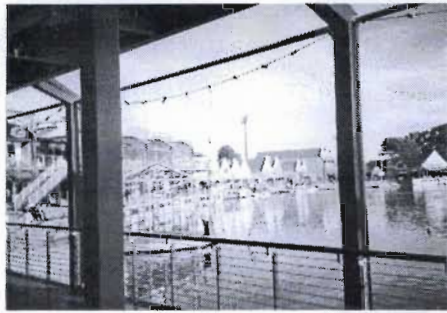


Figure 8: Mimosa Bloemfontein



Other factors that linked shoppers to shopping malls are well-maintained buildings, environment/appealing landscape, regular grouping of shops; recreation and entertainment, busy appearance and adequate amenities.

Table 15: Attraction to Shopping Malls

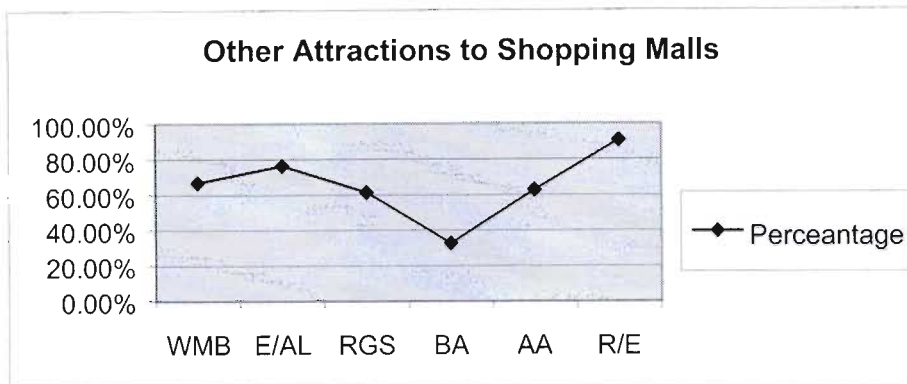
	A. Well Maintained Building	B. Envi/ Appealing Landscape	C. Regular Grouping of Shops	D. Busy Appearance	E. Adequate Amenities	F. Recreation and Entertainment
1. Well Maintained Building	0(only)	47	24	12	33	51
2. Environments Appealing Landscape	47	0(only)	27	21	29	68
3. Regular Grouping of Shops	24	27	0(only)	19	37	61
4. Busy Appearance	12	21	19	0(only)	15	25
5. Adequate Amenities	33	29	37	15	0(only)	63
6. Recreations and Entertainment	51	68	41	25	53	0(only)
Total	64	73	59	31	60	87
Percentage (%)	66.6%	76.1%	61.5%	32.3%	62.5%	90.6%

Source: Survey July 2004

Total number of respondents 96

Note: Table 15 above shows the factors that attract shoppers to shopping malls. More than one factor attracts shoppers to shopping malls. For example row 1, column A shows that 0 shoppers are attracted to a shopping mall because of well-maintained building ,while row 1 column F show that 51 shoppers were attracted to a shopping mall because of recreation and entertainment. Row 2, column D show that 21 shoppers were attracted because of busy appearance.

Figure 9



WMB (well maintained building), E/AL (environmental appealing landscape), RGS (regular grouping of shops), BA (busy appearance), AA (adequate amenities), R/E (recreation/entertainment).

Shoppers interviewed were asked to name three (3) factors on the table above that attracts them to shopping malls. The following results were gathered. It reveals that recreation and entertainment are the major attraction with 90.6%; followed by environmentally appealing landscape with 76.1%. Although a few shoppers named busy appearance (32.3%) as one of the reasons why they go to shopping malls it ranks very low. Shoppers who are attracted by busy appearance believed that they could see one or two friends or relations they know while shopping in malls.

4.3.3 The Distribution of Visits on Weekdays, Weekends, Morning and Evening Shopping.

To understand the level of frequency of shopping leakage, shoppers were asked how frequently they patronize shopping during the weekends, weekdays, afternoon, morning and evening. It was noted that most of the shoppers shop during the weekends mainly on Saturday. The number of shoppers who go on shopping trips during weekends as shown in Table 16 below is 81, which is 84.4% of shoppers. These people shop in the morning, while 30.2% shoppers, shop during the evening. Most of the evening shoppers are younger shoppers who combine watching a film in a cinema with shopping. Those who shop during the morning on weekends are mainly parents, who sometimes go shopping with their children.

Respondents who said that they shop during the morning on weekdays were retired workers and housewives. They made up a small percentage of the shoppers involved in the shopping leakage, Table 16 below shows that they made up 9.4% (9) of respondents. The number of shoppers who go on shopping trips in the afternoon/evening was 20.9%. They are consumers who shop during the lunchtime and in the evening after work. These groups of shoppers belong to a high socio-economic class and they have cars. The low socio-economic class who are working go on shopping trip during the weekends, when they have time to travel and lack of personal mobility contributed to this. All the shoppers who go on shopping trips during the day in Ladybrand also said that they shop during the weekends at Bloemfontein and Ladybrand.

Table 16: Distribution of Visits (Total Number is 96)

	Weekdays	Weekends
Morning	9	51
Afternoon and Evening	20	30
Total	29	81
Percentage (%)	30.2%	84.4%

Source: Field Survey July 2004

Total number of respondents is 96

The reason why the number of consumers who shop during weekends increased was because of the closing time and having enough time for shopping. Most of the stores and shopping mall close very late at Bloemfontein during the weekends. For example Waterfront some retail and entertainment stores stays open up to 3am in the morning, while in Mimoso, most entertainment stores stays open up to 12pm in the night because of nightclubs and cinema. In Maseru it is a contrast because department stores close as early as 3pm on Saturday and 1pm on Sunday and the few restaurants (KFC and Steers) stores close around 9pm. The Figure 10 below shows the large movement of consumers going shopping on Saturday.

Figure 10: Line of Shoppers Waiting to Cross the Ladybrand Border



4.3.4 Time

Time is possibly more important to the consumer when deciding where to shop than the distance involved. However, time is perhaps what matters when a shopper is organising their day. Opening time and closing time of stores has influenced shopping activities over the years. In this case study, closing time has been an issue for the leakage in Maseru. As has been explained in the previous chapters above, most of the stores closed earlier than the stores in Bloemfontein and Ladybrand.

The closing time might not have much influence on the shopping leakage to Bloemfontein, but to Ladybrand it does. This is true because Ladybrand is very close to Maseru and most of the chain stores close later than the ones in Maseru. Findings during the survey shows that closing time of departmental stores in Ladybrand are more conducive than the closing time of the departmental stores in Maseru because shoppers can buy goods at Ladybrand by 6pm on Saturday and Sundays while in Maseru by 1pm on Sunday shops are closed and 3pm on Saturday. Shoppers who went to Bloemfontein said that they could buy goods in shopping malls as late as six o'clock on Saturdays and Sunday's evening, although it does not influence them in their decisions to go shopping to Bloemfontein.

4.4 Consumers Motivation Factors

Motivational factors are parts of retailers advert to attract consumers, and it affects consumers' shopping behaviour. Consumer shopping behaviour does not only rely on spatial extent of the consumer's knowledge of alternative shopping opportunities, it also relies on evaluation of these alternatives. Each of the consumers shopping characteristics is distinct and varies, but still some individuals have the same shopping characteristics in common.

Previous studies by Parker (1976) indicated that the factors that consumers consider important when differentiating between alternative shopping opportunities, may be summarised as relating to.

1. Location of the shop,
2. The services and goods offered by the shop,
3. The price,
4. Reputation and cleanliness of the shop,
5. And the opportunity it offers as a meeting place.

In this study, 9 motivational factors were detailed and respondents were asked, what motivated them when considering going on a shopping trip to Bloemfontein and Ladybrand. The following motivational factors were considered. These factors were identified by the shoppers. All the shoppers have a combination of (3) or more motivational factors that linked them to the shopping trip to Bloemfontein and Ladybrand. Table 17 below shows the motivational factors and how they affect shoppers consuming decisions. All the motivational factors were both linked to Bloemfontein and Ladybrand.

Table 17: Motivational Factors of Shoppers Surveyed

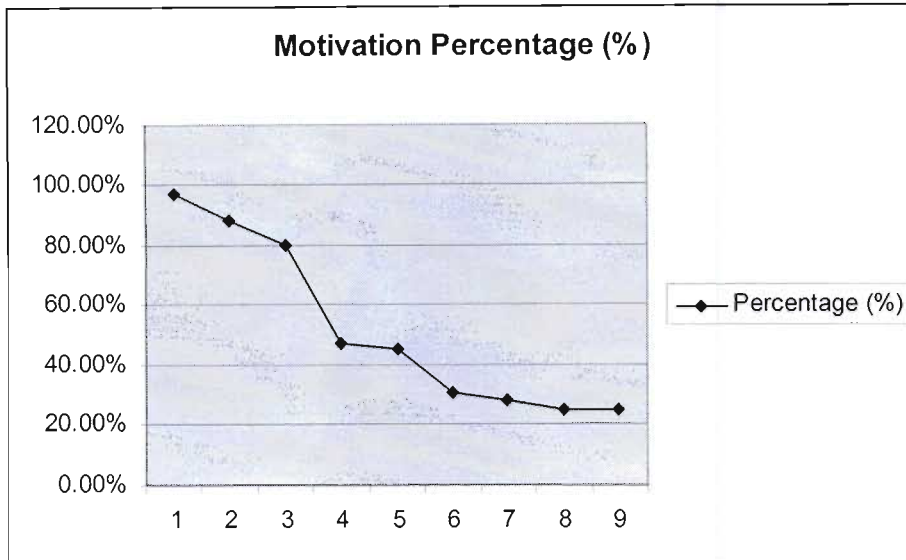
	Quality (1)	Wide range & choice of goods (2)	Price (3)	Good reputation (4)	Credit (5)	Parking facilities (6)	Good closing time (7)	Opportunity to meet friends and relations (8)	Cleanlines s (9)
A. Quality	0 (only)	71	68	40	41	27	21	20	22
B. Wide range & choice of goods	71	0 (only)	65	25	31	26	19	18	17
C. Price	68	65	0 (only)	31	36	25	17	19	14
D. Good reputation	40	25	31	0 (only)	31	17	20	15	21
E. Credit	41	31	36	31	0 (only)	21	13	19	11
F. Parking Facilities	27	26	25	17	21	0 (only)	16	20	19
Good Closing time	21	19	17	20	13	16	0 (only)	23	13
G. Opportunity to meet friends and relations	20	18	19	15	19	20	23	0 (only)	17
H. Cleanliness	22	17	14	21	11	19	13	17	0 (only)
Total	93	85	77	45	43	29	27	24	24
Percentage (%)	96.9%	88.5%	80.2 %	46.9%	44.8%	30.2%	28.1%	25%	25%

Source: July survey 2004

Total number of respondents is 96.

Note: Table 17 above shows the motivational factors of shoppers surveyed. All the shoppers surveyed have more than two motivational factors. For example row A, column 1 show that 0 shoppers went to shopping because of quality, while row 1, column 2 show that 71 shoppers considered quality and wide range of goods while shopping in Bloemfontein or Ladybrand. Row F, column 9 show that 19 people choose good parking space and cleanliness of the shop or environment, while row C column 1 shows that 68 value quality and price of goods.

Figure 11



The numbers as seen in Table 17 above determined the ranking of the motivational factors. Due to the kind of shoppers involved in the shopping leakage in Maseru, a high percentage belongs to high socio-economic class, is the reason why quality ranks highest (93 or 96.9%) among all the variables stipulated in Table 17. Other variables that are among the highest rank motivational factor according to order of ranking are wide range of goods and services (85 or 88.5%), price of goods (77 or 80.2%), good reputation (45 or 46.9%), good closing time (27 or 28.1%), parking (29 with 30.2%), credit facilities (43 or 44.8%), opportunity to meet friends (24 or 25%) and cleanliness (24 with 25%). Variables like parking could have ranked high, but since only 31 car owners were interviewed it ranked low but it was important for almost all car owners. The flow of ranks in a graph is shown in figure 11 above. The graph in Figure 11 above shows how ranks slack from quality down to the lowest motivational factor, which is cleanliness.

4.4.1 Quality

It was assumed that readers of this paper could expect the price of goods to rank higher than the other factors but a contrast is seen in this case study. The result shown was due to the kind of consumers involved. Shoppers involved in the shopping trip to Bloemfontein and Ladybrand earn higher salaries and belong to a high socio-economic class; therefore ability to pay more for quality goods is higher regardless of the price of the goods or services provided. Types of goods and what shops to buy from influences shoppers taste for quality goods and

services. Although prices were considered, quality had more influence on their decision to shop in Bloemfontein and Ladybrand. The availability of higher quality goods outside Maseru seems important to 96.9% of shoppers surveyed.

4.4.2 Wide Range and Choice of Goods

This factor does not only affect the range of different items in a shop or retail outlet but also affects the extent of choice for different brands of a single item. This factor has a greater influence on shopping behaviour of the high socio-economic groups because they have less need to search for cheaper goods. Wide ranges of goods coupled with quality were considered more important than the other factors. The wide range of goods ranked 2nd in the motivational factor with 88.5% of shoppers surveyed mentioning it. As mentioned in the quality factor above, price was put into consideration but wide range was second priority when considering where to shop.

Personal mobility had an influence on the wide range of goods. Shoppers with private cars could move around in Bloemfontein in search of a particular good with different brands, while consumers, who came with public transport, were disadvantaged on this issue. Although, Bloemfontein has a different range of goods a lack of personal mobility of those who use public transport hinders their search for a different range of goods or a good with different brand and good price. It does not mean that the shoppers involved were looking for a cheap product but rather for quality goods with a good price. These are the reasons why there is comparison shopping for better price.

4.4.3 Price of Goods

Table 17 above shows that price of goods rank 3rd, being important for 80.2% as a motivational factor to the shopper who goes to Bloemfontein and Ladybrand for shopping. For shoppers who go for grocery goods, it is one of the factors that determine their shopping trip to Ladybrand. They all agreed that the reason for shopping for groceries at Ladybrand was because of price difference between the chain stores in Maseru and chain stores in Ladybrand. Table 18, below, shows price differences between Maseru and Ladybrand.

Table 18: Price Comparison with Different Shops at Ladybrand and Maseru for Groceries.

Types of goods	Shoprite Maseru	Shoprite Ladybrand	Spar Ladybrand
	Price of goods	Price of goods	Price of goods
Carrot 1kg	5.69	3.99	2.49
Onions 1kg	10.25	4.99	2.00
Potato one bag	17.99	19.99	9.99
Cucumber	5.69	5.29	4.99
Bag of Orange	10.25	9.99	5.99
Starking apple	9.99	7.99	5.99
Rainbow drumsticks chicken 1.5kg	29.99	29.99	29.79
Bonny bird party pack 2kg	23.99	23.99	22.99
Bokkie French Polony 750g	7.95	7.95	12.79
Rama margarine 1kg	23.99	19.99	19.99
Flora Margarine 250g	7.99	7.89	7.79
Flora margarine 1kg	24.99	21.99	22.69
Clover full cream milk 1 litter	6.69	6.79	6.55
Cross bow beans	6.79	5.49	4.99
Dettol antiseptic liquid 500ml	19.99	23.99	22.89
Tastic rice	14.79	12.79	11.99
Iwisa maize meal 5kg	13.99	13.99	15.99
Toilet paper	1.99	1.69	2.29
Coca cola 2 litter	10.99	9.99	9.99
Coca cola 1 litter	6.79	7.59	6.20
Kellog's cornflakes	23.39	23.49	23.49

750g			
Nescafe 750g	26.89	26.89	26.98
Denny white bulton mushroom 250g	8.79	6.99	7.99
Total	319.85	303.73	286.84

The surveys of price of goods were done the same day at the different department stores shown in Table 18. Although there are two Shoprites, they are located in different towns, Maseru and Ladybrand. Most of the shoppers who are involved in shopping for groceries are high-income earners with personal mobility. The low-income groups who admit that they shop at Ladybrand said that they do not shop for groceries, but other kinds of goods such as clothes, and shoes.

With the price market survey shown in Table 18 above it was proven that price is one of the factors that determine the shopping leakage going on in Maseru town. Cheaper price for groceries at Ladybrand does not have much influence on the low socio-economic class, but on the high socio-economic class with private cars. Taking for example three shoppers who went on a shopping trip, one went to Shoprite in Maseru, one to the Shoprite in Ladybrand and the other to Spar in Ladybrand. They all bought the same goods on the same day. The one who went to Shoprite in Maseru spent R319.85, Shoprite in Ladybrand spent R303.73 and the shopper who went to Spar spent R286.84 on the same type of goods. There were differences in amount spent, but greatest difference was at the Spar as can be shown in Table 18. And most of the respondent who said that they buy their groceries at Ladybrand agreed that they spent their money in Spar with few saying that they buy at Shoprite in Ladybrand. Out of 21 respondents who agreed that they buy their groceries in Ladybrand as shown in Table 19 below, 10 shoppers, which is 47.6% said that they buy their groceries at Spar, 6 (28.6%) said that they buy at Shoprite, while 5 (23.8%) buy both in Shoprite and Spar. Table 19 shows the number of shoppers who buy at different shops in Ladybrand.

Table 19: Number of consumers who shop in different shops

Type of shop	Number involved	Percentage
Number who shop at Shoprite in Ladybrand	6	28.6%
Number who shop at Spar in Ladybrand	10	47.6%
Those who shop in Shoprite and Spar in Ladybrand	5	23.8%
Total	21	100%

For other types of goods like clothes, there were not many differences in price but there were differences in the range of goods. Market surveys were not done on clothing/shoes because some products in Bloemfontein and Ladybrand were not available in Maseru. Another reason why a clothes price survey was not included is because there are only two shops selling quality clothes in Maseru, which are Woolworths and Truworths Man. There are other small stores selling quality clothes but with very little variety. The dominant clothing stores in Maseru town are Chinese stores, which sell low quality clothes. In all, the price of goods affects shopping leakage from Maseru.

4.4.4 Good Reputation

This factor was based on individual impression of different stores and retail outlets. Other factors can be evaluated in an objective manner – whether a retail outlet gives credit or not, or measured in comparative way for example, whether the price is low or there is wide choice or not. Reputation is personal and relates to consumers feelings towards one store as opposed to another. This factor does not play a major role in leakage but should not be separated from other factors that influence shopping leakage from Maseru.

Good reputation ranked 4th from the data analysis, with a total number of 45 (46.9%) respondents concerned on where to shop. There are stores that have a good reputation with shoppers because of kinds of quality goods they sell. Such stores in Ladybrand and Bloemfontein includes; Woolworths, Foschini, Truworths Man, Miladys, Edgars, Markhams, Stuttafords, American Swiss, Stems, and Galaxy. This factor had more influence on the clothing/shoe shops, restaurants, coffee shop, pubs, and jewellery shops than on grocery

shops. Shoppers who go on shopping trips for groceries do not consider good reputation as important. When a further question was asked whether they would be able to shop in another supermarket other than Shoprite and Spar in Ladybrand, they said no. Therefore, good reputation has an affect on the shopping trip for grocery.

4.4.5 Availability of Credit

The uses of credit facilities are not widespread in Maseru. Those who offer credit facilities are furniture companies and the Sales retail store. Credit facilities are not offered on quality goods in Maseru except the one mention above. Some shops interviewed such as Woolworths and Truworths Man said that they do not offer credit in Maseru because there is no Bureau for Credit in Maseru to coordinate such facilities. Woolworths in Maseru admits that their company is operating under franchise so they are not under the company in South Africa. So they run their business based on their managerial policies.

This factor might rank 5th in position but it has more influence on the low socio-economic class and low-income groups, although the high-income groups also seek credit. People might expect that this factor will rank above most of the motivational factors; the reason why it ranks low is because the shoppers do not have credit cards to obtain credit from shops in Bloemfontein and Ladybrand. The few shoppers who have a credit card use credit rather than paying cash. Also, obtaining a credit card from most of the shops in Bloemfontein and Ladybrand is not easy. It depends on where you work and what organisation you are working for. To determine the true rank of this factor, all the shoppers need to have access to credit facilities in Boemfontein and Ladybrand and during the interview; only 20 of the respondents had it.

4.4.6 Easy Parking Facilities

Easy parking facilities do not have much influence on the shoppers, even though it is considered while going on a shopping trip. It is regarded as a benefit while shopping because it reduces the stress of carrying goods long distances or searching for easy parking space close to a shopping outlet. Easy parking facilities as a motivation factor was linked to shoppers with their own cars. Table 20 below stipulates the number of parking facilities at shopping areas surveyed.

Table 20: Number of Car Parking Spaces.

Mimosa Bloemfontein	Sanlam Centre Bloemfontein	Water Front Boemfontein	Shopping Complex at CBD East Maseru	Shoprite shopping area at CBD West Maseru	Ladybrand shopping complex
More than 800	362	472	91	162	271

The number of car parks above represents the number of parking facilities available at major shopping areas at Boemfontein, Ladybrand and Maseru, although the parking facilities in Bloemfontein and Ladybrand do not represent all the available parking facilities in the towns. In Bloemfontein, parking facilities were surveyed in shopping areas that attract shoppers from Maseru, which were shown in Table 21 above. There are roadside parking facilities available in all the towns shown in Table 21, but in Maseru the parking facilities in the CBD are used by informal traders, while in Ladybrand and Bloemfontein, they are available and easily accessible at any time. Figure 12 and 13 below shows parking facilities along the road. The two figures were taken in Ladybrand and Maseru to compare whether parking facilities are used efficiently.

Figure 12: Roadside Parking Facilities Occupied by Informal traders in Maseru CBD



Figure 13: Roadside Parking Facility at the CBD 'Under utilised' in Ladybrand



The study reveals that few shoppers prefer shopping at Ladybrand for groceries than in Maseru because of available parking facilities at any time of the day. During the weekends and at the end of the months, it seems to be the best places to go shopping according to the consumers involved. Availability of parking space in Maseru retail environment becomes a problem because of lack of parking space.

Even though parking facilities was not a top priority for the shoppers who went shopping in Bloemfontein and Ladybrand they all agreed that there are good parking facilities there. Shoppers who went on a shopping trip with private cars more encouraged by the availability of parking space than those who went on a shopping trip with public transport to Bloemfontein and Ladybrand.

4.4.7 Opportunity to Meet Friends and Relations

This factor signifies an opportunity to create a 'social occasion' on a shopping trip. The social aspect of this shopping trip is related to a specific section of shoppers to Bloemfontein, notably those people whose children are schooling or working in Bloemfontein. The total number of shoppers who agreed that they met their relations and friends when shopping were 24 (25%).

Shoppers involved said that they meet their friends/relations at the shopping mall. The meeting places are Mimosa and Waterfront. To some shoppers, their shopping trip fulfils more than their economic need. To married couples, a choice of shopping at Bloemfontein was an opportunity to meet their children either in school or working. Also some of the young shoppers said that when they went shopping they plan to meet some of their friends working or at school in Bloemfontein. Five (5) of the young shoppers agreed that they go shopping in Bloemfontein in order to meet their girl friends and boy friends. The reason to meet friends and relations creates a multi purpose activity during shopping trips. Sixteen of the shoppers said that their initial plan was to go shopping and then they would arrange to meet their friends/relations. The other eighty shoppers said that they plan to meet their friends/relations before considering buying goods. Therefore, meeting of friends and relations creates an avenue for shopping leakage from Maseru.

4.4.8 Convenient Closing Time

It is not easy for shoppers or people to say what convenient closing time is because they might have developed a shopping pattern that revolves around the time shops close. To shoppers who work, they consider closing time of shops more important than housewives and retired shoppers. While there was no late night shopping at Maseru and Ladybrand, in Bloemfontein, there was late night shopping that is combined with recreational activities. Also, groceries can be bought in Ladybrand by 6pm on Saturdays and Sundays at chain stores, while chain stores closed by 3pm on Saturday and 1pm on Sundays in Maseru. This motivational factor is important for shoppers who work on Saturdays mainly. This is because before they could finish work, departmental stores had closed, so the only alternative shopping place will be at Ladybrand and it is only 20km away from Maseru.

The total number of consumers who agreed that the closing time of stores had an influence on their decision-making on where to shop was 27 (28.1%). More than 15 shoppers said that they consider time of closing when they are shopping for grocery goods. Others said that although closing time was considered it was not a top priority while going for a shopping trip. Significantly, 21 of the 31 shoppers who shop for groceries in Ladybrand were influenced by closing time, while those who do their shopping while combining it with recreation said that closing time did not influence their decision but becomes a part of their motivation when in Bloemfontein for recreational and entertainment purposes.

4.4.9 Cleanliness

Consumers are becoming aware of cleanliness particularly of foodstuffs and the environment where they shop, although shoppers interviewed do not consider this an important motivation for shopping out of Maseru.

During the interview, 24 (25%) of respondents said that they consider clean shops as a part of criteria of choosing where to shop. These 24 shoppers said that although cleanliness will not come as their top priority it influences them on their shopping decisions, mainly when it involved groceries, and eating out.

4.5 Other Contributing Factors to Shopping Leakage in Maseru

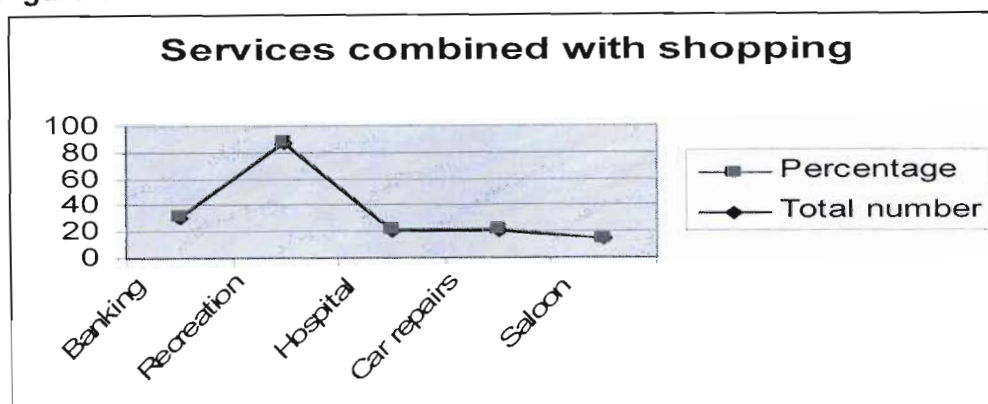
The motivational factors as analysed above do not contribute alone to the shopping leakage in Maseru. Generally the following factors play a role along with motivational factors: banking,

salon, medical checkups or hospital visit, recreation/tourism and car repairs. Another factor that should not be disregarded is advertisement on a TV.

Table 21: Activities Combined with Shopping

	Number	Percentage (%)
Banking	31	32.3%
Recreation	87	90.6%
Hospital	28	21.9%
Car repairs	21	29.2%
Hair Saloon	15	15.6%
Total	Total No. Sampled 96	

Figure 14



Recent research has proven that with the help of available transport, middle class and high-class consumers are fleeing urban CBD shopping environments for the shopping mall. This movement has also taken shopping revenue away from the more diversified individual stores that lined the CBD and placed it into the concentrated, newly constructed malls that have sprung up to meet the needs of decentralised living. To most of the consumers involved in the shopping leakage, malls have become a place where everyone gathers on weekends, regardless of whether they need to buy anything. This is evident in the attraction of shopping mall to Maseru shoppers in Bloemfontein. Mostly it serves as a place to meet their friends and relations or a place to take them out for recreation and discuss important issues for the visit. Some of the shoppers agreed that sometimes they went to Bloemfontein to have a meeting with a relative but will end up buying goods from a shopping mall.

The reason why it seems that the shopping malls are drawing lots of shoppers is the combination of shopping with recreation. Consumers who combine shopping and recreation were 90.6% of the total number of respondents. Most of the recreational activities were done in the shopping malls, because all the shopping malls have recreational activities such as restaurants, film show, theatre art, coffee shops, and pubs and so on. The Figure 15 below shows a kind of recreational landscape that attracts consumers from Maseru.

Figure 15: Recreation Facility in Waterfront Bloemfontein



The majority of the shoppers who were involved in shopping leakage combine shopping with one activity or the other. The activities that are combined include; recreation, car repairs, medical care, banking and hair salons.

The total number of consumers who agreed that they combined banking and shopping were 32.3%. Mainly, they belong to high socio-economic class. They prefer banking in South African banks because of high percentage of interest charged by their indigenous banks in Lesotho, safety of their money (fear of banks collapse, as it had happened to some banks in Maseru before, example, Lesotho Bank was bought over by Standard Bank of Lesotho and the Agricultural Bank that collapsed without anyone wanting to buy it). Banking in South African banks in Ladybrand serves as an easy way to transfer money to their children in South African schools or do business transactions. Most times, shoppers combine banking with more than two activities such as recreation, and shopping.

Although banking and recreation were factors in this research analysis, there are other activities involved, such as car repairs for 21.9% of the respondents, hospitals 21.9% and salon 15.6%. Those who went to Ladybrand or Bloemfontein said that it was cheaper to

repair cars in these two towns than in Maseru, citing price charged and good work done on cars. Those who went to hospital did not mention of prices but the quality of hospital in relationship to hospital facilities, equipment and services rendered. Those who went to do their hair in Ladybrand cited standards of salon in Maseru and ones in Ladybrand. The survey reveals that salons in Ladybrand are better standard than the ones in Maseru. A very small percentage of shoppers agreed that they can go to Ladybrand for hair styling, but most times they combine it with shopping.

Completing this chapter without touching on the impact of advertising on shopping leakage will not show a complete picture of all the factors that leads to the shopping leakage. Advertising played a role in shopping leakage. All the Basotho citizens who have television watch South African Television Stations (TV). A retail firm that advertise for sale on TV will influence some shoppers in Maseru. Some go shopping in Bloemfontein or Ladybrand because of the advertised goods. Shoppers said that motivational factors such as low price of goods as advertised would not be implemented in Maseru even where the retail firm is in Maseru. A total of 46 consumers that made up of 47.9% of the respondents said that they had been influenced by advertising.

4.6 Conclusion

In this chapter it has been noticed how consumer factors contributes to the shopping leakage in Maseru. The characteristic of the shoppers, which include the amounts of money an individual shopper earns per month, influences where he shops. Not only do income influences where shoppers do shopping it also determine the amount of money they spend on each shopping trip. Higher income shoppers spend more than the lower income shoppers. The result of the survey reveals that most of the people involved in the shopping leakage are higher socio-economic class with a lower percentage of lower socio-economic class. Age has been an influence on the leakage. Shoppers between the ages of 20years to 40years go shopping more than the older shoppers. Accessibility (car ownership and available public transport) influences the number of shopping trips. Shoppers with private cars go on shopping trips more than shoppers with public transport. The accessibility of the shopping and recreational facilities in Bloemfontein and Ladybrand creates an opportunity for the shopping leakage in Maseru.

Maseru shoppers who shop in Ladybrand and Bloemfontein mostly shop during the weekends and the highest frequency in a shopping trip is recorded during the weekends. Most of the shopping trips originate from home with few shopping when coming back from work. Closing time of shops influences the decision of some shoppers. Most of the shoppers who buy groceries in Ladybrand on weekends were influenced by closing time of stores. The shopping environment contributed to the shopping leakage. It was noticed that a well-planned shopping environment such as shopping malls attracts lots of shoppers from Maseru. Shoppers who go to Ladybrand mostly shop at clothing/shoe shops and groceries. In Bloemfontein they shop for clothing/shoe and higher order goods such as furniture, and jewellery.

The study reveals that motivational factors are part of the shopping leakage-taking place in Maseru. These motivational factors are price of goods, quality, wide range of goods, credit facilities, parking facilities, good closing time, and opportunity to meet friends or relations, cleanliness and good reputation. Price of groceries in Ladybrand Shoprite attracts shoppers with private cars, while quality of goods sold in Bloemfontein and Ladybrand is the highest ranked motivational factor that attracts shoppers to these two towns. Quality influences shoppers because few stores in Maseru sell quality goods. The range of goods in Maseru is very low when compared to the range of goods in Bloemfontein. Shopping in Bloemfontein and Ladybrand serves as an opportunity for some shoppers to meet their friends and relations in school or working. Parking was not the main reason why shoppers go shopping in Bloemfontein and Ladybrand but they all agreed that they met with better parking facilities while shopping in these two towns than in Maseru. Other contributing factors are credit facilities offered in Bloemfontein and Ladybrand stores to Maseru shoppers who have credit cards, while credit is not obtainable in Maseru except in furniture stores and Sales House Store. Cleanliness affects where people shop. Shoppers do not consider cleanliness when planning for a shopping trip but like shopping in clean shops.

Other activities that contribute to shopping leakage are banking, recreation and entertainment, hospital usage, car repairing and saloon. Shoppers combine two or more of these factors while shopping in Ladybrand and Bloemfontein. Therefore shopping in Bloemfontein and Ladybrand creates multipurpose activities to shoppers involved.

Chapter Five

5.1 Summary of Major Finding

The shopping leakage has evolved because of limited retail facilities in Maseru, as a consequence of limited of monthly income of shoppers, the Maseru uprising in 1998, government regulations, Land Act of 1979 and the limited number of retail establishment and retail functions in Maseru due to limited thresholds. Stringent banking measures to obtain loans for retail development leads to low variety of retail outlets. Despite the above findings, low variety of retail in Maseru is also assumed to be based on the hierarchy of retail places within the regional scale as proposed by central place theory. In the definition of a region under concept, Maseru falls in one region with Bloemfontein. Bloemfontein is higher in the hierarchy than Maseru; therefore the order of retail outlets will be higher than that of Maseru. The hierarchy in a region comprises of smaller retail places (offering lower order goods) that are subordinate to the larger retail areas offering higher order goods. The high order centres provide higher order goods and services to the lower order centres. This is because lower order centres do not have enough thresholds and range to support some specialised goods and services provided by higher order centres, as in the case of Bloemfontein.

Maseru town is located on severe topography. Flat land is limited in Maseru and it hinders the development in the town. The growth of Maseru is slow, as shown by planning the history in Maseru. Rasmussen (1973) said that urban physical form to some extent determines the effectiveness of the city, that is, its ability to provide externalities in production, economies of scale in consumption. Although Maseru is large in terms of population and in terms of number of low order retail establishments, Maseru town is very small when compared to Bloemfontein. The theory of pattern of shopping and retailing of urban size revealed that the size of town determines the number of functions and establishments in it. A bigger town was noted to enjoy greater comparative advantage than a small town in relationship to shopping choice. The higher the functions and establishments the higher the choice of goods and services. Thus the dominance of bigger towns over smaller towns. The central place theory proves that bigger town with regional centres provides a central place function over smaller towns. Smaller urban area always

faces regional monopolies in purchasing goods and services and bigger towns provide a wide variety of goods and services and more effectively than smaller towns.

Informal traders create a problem for retail trade by occupying parking spaces made for private car users. Any rational shoppers will not like to shop in an environment that stresses their movement. Thus shoppers who own cars search for alternative shopping places where parking is not constrained. Rationality means making the best use within alternatives available.

Stores in Maseru sell mainly low quality goods in relationship to clothes and shoes. Few quality clothes/shoes can be found in a few small shops with very little variety. The reason being the low real income of consumers in Maseru. The income is small and their buying power is also small when compared to consumers in Ladybrand and Bloemfontein. This is why Rasmussen (1973) mentioned that for a long-time economic viability of urban places depends on the level of real income and resources available in the town. Also a viable city must have sufficient size to offer services, if not, outward movement in search of such services are encouraged. The size of services a city offers might lead to shoppers spatial behaviour, what Particios explained as choice between alternative shop or shopping centres for the purchase of a commodity and which leads to the selected shop or shopping centre.

Shoppers with higher income spend more while shopping than shoppers with low income. They also go on more shopping trips than low-income owners. None of the shoppers who go on shopping trips to Bloemfontein and Ladybrand earns less than R1000 per month. Those who are involved in the shopping trips are the higher socio-economic class. Car ownership leads to more shopping trips and ability to move around within a shopping area. Age of shoppers influences shopping trips. Younger shoppers commute more than the older shoppers. Accessibility of stores and shopping facilities help for easy shopping.

Most of the origins of shopping trip were from home, and while coming back from work. Shoppers patronize shopping malls more than individual shops in non-mall location. Most of the shoppers buy clothes/shoes, jewellery, furniture, and groceries in Ladybrand. Shopping trips are mostly on weekends and with few on weekdays. Those who go on

weekdays are retired workers and housewives. Most of the shoppers, who buy groceries in Ladybrand, were because departmental stores there close very late on weekends.

Motivational factors such as quality, low price of goods, wide range of goods and services, opportunity to meet friends and relations, credit facilities, good reputation, cleanliness, parking facilities and good closing time affects shopping leakage. The shopping movement from Maseru to Bloemfontein and Ladybrand was explained by the spatial interaction model as aggregate movement of large numbers of people between points in space in response to some force of attraction. The forces of attraction in these two South African towns are the motivational factors mentioned and the structural factors provided by the central place hierarchy.

All the shoppers combined shopping with more than two of the following factors, banking, recreation/entertainment, hospital checkups, car repairs and hair salon. There is an assumption that consumers are denied special medical services and entertainments such as high-quality restaurants, theatres, and professional athletics because a small town does not generate enough demand to support them. Most shoppers who combine shopping and leisure are willing to travel a longer distance to achieve their benefits.

Shopping malls are a major attraction to shoppers who go to Bloemfontein for shopping. Wood and Marshall (1995) explained that in the current era shopping malls are designed to associate commercial appeal with diverse cultural myths, encouraging consumers to treat them as a centre of wider exchange and discourse, and as source of information and entertainment. The philosophy of designing a shopping mall is based on a mass of retail, and entertainment will attract people from all over the region.

5.2 Recommendations and Conclusion

This chapter seeks some basic recommendation in reducing the problems of shopping leakage as analysed in the previous chapters above. The procedure taken reflects the solution and ideas from the theoretical and conceptual framework of how consumers' behaviour and retailing tends to function. The problems faced are

1. What will be the pattern of shopping in Maseru in the near future if there is continuity in the shopping trend between Maseru, Ladybrand and Bloemfontein.

2. What will be the future of the retail environment if proper planning is not being recommended?
3. How can (1) and (2) could be brought together in planning to mitigate the shopping problems facing Maseru.

A good recommendation should reduce the set of problems listed above followed by a good planning guidelines. And any set of guideline should be formulated to meet the requirement of the following needs:

1. Shoppers needs
2. Some of the retailers needs
3. Finally, in putting (1) and (2) together to come out with a good planned recommendation.

Taking into consideration the factors that made the consumers travel to Bloemfontein and Ladybrand for shopping such as motivational factors and consumers shopping pattern, there is a need to incorporate the goals and objectives into the recommendation of reducing the shopping leakage in Maseru. There is need to take into consideration the threshold required by a shop and other characteristics such as income and any external or internal characteristics that affects the number of retail outlets. The result obtained from the chapters above on retail analysis will be useful to be incorporated into the objectives and goals of the recommendation.

The recommendation should consider the needs and satisfaction of shoppers and retailers, and also take into consideration the integration of retail outlets with other land uses in the trading areas. The need of the shoppers require further explanation because high income earners like shopping at shopping malls with recreational activities, which was one of the shopping push to Bloemfontein, while most of the low income groups prefer or have no option but to shop in CBD. The objectives set up the plan and show the direction to achieve the planning goals.

5.2.1 Objectives

1. To maintain an efficient, competitive and innovative retail sector
2. To ensure the availability of a wide range of high standard shops, and quality goods, services, and facilities to which people have easy access.
3. To make sure that good recreational activities are integrated into the retail shopping areas

To achieve the above objectives the following guideline should be followed.

5.2 .2 Town Regeneration

This is a problem area; part of the issue might be to establish good retail system around Maseru, which provides a broad range of services and facilities to the residents of the town. The size of this town and the topography influences the activities, the development and the scale opportunities for innovation.

5.2.1 Planning for the Retail Future of the Town Centre

The retail vitality and viability of Maseru will depend on:

1. Retaining and developing a wide range of shopping attractions and amenities
2. Creating and maintaining an attractive environment
3. Encouraging development of retail and leisure
4. Making more effective use of town centre car parking

Since the uprising of 1998, Maseru has failed to attract more retail and leisure investment. The level of choice and quality in shopping has not been sufficiently attractive to shoppers. Variety and activity have decreased. This recommendation is to see that this town (Maseru) is refurbished.

Diversification of uses may be the best way forward. Vitality and viability may be found in a wider mix uses that fits better with the surrounding community and changing retail pattern.

5.2.2 Diversity of Use

The local planning authority should therefore encourage diversification of retail functions in Maseru town, whilst recognizing and supporting the shopping function of the primary shopping areas. Different but complementary uses, during the day and in the evening, can reinforce each other, making Maseru town more attractive to local shoppers and visitors. Leisure and entertainment facilities, restaurants, pubs, bars and cafes all add variety.

To achieve diversity of use, the following points should be considered.

1. The renewal of the town centre by improving on the street furniture of the town and the CBD
2. the renewal of the town centre should also involve efficient management of the CBD and the retail areas (Management team should be formed to manage the retail areas of the town)
3. Also encouraging retail and entertainment densification of the CBD.

4. A well planned informal trading system will help to revitalise the town and the CBD

5.2.3 Leisure and the Evening Economy

There is need to develop the leisure activities in Maseru. Limited good entertainment activities during the evening time leads to movement of people out of Maseru to nearby South Africa towns. The local planning authority should, in consultation with the leisure industry, develop a clear strategy and policies for use that support the evening of the town centre. This will include addressing the needs for:

1. Access, particularly coordination of public transport with the hours of entertainment provided in Maseru
2. Safe, secure car parking close to such uses, possibly shared with complementary daytime uses
3. Good street lighting and
4. Complementary uses, such as restaurants, cafes and pubs

The appropriate strategy will vary with the nature and role of the centre, site availability, quality and availability of car parking, the likely traffic, and compatibility with other uses. The leisure uses may disturb residents. Before granting planning permission, local planning authority should ensure that the design of the development and conditions attached mean that amenities of nearby residents are fully considered, not least to avoid subsequent refusal of licenses on amenity ground.

It would be considered best if leisure and entertainment facilities are located in a shopping mall as well as in the CBD, which is one of the attractions of the shoppers to Bloemfontein. It does not mean that leisure and entertainment facilities should only be in shopping malls, it should be spread out to other areas in Maseru to keep the town vital and viable.

5.2.4 Access to Town Centre

The town centre is, and should remain, the focus for uses that generate a large number of trips. The local authority should draw up a traffic management strategy and provide good quality car parking. This also helps to give confidence to investors and retailers. Good access to town retail areas is essential, but heavy demand for access by car can create congestion, pollution and parking problems, which can seriously affect the convince, attractiveness of the town retail areas.

Key issues are:

1. To manage both access by car and parking as part of an overall strategy for retail areas.
2. To promote improvement in the quality and convenience of retail environment.

5.2.4.1 Traffic Management

Local authority should develop a comprehensive traffic management strategy that:

1. Protect and enhances the pedestrian environment within the retail outlets.

5.2.4.2 Car Parking

Local authority should produce a comprehensive strategy and set of policies for the provision and management of parking designed to reinforce the attractiveness and competitiveness of the retail areas. There is a need to have parking spaces in the retail areas, which serve the retail outlets as a whole. Local authority should promote the provision of car parking which is shared between shoppers and others needing short-term parking. This can best be achieved through public-private partnerships, both in the provision and management of car parks. The key role for the local authority will be to ensure that land is allocated for this purpose.

The local authority should achieve better use of existing car parking by good management, for example to make sure that informal traders do not use car parks for their trading activities, to adopt policies, which give priority to short-term parking for visitors to the town centre, such as shoppers, and discourage long-term parking for commuters. Pedestrian access, security, lighting, signing, management and maintenance should be improved.

5.3 Comparison Shopping

The principle of the comparison-shopping applies to entertainment and convenience shopping. It will benefit shoppers in Maseru if comparison systems of shopping are provided. Comparison-shopping is a system of shopping mall, where varieties of retail outlets are located within a well-designed building. The shopping mall allows for comparison-shopping because stores selling the same kind of goods are located in the same shopping mall. Local authorities should encourage comparison-shopping to locate in CBD or very close to the CBD. And the local authority should make sure that comparison shopping centre is located where they will be easily accessible by choice of means of transport. This will help to strengthen the CBD of Maseru town.

The comparison shopping centre should take the form of a shopping mall. A shopping mall in Maseru will be a good idea because none exist presently. It will serve Maseru town and all the other small towns in Lesotho. It will be a magnet for shopping mall customers. A shopping mall is attractive to shoppers of different categories, since entertainment facilities are incorporated in the design of shopping malls.

It is assumed that a shopping mall is needed in Maseru town. Therefore there is need for an investigation into the threshold and range that will support a shopping mall establishment in Maseru, and it is beyond the scope of this study. The investigation will determine the size of shopping mall required. In explaining the possibility of a shopping mall in Maseru, investigators have to bear in mind that shopping mall can have a substantial impact over a wider area and severely harm the nearest major centre. Although there may be circumstances where they could fulfil an important retail need, full account needs to be taken of all likely impacts:

1. Public transport can adequately serve a wide population
2. The effect on the road network and on overall car use would be acceptable.
3. There should be enough population that will support shopping malls.

The shopping mall should be located and designed to encouraged

1. Good parking space.
2. Safety.
3. Convenience.
4. Size of the shopping mall should be determined by further investigation through research.
5. And should be located in the CBD or to the edge of the CBD to strengthen the retail node of the town, which is the CBD.

5.4 Development Bank

The inability of new entrepreneurs and retailers to get loans from the commercial banks due to stringent condition, to establish development bank will be a good idea that will give loans to retailers with little interest. Traditionally, development banks provide loans and banking services to individuals and small business. To make sense of the developments in development banking, it is helpful to see development banking as a set of processes rather than institutions. The functions of this development bank will be

1. To give short and long terms loans to retailers with low profits.
2. Rendering business advice to retail businessmen.
3. Providing retail-banking services to retailers and consumers, such as credit cards, smart card, internet banking, and debit cards.
4. Taking business risk on behalf of retailers for example giving small loans without collaterals.
5. Running pension services to retailers.
6. And charging less interest on banking services to retailers and consumers.

5.5 Credit Facilities

There is need to set up a Credit Bureau in Lesotho. The reason being that the few clothing companies in Maseru complained that they couldn't issue credit to their customers because there is no Credit Bureau in Maseru that helps to run the system. The credit Bureau Company short-lists those customers who are not credit worthy; so that retailers should avoid giving them credit to them.

When retail firms or companies are issuing credit cards to customers, they are taking a big step towards the ultimate stage of full retail banking operations. In order to be able to issue such cards, it is necessary for them to set up their own financial subsidiaries that can take care of the administration and operation of the card that have to work in hand with Credit Bureau Company. It must be learnt that when retailers issue a store card, it gives the retail firm total control over and access to customer data.

Setting up a Credit Bureau Company in Maseru will increase the sales of the retailers and gives more opportunities for low income groups to afford more quality and costly goods. It is assumed that when people have credit at their disposal they could be able to plan how they spend their money on goods. Therefore setting up a Credit Bureau will be an advantage to retailers and as well to shoppers. It is assumed that it will attract new retailers who fear that they will not make sales based on the income level in Maseru. It will create a confidence in them that they will make enough sales through credit because shoppers will be able to afford the price of goods that they are selling.

5.6 Relaxing Regulations

The government of Lesotho should not restrict foreign entrepreneurs entering any kind of business in Lesotho. Competition brings out best services and products. The amount of money to be invested, and number of people to be employed should not be limited. It should be an open issue because some businesses had started as one-man business with no employment and end up employing many people as the business grows.

Trading hours for retailers should be relaxed to enable longer opening hour. Owners of businesses know organically the best time to trade because they are serving a definite set of shoppers and consumers. The government concern is to making sure that workers do not work over time and if they wish to work over time, they will get paid for it.

The Land Act of 1979 section 6 subsections 1 should be redefined. Foreigners should be allowed to buy land. Many entrepreneurs who are foreigners might like to trade in their own building. Prohibiting them access to land might hinder development of retail outlets in Maseru, although it is stipulated that for a foreign firm to buy land, Basothos will have 51% of their shares. This will depend on the kind of business because a one-man business or a partnership does not have shares to sell to the public. Sometimes they need their own building to carry out their businesses. Therefore, allowing positive entrepreneurs to buy land for business will be a good idea and might increase the number of retail business in Maseru.

With the above recommendations, it can be concluded that shopping leakage in Maseru can be reduced but not totally eradicated. People will always seek to explore a new environment or other areas in other to satisfy their curiosity. It should not be expected that the recommendation is the cure of the leakage but a way forward in reducing the leakage problems.

5.7 Monitoring the Vitality and Viability of Retail Environment

To keep the retail areas of Maseru viable it will be important to monitor the retail system in the town. The idea of monitoring is to know when there is need to raise the standard of the retail outlets in the town because some times retail outlets are not enough or providing the needed goods to shoppers. To check deficiency in retail outlets and the goods they sell, it will be good to monitor the retail environments and retail activities. The following indicators are useful for assessing the health of the retail outlets in Maseru. They provide baseline and time-

series information on the health of the town, useful for assessing the likely impact of out-of-centre development. The local authority should regularly collect a range of these indicators, preferably in cooperation with the private sectors

Diversity of uses: how much space are in use by retail outlets, leisure, and entertainment activities such as pubs, cafes and restaurants.

Retail representation and intentions to change representation: it may be helpful to look at the existence and changes in representation, including street market, over the past few years, and at the demand from retailers wanting to come into Maseru, or to change their representation in Maseru.

Pedestrian flow: the number and movement of shoppers within the retail outlets areas, in different parts of the retail centre at different times of the day and evening, which are available for business to attract into shops and restaurants.

Shoppers' views and behaviour: regular surveys of shoppers' views will help authorities in monitoring and evaluating the effectiveness of retail outlets in Maseru town. Interviews in the town centre and at home should be used to establish views of both users and non-users of the Maseru retail areas. This could establish the degree of linked trips.

5.8 Conclusion

This Dissertation has examined forms and patterns of shopping leakage in Maseru. It sampled 96 individuals' shoppers who went to Bloemfontein and Ladybrand for shopping, and analysed retail facilities in Maseru. Although the number sampled might be small but it gives insight into the forms and patterns of shopping leakage.

The research reveals much about the shopping leakage in Maseru, both the forms, patterns, and characteristics of shoppers involved.

The research has provided the answer to number of research questions related to the shopping leakage, thereby proving the hypothesis. It has perhaps posed more questions to domination of bigger towns to smaller towns, which may direct future research in the area. This present study therefore represents a starting point rather than the end-point of research into shopping leakage.

References

- Ambrose D. (1993) *Maseru, An Illustrated History*. Morija Printing Work, Morija.
- Bardill J. E. and Cobbe J. H. (1985) *Lesotho: Dilemmas of Dependence in South Africa*. Westview Press Inc, Boulder
- Brown, S (1992) *Retail Location: A Micro-Scale Perspective*. Ashgate Publishing Company, Old Post Road Brookfield Vermont USA.
- Burnett, P. (1974) "A Three-State Markov Model of Choice Behaviour within Spatial Structure", *Geographical Analysis* Vol 94.
- Clifford M. G (1975) *Consumer Behaviour and its Geographical Impact*. George Over Ltd, London
- Curry, L. (1967) *Patterns and Profiles of Consumer Behaviour*, Research Series No. 10, Department of Geography. University of Newcastle upon Tyne.
- Davies, R.L (1976) *Pattern and Profiles of Consumer Behaviour*. University Printing Ltd Newcastle.
- Dos Santos, T (1970) *The American Economic Review*, Vol. 60.
- Gordon R. F (1980) *Consumer Behaviour, a Practical Guild*. Croom Helm Ltd.
- Goulias, K. G and Kitamura R. (1989) *Telecommuting and Travel demand: An Activity-Based Impact Assessment*. University of California.
- Huffs, D. L (1960) *A Topography Model of Consumer Space Preferences*, Paper and Proceedings of the Regional Science Association, 6.

Kahn, M (1984) *Planning for Change in the Shopping structure of Metropolitan Durban*. PhD Thesis, Department of Town and Regional Planning, University of Natal Durban.

Khopotso H. N. (1999) *Assessment of the Extent to which Lesotho Land Act 1979 Had an Impact on Urban Morphology and Pattern of Land Development in Maseru and its Peri-Urban Areas: The Case of Mapeleng and Sekamanenh*. MTRP Dissertation in University of Natal, Durban.

Lebentlele, N (2000) *An Evaluation of the Problems Facing the Maseru City Council*. MTRP Dissertation, University of Natal Durban.

Lesotho National Development Corporation (2004) *Lesotho Manufacturing Portfolio*

Lynch, K (1960) *The Image of City*. MIT Press, Boston

Martin, B (1982) *Urban Retail economics*. Viller and Co, New York USA.

Massey, D and Jess, P (1995) *Place In The world? Places Cultures and Globalisation*. The Open University, Oxford.

Michael P. (1980) *The City and Social Theory*. Basil Blackwell, Oxford.

Michelson, W. (1977) *Environmental Choice, Human Behaviour and Residential Satisfaction*. Oxford University Press, New York.

National Economic Development Office (1970) *Urban Model in Shopping Studies*, NEDO. London

Ngwabi S. (1999) *The Success of Shopping Centres Planned in the Apartheid Era in Black Townships: the Case of the Kwa Mashu Shopping Centre*. MTRP Dissertation University of Natal Durban.

Marshall, N. and Wood, P. (1995) *Services and Space: Key Aspects of Urban*

and Regional Development. Longman Scientific and Technical, London.

Parker, A.J (1976) *Consumer Behaviour, Motivation and Perception*. Research Report. Department of Geography, University College Dublin.

Patricios, N.N (1975) *Consumer Preferences and Attitudes in Spatial Choice Behaviour and Implications for the Planning and Designing of Convenience Good Shopping Areas*. University of Witswaterand, Johannesburg.

Potter, R.B (1982) *The Urban Retailing System. Location, Cognition and Behaviour*. Gower Publishing LTD. Hant England

Rasmussen, D (1973) *Urban Economics*. Marper Kow Publishers, New York.

Rescher, N (1988) *Rationality: A Philosophical Inquiry into The Nature and the Rationale of Reason*, Clarendon Press, Oxford.

Roxborough, I. (1979) *The Theories of Underdevelopment*, The Macmillan Press Limited.

Schaeffer, K.H, and Elliot, S. (1975) *Transportation and Urban Growth*. Peguin Books Ltd, HarmondSworth.

Shillingburg, D. (1994) *Sense of Place: Hollywood Style*, Architectural Record, Vol. 182 (8).

Stephen, H. (1992) *From Kitchen to Market, Selling your Gourmet Food Speciality*, Upstart Publishing Company, Chicago Illinois.

Susan G. D (1999) *Space Jam: Media Conglomerates Build the Entertainment City*. European Journal of Communication. Vol. 14(4) 435-459.

United Nations Centre for Human Settlement (1984) *Maseru Master Plan*

Welling P. (1983) *A Case of Mistaken Identity. The Squatters of Lesotho*, Working Paper No.4. Development Studies Unit, University of Natal Durban.

Wheeler A. (2000) *Tree Induction of Spatial Choice Behaviour*. Transportation Research Record 1719, 2000.

Wrigley, N and Lowe, M (1996) *Retailing Consumption and Capital: Towards the New Retail Geography*, Longman Ltd, Britain.

Yeoh, BSA and Kong, L (1995) *Portraits of Places: History Community and Identity in Singapore*. Times Edition, Singapore.

www.atlas.sa.gov.au/atlas/1986

www.seelesotho.com/travel/cities/maseru

www.schoolguide.co.za/ie_18_50.asp.

Government Document

Trade Enterprise Regulation 1999

Lesotho Land Act 2003

Lesotho Government Gazette Extraordinary: Labour Code Wages 2003

Reversed Salary Structure for Army and NSS Effective from April 2004

Ministry of Public Services Annual Income Gazette 2004

Lesotho Land, Survey and Physical Planning, Maseru Development Plan 2003

Appendixes

Appendix 1

List Interviews with Key Respondents

Names	Position	Place of Work
Mr. Teboho Mohlami	Town Clerk (Director MCC)	Maseru City Council (MCC)
Mrs. Mantai Phaila	Director of Planning	Maseru City Council
Mrs. Me' Mpho	Director	Lesotho Housing and Land Development
Mrs. Makhetha Masetori	Chief Planner	Lesotho Land, Survey and Physical Planning (LSPP)
Mrs. Matobo Ntsoki	Principal Planner	Lesotho Land, Survey and Physical Planning
Mr Idris Faruk	Survey Examiner	Lesotho Land, Survey and Physical Planning
Mrs. Masetori Makhetha	License Officer	Ministry of Trade and Industry
Mrs. Jasina Mabeibi	Planner	Lesotho National Development Corporation
Mr. Manamolela	Bank Assistant Manager	Standard Bank of Lesotho
Mr. Labakeng	Bank Officer	Ned Bank of Lesotho
Mr. David Molefi	Entrepreneur	Mini Supermarket Owner
Mr. Lareto Ntibeli	Cloth and Shoe Seller	Fashion Store owner

Appendix 2

Interview Questions for key Respondents

1. Do you have the knowledge of the shopping leakage from Maseru to Bloemfontein and Ladybrand?
2. Do you think retail outlets in Maseru are sufficient, if not why?
3. What do you think are the contributing factors to the shopping leakage from Maseru?
4. Do you or your department take any steps to reduce the shopping leakage from Maseru?
5. Do you think any aspect of planning is contributing to the shopping leakage from Maseru, if yes why?
6. Why is there no shopping mall in Maseru?
7. Is there an on-going plan to develop a shopping Mall in Maseru?
8. What do you think can be done to reduce the shopping leakage from Maseru?

Questions to Banks officials

1. Why does your bank find it difficult to give out loans for development of shopping mall in Maseru?
2. Why does your bank give stringent conditions to retailers who seek loans from banks?

Appendix 3

Questions for Shoppers who go on Shopping Trips with Private Cars.

1. How old are you?
2. Where do you work and what kind of job do you do?
3. Are you the owner of the car you are driving?
4. What is your income range: R100 – R2000, R2001 – R4000, R4001 – R6000, R6001 – R8000, R8001 – R10000, R10000 above?
5. How often do you go on shopping trips to Bloemfontein and Ladybrand?
6. What attracts you to these two towns?
7. Do you shop in these two towns; if no which town do you shop in?
8. How much do you normally spend when on shopping trips to Ladybrand or Bloemfontein?
9. When do you like shopping, in the morning, afternoon or evening?
10. Do you have any specific goods or brand you go for when shopping?
11. Which of the following factors motivates you when going on a shopping trip to Bloemfontein and Ladybrand: wide range and choice of goods, cleanliness, good reputation, availability of credits, price of goods, helpful and friendly services, convenient closing hour, offers an opportunity to meet friends and accessibility?
12. Do you found parking space easily when shopping in Ladybrand and Bloemfontein than in Maseru?
13. What are the differences between car parking space in Ladybrand, Bloemfontein and Maseru?
14. Do you combine shopping and entertainment, if yes, what kind of entertainment?
15. What else do you do when shopping in Ladybrand and Bloemfontein?
16. What are the differences between shopping in Maseru and shopping in the two South African towns?
17. Is there any difference in wide selection of shops in Maseru and the South African towns? If yes, Why?
18. Do you combine shopping in Ladybrand and Bloemfontein with any other services such as visiting hospital etc, Mention?
19. Do you experience any stress that you undergo when shopping in Maseru that you do not experience in Bloemfontein and Ladybrand?

20. What do you think can be done to reduce the shopping leakage from Maseru to Bloemfontein and Ladybrand?

Appendix 4

Questions for Focus Groups

Please be informed that some of the questions require individual answers so if you have a different view to the group's views please be free to express it.

1. By rising your hand, please let me know what age groups you belong to: 20 – 30, 31 – 40, 41 – 50, 50 – 60, 61 and above?
2. Where do you work and what kind of job do you do?
3. By raising your hand, please indicate your income group: R100 – R2000, R2001 – R4000, R4001 – R6000, R6001 – R8000, R8001 – R10000, R10000 above?
4. By raising your hand please indicate how many times you go on shopping trips to Bloemfontein and Ladybrand, 1, 2, 3, 4, and 5?
5. What attracts you to these towns?
6. Do all of you shop in these two towns, if not, which town do you shop in?
7. By raising your hand please indicate how much each of you spends when shopping in Ladybrand and Bloemfontein. R100 – 500, R501 – R1000, R1001 – R1500, R1501 and above?
8. By raising your hand please indicate when you like to on shopping trips, in the morning, afternoon or evening?
9. What goods or brands of goods do you buy when shopping in these two towns?
10. What are the motivating factors that attract you people to go shopping to Bloemfontein and Ladybrand: wide range of goods, quality, cleanliness, and price of goods, good reputation, and opportunity to meet your friends and relations, availability of credits, convenient closing time?
11. Do you people combine shopping with entertainment, if yes, what kind of entertainment?
12. What other activities do you engage in when shopping in Ladybrand and Bloemfontein?
13. What are the difference between shopping in Maseru and these two South African towns?
14. Do you see any difference between wide range of shops in Maseru and Ladybrand and Bloemfontein?
15. Do you combine shopping with any other services, if yes, what are these services?

16. Do you experience any stress when shopping in Maseru that you do not experience when shopping in Bloemfontein and Ladybrand?
17. What do you think that can be done to reduce this shopping leakage from Maseru to Bloemfontein and Ladybrand?