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AN INVESTIGATION OF SHOPPING CENTRES AS SITUATIONAL INFLUENCES ON CONSUMER BEHAVIOUR IN THE GREATER DURBAN AREA

By:

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DECLARATION

I, Suleman Hoosen Docrat, Registration Number 200302463, hereby declare that this dissertation is my own original work, that all assistance and sources of information have been acknowledged, and that it has not been submitted in part or full for any other degree to any other University.

S. H. DOCRAT

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ABSTRACT

The purpose of this study was to investigate the factors that influence the consumers' decision-making process in the selection of shopping centres. The South African society is undergoing a rapid transformation in its consumption patterns. The development and expansion of shopping centres means that consumers, in most cases, have an increasing choice of shopping destinations that meet their needs for goods, services and entertainment. The development and rapid expansion of planned shopping centres, often called Shopping Malls, has been one of the greatest retail revolutions in South Africa in the last twenty years. The competitive retail environment poses serious threats and opportunities for growth and profitability of shopping centres.

The empirical research, which was conducted amongst shoppers at the various centres in the greater Durban area, confirms the significance of the various situational influences, which are the physical surroundings, the social surroundings, time, task definition and antecedent states as they impact on the shopping centres.

The findings of this study reveal that stakeholders of shopping centres should go beyond the tactical aspects of shopping centre operations and adopt a strategic approach to business, in which customers' needs and competitors' actions are monitored in their quest to obtain preference vis a vis their competitors. The need to create and maintain a sustainable competitive advantage over other centres is at the heart of ensuring the continued viability of individual shopping centres. Against the urgent need to adopt a strategic approach to shopping centre development and management, recommendations are provided for developers and managers to acknowledge the impact of the dynamic aspect of the factors that influence the consumers' decision-making process and their implications for shopping centre development and promotion. This study is aimed at providing valuable information to a variety of stakeholders such as the tenants, property developers, investors, shopping centre managers, retailers and consumers at

shopping centres as well as academics interested in consumer behaviour and the impact of shopping centres in South Africa.

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CHAPTER ONE

OVERVIEW OF THE STUDY

1.1 Introduction

This chapter provides an overview of the study. The purpose of this study was to investigate the factors that influence the consumer decision-making process in the selection of shopping centres.

Situational influences are considered to be the predominant factors that affect consumer decision-making in respect of the choice of shopping centres. The key elements of the situational influences are the physical features of the shopping centre which include design and location, the social surroundings which include the ambience and the demographic make-up of the patrons, temporal perspective which includes the time taken to get to the shopping centre, task objectives which includes the purpose for visiting the shopping centre and antecedent states which includes the mood of the shoppers. These key elements of the shopping centre phenomenon have been considered to varying degrees among shopping centre developers, retailers and management, but the extent to which they are significant to the success of the shopping centres has not been adequately researched. The rapid expansion of planned shopping centres, euphemistically called Shopping Malls, has been one of the greatest retail revolutions in South Africa in the last two decades. As a result, the consumption patterns of South African consumers have undergone a rapid transformation due to the dramatic changes that have occurred on the political, social and economic fronts since South Africa's democratization in 1994.

The expansion of shopping centres in the suburban areas of greater Durban suggest that consumers, in most cases, have an increasing choice of shopping destinations that can meet their needs for goods, services and entertainment. Hence, the success of individual shopping centres may depend on their ability to develop a distinctive competitive position that appeals to their target market. With the choices now available to consumers, the issue of the selection and marketing of shopping centres is vital to a variety of stakeholders, especially shopping centre managers, retailers and developers. ApexHi Properties Limited, for example, is investing R174-million in upgrading five of its retail centres including Rivonia Square in Johannesburg, Cleary Park in Port Elizaberth, Berea Centre in Durban, Sammy Marks in Pretoria and Opening Centre in Hammanskraal (Abramowitz, 2006:1). The renovations and upgrades are expected to capitalise on the demand for space and to attract a new and better class of tenants.

According to Nick Wilson (2006), the 17500 m^2 Protea Garden shopping centre in Soweto is to get a 700m^2 extension as well as more fashion and fast-food outlets. Gateway Shopping Centre, Chatsworth Shopping Centre, Pavilion, Musgrave, Workshop and La Lucia Mall in Kwa Zulu-Natal emphasize the competitive nature of shopping centres suggesting that the stakeholders should go beyond the tactical aspects of shopping centre operation and adopt a strategic approach to business, where customers' needs and competitors' actions are monitored in the process of achieving preference. Kirkup and Rafiq (1994) assert that it is of vital importance to look for a sustainable competitive advantage that provides differentiated and attractive shopping centre offerings to consumers. Howard (1997) notes that there is a serious lack of literature dealing with competitive advantage for shopping centre product and service offerings.

1.2 Motivation for the study

The competitive retail environment poses serious threats and opportunities for growth and profitability of shopping centres. In addition, suburban shopping centres have undergone a transition from competing with the Central Business District (CBD) to one in which they compete directly with shopping centres of the same type in different suburbs. Despite the dramatic impact that shopping centres have had on modern lifestyles and the physical landscape of cities, research on this phenomenon has been relatively limited (Bloch, Ridgeway and Dawson, 1994). This study attempts to fill this gap, by suggesting that customer values should receive further attention from stakeholders, retailers, marketers and managers of shopping centres in an attempt to create a differential advantage for each shopping centre.

1.3 Problem Statement

Shopping centres have been established at a rapid pace in South Africa with the prospect of more being established to cater for the needs of consumers in a rapidly growing economy (Cloete, 2003). The extent to which these shopping centres cater to the needs of consumers needs to be investigated. Hence, an assessment needs to be taken of the factors that influence the consumers' decision-making process in the selection of shopping centres.

1.4 Sub Problems

To adequately assess the main problem statement, further sub problems need to be addressed as well, such as:

1.4.1 the impact of the internal and external environment of shopping centres on consumer decision-making:

1.4.2 the purpose for which consumers visit shopping centres;

1.4.3 the extent to which consumers are satisfied with the various shopping centres;

1.4.4 the extent to which consumers' choice and patronage behaviour impact on the shopping centres' marketing strategies to meet their needs and desires;

1.4.5 the extent to which patronage of shopping centres is dependent on private transportation;

1.4.6 the extent to which one-stop shopping centres with efficient services contribute to positive experiences for families; and.

1.4.7 The extent to which males and females prefer the various facilities within the shopping centres.

Flowing from the main problems and the sub-problems the research objectives are stated hereunder.

1.5 Research Objectives

1.5.1 The primary objective is to determine what factors influence the consumers' decision-making process in the selection of shopping centres.

1.5.2 Secondary objectives are to:

1.5.2.1 investigate how the internal and external environment impacts on the consumers' choice of shopping centres;

1.5.2.2 identify the purpose for which consumers visit the various shopping centres;

1.5.2.3 determine the extent to which consumers are satisfied with the various shopping centres;

1.5.2.4 assess the extent to which consumers' choice and patronage behaviour impacts on the shopping centres' marketing strategies to meet consumer's needs and desires;

1.5.2.5 assess the extent to which private transportation impacts on patronage of shopping centres;

1.5.2.6 assess the extent to which one-stop shopping centres with efficient services contribute to positive family experiences; and

1.5.2.7 assess the extent to which males and females prefer various facilities within the shopping centre.

1.6 Key Research Questions

1.6.1 What factors influence the consumer's decision-making process in the selection of shopping centres?

1.6.2 How does the internal and external environment of shopping centres impact on consumers' choice of shopping centres?

1.6.3 For what purposes do consumers visit the various shopping centres?

1.6.4 How satisfied are customers with the various shopping centres?

1.6.5 What marketing strategies are employed to meet consumer's needs and desires?

1.6.6 How does private transportation impact on patronage of shopping centres?

1.6.7 How do one-stop shopping centres contribute to family experiences?

1.6.8 Do males and females differ in their preferences for the various facilities within the shopping centres?

1.7 Research Methodology

An intensive literature review of texts, periodicals, internet, magazines and other pertinent material will be undertaken to determine to what extent the research questions may be answered. A primary study (an empirical study) will be undertaken to assess those questions that may not be adequately answered as a result of the secondary study. A structured questionnaire will be designed focussing on eight key variables namely: location, accessibility, visibility, management and marketing of shopping centres, tenant mix, consumer profiles, shopping centre appearance and the retail mix. The shoppers at shopping centres in the Greater Durban Area will represent the sample for a mall intercept survey. A quota sample (non - probability) of approximately 475 respondents will be drawn from the population in the Greater Durban Area, with filter questions being utilized to ensure respondents fit the sample frame. The sample will be drawn from each centre depending on the area and the size of the shopping centre. A minimum of 50 respondents from the smaller shopping centres and a minimum of 75 respondents from the larger shopping centres will be targeted.

The completed questionnaires will than be subjected to editing, coding and data capturing, rendering them easier to manage and interpret. The nature of data, the number of variables and the relationship between the variables are the main considerations in the selection of the appropriate statistical tests, such as descriptive statistics and inferential statistics which may include:
Chi square tests: To determine whether a relationship exists between variables or if they are independent of each other;
Correlation tests: To determine whether one variable is related to another, as well as the strength, direction and significance of the relationship;
Binomial: To test the goodness of fit of the observed number of observations;
Factor Analysis: To examine the collective association across variables in the study.

1.8 Limitations of the Study

1.8.1 The research is restricted to suburban shopping centres in the greater Durban area and, therefore, the results of the study cannot be generalized to all South African consumers.

1.8.2 The sample will represent English-speaking consumers only, since the questionnaire is designed in English and will not elicit the views of those who cannot converse in English.

1.9 Summary and division of chapters

Chapter one presents an overview of the study, the motivation for the study, the problem statement, the primary objective, the secondary objectives, the research methodology and the outline of the dissertation.

Chapter two focuses on the shopping centre industry. The success of the shopping centre in a competitive environment depends on various factors which will be discussed. The impact of the shopping centre marketing mix on consumers and the issue of how shopping centre management applies the elements of the marketing mix, to attract consumers to the tenant mix within the shopping centre, will also be examined.

Chapter three examines consumer behaviour and the dynamic nature of retailing as it relates to the shopping centre industry with emphasis on the marketing strategies employed by shopping centre managers to influence the consumer decision-making process in the selection of shopping centres. This chapter also forms a theoretical framework for situational influences such as physical surroundings and antecedent states.

Chapter four addresses the research methodology employed in this study. It includes, among others, the sampling design, data collection, questionnaire design, data analysis and the statistical techniques used in the study.

Chapter five presents the analysis and interpretation of the findings.

Chapter six presents the conclusions and recommendations of the study.

CHAPTER TWO

The Shopping Centre Industry and its Dynamics

2.1 Introduction

The future promises to be demanding for stakeholders involved in shopping centre management. The shopping centre industry has experienced unprecedented growth over the last 40 years, and that growth is likely to continue, but with many changes in the size, amenities, and tenant mix of individual shopping centres. According to Alexander and Muhlebach (1999:1), over the years, the shopping centre industry has had to overcome recessions, overbuilding, and major shifts in anchor tenants' economic situations and the space requirements as well as the changes in the characteristics of shoppers. In spite of all these challenges, the industry has grown and prospered, as can be seen from a review of how shopping centres evolved to their current position of prominence. As noted by North and Kotze (2004:30), the advent and expansion of planned shopping centres or malls has been one of the major retail revolutions in South Africa over the past 15 – 20 years. This chapter will, therefore, examine the definition, development and the marketing mix of shopping centres.

From 1980 onwards, suburban shopping centres grew as populations shifted to the suburbs. Life in the suburbs has created a need for shopping facilities which are a short drive from home. Large shopping centres provide huge assortments for consumers. Combining many stores under one roof creates a synergy that attracts more customers than if the stores had separate locations. According to the "The Star" (2004) newspaper, construction of the new Trade Route Shopping Centre in Lenasia commenced in May 2004 and will open in September 2005. The R250 million shopping centre is to be developed by local businessmen, Sayed Mia and Ismail Valli. The 40 000 square meters complex, which will house about 120 stores, will have anchor tenants such as Pick 'n Pay, Woolworths and Cine Centre.

2.2 Definition of Shopping Centres

The term shopping centre has evolved since the early 1950s. Based on the definition by Levy and Weitz (2004:217), Etzel, Walker and Stanton (2003:425) and Markam (1998:81), a shopping centre consists of a planned grouping of retail stores that lease space in a structure that is designed, developed, owned, marketed and managed as a single unit. Shopping centres are planned with two purposes in mind, namely, retailing environment for the tenants and shopping and entertainment needs of consumers.

For the purpose of this study a mall will be treated as a large shopping centre. A shopping mall is defined by Gilbert (1999:224) as consisting of a high number of retail outlets in a large building of at least 100 000 square metres in size. The mall normally forms a covered building with open pedestrian walkways which are lined with shops linking the main retailers' sites. If the mall is more than one floor high, then major "anchor" stores may extend to each of the floors. The mall development may be free-standing or within an existing shopping area. The range of stores offered is wider and often include luxury and leisure items as well as clothing, footwear and other typical consumer merchandise.

According to Cloete (2003:39, 83), most of the large shopping centres in South Africa, including the four largest shopping centres, are in Gauteng. Of the shopping centres larger than 20 000 square metres, there are 62 shopping centres in Gauteng, followed by 19 in Western Cape, 16 in KwaZulu-Natal, 7 in Eastern Cape, 8 in Free State, 4 in North West, 2 in Limpopo and 2 in Mpumalanga. Greater Johannesburg has 9 of the fifteen biggest shopping centres in the country. South African shopping centres are in many respects similar to shopping centres in the world; there are some differences especially with regard to the type of key tenants, types of shopping centres, tenant mix and the marketing mix.

Gilbert (1999:225) asserts that there are a number of examples of shopping malls, ranging from small district-size centres to regional malls such as the Metro Centre near Gateshead or Meadowhall in Sheffield in the UK. Regional malls are at least 300 000 m^2 in size and often include leisure functions such as cinemas, food courts, ice rinks and restaurants. A shopping mall is strongly marketed as a unified shopping destination with one name and logo. The success of a mall, however, is quite often dependent on the range and quality of the shops it can attract. The mall is more likely to target and attract non-discount retailers.

2.3 Development of Shopping Centres in South Africa

Shopping centres have become a very significant phenomenon in the South African economy. The different sizes, areas and environments of shopping centres are well researched and carefully planned to meet the requirements of consumers to the extent that organized centres for shopping and entertainment are a twenty first century phenomenon. As Terblanche (1998: 4) states, since the early 1970s, there has been a remarkable growth in the development of shopping centres in South Africa. The shopping centre industry in South Africa has grown at a rate of ± 8% per annum over a decade 1989-1999 (Prinsloo. 1999:50). It has been recorded, in the 2003 Shopping Centre Directory (SAPOA), that there are 850 centres larger than 10 000m^2 and 1 200 centres larger than 3 000 m^2 in South Africa.

Pioneers in the shopping centre development industry include Eric Lisus, David and Michael Rapp, Cecil and Cyril Behrmann, Aron Cohen, Oscar Hurwitz, Andries van Riet, Gerrie de Jong, Victor Romanov and Len and Joe Bentel, while from the retailers' side Kurt Franks from Greatermans/Checkers, Melville Pels (OK Bazaars), Ernst Loebenberrg (Woolworths) and Raymond Ackerman (Pick 'n Pay) made important contributions for the growth and expansion of shopping centres in South Africa. Furthermore, Alexander and Muhlebach (1999:8) emphasize that the shopping centres have become increasingly important for the variety of product offerings and services provided to individual consumers. The location of the shopping centre benefits the communities in many ways. No other property development has a greater impact on a community than a shopping centre. In particular, the shopping centre provides substantial revenue, a variety of employment opportunities, the convenience of one-stop shopping and a testing ground for new businesses.

The development of shopping centres remains a lucrative field of investment and returns. Andrew Weinberg (2004:1), executive at New Venture, a specialist division of Mutual Properties, states that the retail and entertainment complexes (shopping centres) owned by the company in South Africa, attracted more than 100 million shopper visits a year and was a substantial platform for producing 50% of the shopping centre's revenue from non-traditional income (du Toit, 2004). However, with so many of South African top retailers showing exceptionally good profits, the demand for shopping space seems certain to grow further. This is the view of some leading thinkers in the property investment field, who were asked by the HighRoad whether or not they felt the boom in development of shopping centres would continue (Ross, 2004). These thinkers were also confident that the returns on well-researched developments would continue to be attractive.

According to Larsen (2004: 1), retail developers are exploring different markets and regions. South African developers are often lambasted for churning out the same old malls in the same old areas, predictably targeted at suburban, middle-class shoppers. However, attitudes are changing and new centres are springing up in areas that were not even on the radar five years ago. Target areas are the former townships, and projects are under way in Soweto, Mamelodi, Atteridgeville and Umlazi. According to Dardagan (2006), turnovers are soaring for businesses at Durban's upmarket Umlazi Megacity Mall, as changing shopping habits have set tills ringing in a buying bonanza. The mall opened earlier this year amid glooming predictions about the success, which have proved to be successful. Many tenants have beaten their revenue forecasts with future trade prospects even more exciting, as locals realize they no longer have to go into downtown Durban to do their business and their shopping.

An upmarket shopping centre will be built in Soweto. The developers of a major retail development, the size of which has not been seen in Soweto for approximately 10 years, started construction on the first phase on 1st June 2004. The developers are expecting a gross turnover of R250 million a year. Also Greenwold Property Development and black economic empowerment partners Roux Property Development which are developing what will ultimately be the 25 000 m2 Protea Gardens shopping mall, say that the projects' success will depend on the support of the City of Johannesburg in passing the necessary rights (Soweto to get upmarket shopping centre, 2004:1/2).

South Africa's most- talked about and extensive retail-leisure conglomerate is Cape Town's Victoria and Alfred Waterfront, and Victoria Wharf Shopping Centre. The most recently publicised mall scheme is Old Mutual's R3bn super mall plan for Midrand in Gauteng. The "largest single property development ever seen in South Africa", the complex will be named " Zonk'izizwe" (All nations) Shopping Resort and is intended to provide residential accommodation similar to Windemere Shopping Centre in Durban (an unusual feature of mall space), as well as retail facilities from speciality shops to supermarkets and blend the cultural diversity of Africa with state-of-the-art technology in activities including entertainment, the arts and participative education (Sunday Independent, Independent Business, 1997) cited in Murray (1997:3). Shifting attention from a national to a regional focus: even KwaZulu-Natal, whose urban areas have the fewest of large, shopping malls in South Africa, is witnessing a plethora of new mall developments along with area enlargements and refurbishments of existing centres (The Daily News, 1993) cited in Murray (1997:3). Besides the 'shopping centre' formed by the Durban Central Business District (CBD), there are twelve major shopping centres in the greater Durban area alone viz., The Workshop, The Pavilion, The Wheel, Musgrave Centre, Game City, KwaMashu OK Centre, Sanlam Centre Pinetown, Section Centre, Phoenix Plaza, Chatsworth Centre, La Lucia Mall, Windemere and Berea Centre. The importance of this form of retailing is suggested by the fact that Natal Newspapers, in an effort to investigate how retailers can reach their shoppers through the print media, recently commissioned the Durban Retail Library to conduct a survey into the customer profiles, buying habits and media consumption associated with Durban's major malls (Murray, 1997:3).

According to Cloete (2003:35), as the industry grew, the 'science' of shopping centres became more fine-tuned. Architects of the second generation of development began to give greater attention to interior design aesthetics such as natural lighting, internal planting and water features. As consumer demands became more sophisticated, 'customer convenience' became all-important. More flexible trading hours were introduced and the need to supply quality as well as quantity parking facilities was recognised.

The demarcated shopping area site may be a retail location which has been architecturally planned to provide a unified theme for a number of businesses. Planned shopping sites are developed as an amalgamation of different retailers to reflect the market catchment areas. Gilbert (1999:224) argues that the plan is often based upon having some large, key branded stores and a number of smaller retailers adding diversity and interest. Normally, a shopping centre will be developed and operated as a single unit, with adequate parking facilities and a balance between the types of stores represented in the centre. The retailers will be allowed to rent space on the basis that they complement other shopping centre retail businesses and they maintain the quality and range of goods or services offered. The strengths of the shopping centre depend on the shopping destination, the balance of the retail offerings, and the freedom of individuals to shop in comfort and satisfy all their needs in the single shopping centre. The creation of a single unified image and sense of place, an ability to funnel consumers into retail locations, the ability to increase security and reduce theft, fits in with the growing popularity of malls and shopping centres. The freedom of movement and a temperature controlled environment adds to the shopping experience. Sullivan and Adcock (2002:96) suggest that planned developments are those that have been planned prior to construction and include newer retail concepts such as the shopping centre or the mall retail park. Planned or incremental developments can be further divided on the basis of the specific placement of the area in relation to population centres. City centre sites are situated in close proximity to urban populations while out-of-town sites (suburban centres) may be located on the outskirts of towns/cities (satellite areas) or in any area away from domestic and commercial zones.

In October 2003, the first ever Footprint Marketing Awards function was launched and awards were presented to various shopping centres in South Africa in recognition of their significant contribution to the shopping centre industry through marketing. The awards were presented at the 8th Annual African Congress of Shopping Centres which took place at the Cape Town Convention Centre from the 12th to the 14th of October 2003 and stimulated a competitive spirit and challenge to the marketing professionals in the industry (Anon., 2003:1/2).

George Skinner (2003), Executive Director of the South African Council of Shopping Centres, makes a cogent point by acknowledging that in a maturing shopping centre industry, fierce competition is beginning to emerge between major centres, especially in the Cape Peninsula, Northern Durban, Eastern Pretoria and Greater Northern Johannesburg. Skinner says that "There are four major issues emerging for our industry". Firstly, due to the oversupply of retail space in the above mentioned markets, shopping centres are facing real competition for the first time, and the primary trading areas of the Regional Shopping Centres are beginning to overlap, which requires a more dynamic approach to marketing. The second concern is that, traditionally, marketing budgets have been dictated by owners and managers and not mutually decided by the Shopping Centre team of management and retailers, resulting in general apathy from anchor, national, and small retailers alike. Marketing has been seen as a necessary evil, only aimed at counter balancing the marketing efforts of their nearest competitor as opposed to growing the shopping centre business and its market penetration. Bearing in mind that shopping centres are multi-million to billion rand businesses, budgets of 3-5% of gross rental income for marketing is hopelessly out of line with comparably sized businesses in other sectors of the economy, as this only represents some 0,5% to 1% of centre sales. The challenge is to create a new mind-set between management staff of shopping centres and their retailers towards marketing that increases the viability of all of their businesses. The third factor is that a sense of partnership is non-existent in the centres. Relationships are strained as the owners, managers and retailers seem to work against each other, with opposing agendas. Shopping centres such as the V&A Waterfront, Cavendish Square, Constantia Village, Sandton City and Hyde Park Corner that have successfully withstood the test of time have successful Merchant's Associations with a strong sense of this partnership ethos. The last concern is that customers are becoming more discerning. Whilst they may still be dependent on some shopping centres for their basic needs, the real challenge for the shopping centre industry is meeting customer wants and emotional desires when shopping. Success in meeting or exceeding these requirements will result in loyalty to the centre (Anon, 2004:1/2). Understanding the underlying factors influencing consumers' choice and patronage behaviour in shopping centre environments can help marketers, managers and stakeholders of shopping centres define the character of shopping centres and create marketing strategies in ways that serve to enhance shopping centres by meeting basic consumers' needs, wants and desires.

It is surprising that research on shopping centres in South Africa is relatively scarce given that shopping centres have altered the physical landscape and surroundings of towns and cities and have become platforms for retail industry. In addition, the shopping centre has become a central part of modern lifestyles, encouraging a growing number of shopping centre activities and providing an expansive set of attractions. According to the Business Day (1998:12) the worldwide trend is to create "shoppertainment". This trend entails integrating the shopping experience with dining and entertainment – keeping the consumers happy. Customers want to escape from their daily high–pressured stressful lifestyles and enjoy valuable leisure time. The new shopping centres must include an atmosphere of discovery, novelty and excitement, as well as a wider range of stores and more flexible shopping hours. Some of the newest shopping centres that are moving in this direction are the R3 billion Zonk'Izizwe shopping resort in Midrand (incorporating 300 000 m^2 of retail and entertainment space, two hotels and a 16 ha theme park), the R1 billion Gateway complex in Umhlanga on the KwaZulu – Natal and the R560 million redevelopment of Menlyn Park shopping centre in Pretoria.

2.4 Situational Influences and the Marketing Mix on Shopping Centres

Research on shopping centres, as situational influences on consumer behaviour and the marketing mix, can generally be described as examining the relationship amongst various shopper characteristics and the features of the retailing or point of purchase situation. Situational influences are studied in terms of flexible/adaptive responses to several situations or events encountered in shopping centres. The situational influences, described as physical and social surroundings, time, task definition and antecedent states – offer multiple opportunities for positioning products, services and differentiating them from others. As noted by Mower and Minor (2001:236), marketing research is required to determine which situational influences can be used to develop positioning strategies. Research may also indicate which consumer situations present opportunities for new products and services offerings. An inter-relationship among situational facets, behavioural and affective reactions are examined, as is the frequency of event occurrence in shopping centres. Researchers examining situational influences need to specify and develop suitable taxonomic structures for marketers, managers and stakeholders of shopping centres.

There has been very little marketing research and examinations of shopping centres. This area of study has not evolved into a major research topic, based upon the multi-dimensional nature of shopping centres. As noted by Bloch, Ridgeway and Dawson (1994:25), the unit of analysis in most retail studies is the store rather than the shopping centre. In addition, most shopping centre researches have examined consumers' perceptions and attitudes toward shopping centres (Wakefield and Baker, 1998), while considerably fewer articles have explored shopping centres as situational influences on consumer behaviour. Therefore, the literature begins by examining how consumers evaluate shopping centres when making patronage decisions.

According to Markham (1998:12), it is now universally seen that the forms of shopping centres certainly derives from shoppers' needs and their perceptions of their experience. The conception of shopping centres is more scientific and influenced by the market studies of demographics. Many questions have to be answered on specific proposals, but the fundamental over-riding preferences of shoppers are still simple. The answers to the questions are also simple. Does the shopper visit one shopping centre rather than another because of a more pleasant environment, with better garden-landscapes, parking and better food courts, or because it has a more appropriate selection of shops and merchandise? Or is it merely because it is more convenient or cheaper? Do shoppers simply fall into a few categories? In other words, is it a matter of convenience and price, or price alone, or a leisure experience? Obviously these categories have sub-divisions but are also intra-active to the success of attracting consumers to the various shopping centre destinations which may vary in distance from the consumer's place of residence.

2.5 Shopping Centre Destinations

The expansion of shopping centres means that consumers in most large towns have a growing choice of shopping destinations that can meet their needs (Howard, 1997:8; Kirkup and Rafiq, 1998:20). Therefore, success in the shopping centre industry will depend on the ability to develop a distinctive position that appeals to the target market. Howard (1997:40) and Kirkup and Rafiq (1998:50) highlight that shopping centres should not be considered properties, but a business in which a partnership amongst the parties involved is required. Stakeholders of shopping centres should go beyond the tactical aspects of shopping-centre operations and adopt a strategic approach to business, in which consumers' needs; wants and competitors' movements are monitored, in order to satisfy consumers' preferences. It is very important to marketers, managers and stakeholders of shopping centres to obtain a competitive advantage approach that provides differentiated and attractive product and service offerings to consumers.

Against the urgency and pressing need to adopt a strategic approach to shopping centre development, marketing and management, Howard (1997:60) notes the serious lack of literature dealing with this problem. This study attempts to fill this gap, by suggesting that the consumer's requirements of shopping centres and their evaluation should receive increased attention from marketers, managers and stakeholders of shopping centres. The factors influencing shopping centre selection, according to Spiggle and Sewall (1987), can be grouped as: consumer characteristics, consumer psychological states and outlet characteristics.

Despite the significance of shopping centres in consumers' lives, research has shown that one would be hard pressed to find scholarly information of shopping centres in academic journals. Even within the field of retail research, the emphasis has primarily been upon the store rather than the shopping centre as the unit of analysis.

2.6 Types of Shopping Centres

Various types of shopping centres are found in South Africa. Shopping centres are classified primarily by functional, location, physical criteria, size, tenants mix and anchor tenants. As noted by Alexander and Muhlebach (1992:6), there are eight basic types of shopping centres classified as: super regional, regional, community, neighbourhood, specialty convenience, outlets or off-price and power, as shown in table 2.1. In each type of shopping centre, the anchor tenants are the main attraction for consumers. Depending on the type of shopping centre, space may be leased to businesses, medical facilities, food outlets and financial services. Table 2.1 presents a snapshot of the various types of shopping centres and their characteristics.

Table 2.1 Types of Shopping Centres found in South Africa.

Types	Product Mix	Typical anchor tenant mix	Accessibility	Trade area population	Size	Number of shops
Super regional shopping centre	Shopping Entertainment Speciality Convenience	Three or more department stores plus two or more national grocers	Intersection of freeways and arterial	>150 000	>200 000m²	250+
Regional shopping centre	Shopping Entertainment Speciality Convenience	Two or more department stores plus one or more national grocers	Intersection of freeways and arterial	>60 000	75 000m²	75+
Community shopping centre	Shopping, speciality and strong convenience support	Junior department store, plus a national grocer	Intersection of major arterials	30 000 – 60 000	15 000 – 30 000 m²	50 – 75
Neigbourhood	Convenience, with limited shopping and speciality	National grocer	Intersection of arterial and collector road	10 000 – 30 000	5 000 – 15 000m²	25 -50
Speciality shopping centre (large local)	Almost exclusively convenience	National franchise or national supermarket chain	Collector road	4 000 – 20 000	2 000 – 10 000m²	10 – 25
Convenience shopping centre small local)	Almost exclusively convenience	Variety independent stores	Collector road	1 000 – 4 000	Up to 2 000 m²	1 – 10
Outlet or Off – Price shopping centres	Shopping and speciality	National stores and factory shops	Intersection of freeways and arterial	>15 000	>10000m²	1 - 40
Power centre	Shopping and speciality	National stores and variety of specialize independent stores	Intersection of freeways and arterial	>20 000	>15000m²	1 - 50

Source: Adapted from Cloete, (2003:84).

2.6.1 Super Regional Centre

A super regional shopping centre is a larger version of the regional shopping centre. Alexander and Muhlebach (1999:7) state that it encompasses more than 92 900 square metres, has more than 100 shop tenants and is anchored by at least four full-line department stores. A trade population in excess of 300 000 per year is required to support a super regional shopping centre.

Levy and Weitz (2004:223) state that a super regional centre is a shopping centre that is similar to a regional centre, but because of its larger size, it has more anchor tenants and a deeper selection of merchandise. As with super regional centres, the typical configuration is an enclosed mall, frequently with multi levels of stores. Table 2.2 lists the biggest shopping centres in the world. According to the Guinness Book of Records, the world's largest shopping, amusement, and recreation park is the West Edmonton Mall in Alberta, Canada. It has nearly 4.8308 million square metres of covered space, 3.5302 million square metres of selling space, more than 800 stores and services, and 110 restaurants. However, the mall has more than shopping to attract millions of people a year. The mall also provides the Galaxyland Amusement Park, a seven- acre water park, an NHL- size ice arena, submarines, an exact replica of the Santa Maria ship, a dolphin lagoon, aquarium facilities, Fantasyland Hotel, a miniature golf course, 26 movie theatres and IMAX, and a casino. The parking area is the largest in the world, which has a capacity for 20,000 vehicles.

Table 2.2 The World's Largest Shopping Malls

NAME	LOCATION	GROSS LEASABLE SPACE (IN SQUARE FEET)
West Edmonton Mall	Alberta, Canada	5,200,000
Mall of Asia	Manila, Philippines	5,000,000
Mall of America	Bloomington, MN	4,200,000
SM Prime's Megamall	Manila, Philippines	3,500,000
Del Amo Fashion Centre	Torrance, CA	3,000,000
South Coast Plaza	Costa Meso, CA	2,700,000
Seacon Square	Thailand	2,700,000
Plaza/ Crystal Court Woodfield Mall	Schaumburg, IL	2,700,000
The Plaza and the Court at King of Prussia	King of Prussia, PA	2,500,000
Sawgrass Mills	Sunrise, FL	2,300,000

Source: Levy and Weitz (2004:226)

According to Cloete (2003:37), in South Africa, there are more than 290 shopping centres larger than 10 000 m², of which about 120 shopping centres are larger than 20 000 m². The larger centres comprise nearly 7 million square metres. The largest centres are Sandton City (128 000 m²), Canal Walk (125 000 m²), Gateway Theatre of Shopping (120 000 m²), Menlyn Park (118 000 square meters), Estgate (109 000 m²), Westgate (106 270 m²), The Pavilion (100 000 m²) and Tyger Valley (80 047 m²). These centres are considered as super regional shopping centres.

2.6.2 Regional Shopping Centre

Alexander and Muhlebach (1999:7) suggest that regional shopping centres vary in size greater than 45 000 square metres and above and are anchored by two or three major retailers, at least one of which is a department store. Other anchors may include speciality, junior and discount department stores. The tenant mix for the small shop spaces is developed around the quality and price of merchandise sold by the anchor tenants. If the anchor tenants are high-end department stores, the other tenants should offer medium to high-end merchandise. Fashion, gift, jewellery and food service retailers occupy most of the shop space. Regional shopping centres are usually developed as enclosed malls and they service a population greater than 150 000 people per year.

Levy and Weitz (2004:223) define a regional shopping centre as a shopping mall that provides general merchandise (a large percentage of which is apparel) and services in full depth and variety. The regional shopping centre's main attractions are anchor tenants, department and discount stores. A typical regional centre is usually enclosed with an inward orientation of the stores connected by a common walkway, with parking surrounding the outside perimeter.

According to Etzel et al. (2004:425) the largest kind of shopping centre such as a regional centre, is anchored by one or more department stores and complemented by many smaller retail outlets. Typically, regional shopping centres are enclosed, climate-controlled and gigantic. The biggest regional shopping centre, the Mall of America in suburban Minneapolis, opened in 1992. Under one roof, this centre combines over 500 retail stores with an amusement park, two lakes, 50 restaurants and more than a dozen movie theatres-adjacent to 17,000 free parking spaces. This "mega mall" draws over 40 million shoppers and tourists annually. Most retailers achieve their sales budget. Steps are being taken to greatly expand the area of the Mall of America. Starting in the mid 1950s, regional shopping centres became the hub of shopping and social activities in many communities. Etzel et al. (2004:425) state that many shoppers became too time-conscious to spend much time shopping or socializing at a huge mall. From the early 1980s to late 1990s, the average amount of time consumers spent in malls on a monthly basis dropped from 12 hours to under 5 hours.

Therefore, it was a concern to stakeholders, marketers and managers of shopping centres regarding the reduced period of time that consumers spend in shopping centres. In order to increase the time spent by consumers at shopping centres, consumer research must be conducted on an ongoing basis to determine consumer's needs and wants of products and services that are offered at the shopping centres. Hence, this study will focus on main regional shopping centres in the Greater Durban Area with respect to consumer patronage and consumer behaviour.

2.6.3 Community Shopping Centre

These shopping centres typically range in size greater than 17 000 m². According to Alexander and Muhlebach (1999:1999:7), these centres usually have three or more anchor tenants from among the following: junior department store, discount department store, supermarket, super drug store, variety store and home improvement centre. The small shops are predominantly occupied by retail, service and speciality food tenants. Most community shopping centres are large open-air strips, although some are developed as enclosed malls. A population base of 100 000 - 150 000 people per year is required for survival.

2.6.4 Neighbourhood Shopping Centre

The typical neighbourhood shopping centre ranges in size from 5555.56 to 16666.67 m². The centre usually includes at least one anchor tenant but may have two or more. Alexander and Muhlebach (1999:7) note that a supermarket is the most common anchor; alternatives are drug or home improvement stores. The small shop spaces are occupied by a mix of services, speciality food stores, and business or professional (medical, dental, legal) offices. Beginning in the 1980s, retailers, selling soft goods, have been occupying less space in neighbourhood shopping centres than they did in the 1960s and 1970s. Shop space may be leased to fast food or full-service restaurants, banks and service providers. This type of centre can do well with a trade area population of 5 000 - 40 000 people.

2.6.5 Speciality Shopping Centre

According to Alexander and Muhlebach (1999:8), these centres are also known as theme or festival shopping centres, and they usually range in size greater than 56 000 m². Often, they are created by conversion of an existing old building to a new use (adaptive use) although some are new structures, an example being The Workshop in Durban. Many perpetuate an architectural theme suggested by the original use of the building or the location. Speciality centres require a population of greater than 150 000 to survive. Such centres are located in tourist-orientated areas that already have a heavy flow of shoppers. Often their main attraction is food outlets, entertainment establishments; smaller shops that are usually one-of-a-kind boutique and speciality stores. Faneuil Hall Marketplace in Boston and

Ghirardelli Square in San Francisco are classic examples of such speciality centres. Faneuil Hall was originally a row of three industrial and public market buildings near the waterfront while Ghirardelli Square had been a chocolate factory.

2.6.6 Convenience (Strip) Shopping Centre

Alexander and Muhlebach {1999:6) express the view that this type of shopping centre usually has between 555.56 and 5555.56 m² and is designed as one continuous row of shops-thus the term "strip" centre. The ideal location is on a corner, since a convenience shopping centre can be located anywhere along the street. Most of the tenants are service or food operations. If there is an anchor tenant, it is usually a convenience grocery store such as 7-Eleven. This type of shopping centre may well be developed throughout multiple business districts in a large city and can be successful with a small population base of 1 000-2 500 people.

2.6.7 Outlet or Off-Price Shopping Centre

Factory outlet stores sell manufacturers' surplus merchandise or goods, which may be seconds, irregulars or overruns. Off-price retailers sell first-quality brand name merchandise at low prices. They make special bulk purchases and pass the savings to the customer. Off-price and outlet stores are frequently found in the same shopping centre, which can be an open-air strip or an enclosed mall. These centres are located away from national or traditional retailers; usually they are smaller communities, adjacent to a major freeway and one or two hours' drive from a major metropolitan area (urban area). A population in excess of 150 000-plus is generally required for their survival (Alexander and Muhlebach, 1999:8). Value Centre which is situated in Springfield, Durban, is an example of an Outlet or Off- Price Shopping Centre.

2.6.8. Power Centre

First developed in 1984, these shopping centres were originally known as promotional centres. According to Alexander and Muhlebach (1999:8), power centres are large strip centres anchored by several large promotional warehouses or speciality stores that dominate their merchandising category. A prime example is Toys R Us or The Home

Centre situated in Springfield Park in the Durban area. Promotional retailers are destination stores known for the speciality of the product mix. Customers tend to visit the shopping centre to shop at a particular store. As a result, power centres have only a small percentage of their area devoted to small shops. Generally, 75-80 percent of the power centre's area is occupied by anchor tenants. Successful power centres required a population of greater than 150,000 people per year for survival.

2.7 The Shopping Centre Marketing Mix

2.7.1 Introduction

The success of a shopping centre is largely due to a greater understanding of consumer behaviour, the consumer decision-making process and an effective implementation of marketing strategies. Stakeholders, marketers and managers of shopping centres continually study consumer behaviour to gain new insights that will lead to more effective marketing strategies such as market segmentation, target market selection, location and positioning, as well as an optimum marketing mix or 7p's that encapsulates the entire marketing effort.

2.7.2 Marketing Mix

The "Marketing Mix" is a term developed originally by Neil H. Borden to describe the appropriate combination of four traditional key elements that are at the heart of a company's marketing programme in a particular set of circumstances. They are commonly referred to as the "four p's i.e. product, price, place and promotion (Wilmshurst and Mackay, 2002:109) while Lamb, Jr., Hair, et al. (2004:424) concur with Wilmshurst and Mackay that the marketing mix is a unique blend of product, distribution, promotion and pricing strategies designed to produce mutually satisfying exchanges with a target market. Ziethaml and Bitner (2003:26 – 27) suggest an extended marketing mix which recognizes that people who deliver offerings are important and the physical layout and atmosphere of the company are equally important. These authors have included another three elements which are people, processes and physical evidence and the traditional 4 p's have now become the 7 p's of the marketing mix, as shown in table 2.3. The extended marketing mix is more appropriate for the shopping centre industry in conjunction with the traditional 4 p's. The 7p's of the marketing mix lend more flexibility to a shopping centre. Furthermore, Customer Relationship Management (CRM) strategies may be developed to gain insight into consumer behaviour patterns and environmental changes, thus, creating market-oriented shopping centre product and service offerings.

Table 2.3 The Extended Marketing Mix

Product	Place	Promotion	Price	People	Physical Evidence	Process
Physical goods features	Channel type	Promotion Mix	Price level	Employees Agents	Facility Design	Flow of activities
Quality	Exposure	Salespeople	Flexibility	Recruiting	Aesthetics	Standard
Accessories	Intermediaries	Incentives	Terms	Training	Functions	Customized
Packaging	Outlet	Selection	Credit	Motivation	Conditions	Format
Warranties	Location	Training	Discount	Rewards	Equipment	Control
Product mix	Managing channels	Public Relations	Methods of pricing	Teamwork Team spirit	Employee dress	Number of steps
Branding	Transportation	Advertising	Discounts	Trust	Signage	Simple
	Storage	Targets	Allowanc es	Consumers	Tangibles	Complex
		Media	Value	Education	Reports	Consumer
		Adverts		Training	Business cards	Involvement level
		Agents		Communicati-on	Statements	Checkpoint
		Sales Promotion		Culture and Values	Guarantees	Evaluations

Source: Zeithamal and Bitner. (2003: 24)

Stakeholders, marketers and managers of shopping centres have direct control over each of the seven elements of the marketing mix but the way they are applied to the shopping centre industry is different. Ideally, the strategies of the marketing mix must be blended so that one is able to achieve optimal results such as total consumer satisfaction and customer relationship management. The marketing strategies of shopping centres are usually devised to gain competitive advantage over other shopping centres and to best serve the consumer's needs and wants of a particular target market. The major role players in the shopping centre industry are usually tasked with fine–tuning the consumer's offerings and achieving competitive advantages of the shopping centre.

2.7.2.1 Products/Services

Products/services are the means by which organisations seek to satisfy consumer needs which may be tangible or intangible. After initial hesitation, most marketing managers are now content to classify an intangible service as a product. Pride and Ferrel (1991:240), cited in Kotler (1996), define a product as a complexity of tangible and intangible attributes, including functional, social and psychological utilities or benefits. A product can be an idea, a service, a good or any combination of these three attributes. While this definition is intended to be universal in its coverage, Kotler (1996) recognizes the diversity of product offerings and proposed four categories of product offers:

- Pure tangibles;
- Tangibles with accompanying services;
- Major services with accompanying minor goods and services; and
- Pure services.

The fact that most products are usually a combination of goods and services has been highlighted by Rathmell (1974), cited in Palmer (1994), who distinguished between support goods and facilitating goods in the service offer. The former are tangible aspects of a service that aid the service provision (a textbook in education, for example), whereas facilitating goods must exist for the service to be provided in the first place (for example, a car is a prerequisite for the provision of a car hire service). In reality, customers do not purchase products as such but the benefits or the related services that make the product standout. The most important element of any organization's marketing mix, therefore, can be considered to be its 'offer', and what is being considered in this chapter is the organization's 'service offer' (Palmer, 1994:124).

What is a shopping centre offering?

A shopping centre's products and services can be described as an offering because of the shopping centre structure and characteristics and the way the centre is marketed to the consumers. A shopping centre is a combination of services which delivers formally intangible, sensual and psychological benefits but which also include some tangible elements (Lumsdom, 1997:143). The definition implies that tangible and intangible elements are inseparable when buying the shopping centre's offerings. The friendliness and dress code of employees of the shopping centre, together with the atmospherics are a vital factor which contributes to the success of the shopping centre and the fulfilment of atmospherics to consumer's satisfaction. A tangible product is the desired benefits the consumer seeks. These benefits must now be turned into product attributes. The product attributes can be placed into main five categories, namely: a quality level, features or physical characteristics, styling or design, a brand name and packaging. The following major benefits desired by the consumer in the shopping centre are visibility, accessibility, product and service offerings, entertainment, stores, retail mix, critical mass, design and layout, functionality, anchorage, people traffic flows, competitiveness, market research, merchandise profile, tenant mix, packing areas, design and management of services within the shopping centre.

Product image is the dimension of a product which arises from the tangible and augmented features present in the product and the marketing activities performed by a company or organisation to enhance the desirability of the product to convey a certain "message" to the consumers (Strydom, 2004:106). To create a shopping centre image in the shopping centre industry and amongst consumers, the marketing objectives of the shopping centre must be clearly defined. Kirkup and Rafiq (1994:4) state that the range or assortment of the tenants (product mix) in a centre is widely recognised as a key factor in determining the image of a shopping centre, communicating a "general price level" (McGoldrick, 1990) and attracting and retaining customers (Nevin and Houston, 1980, Finn and Louviere., 1996). Cloete (2003:524) lists a few of the universally applicable marketing objectives:

- To create a positive image and identify the shopping centre;
- To bond the consumers to the centre, by offering convenience; quality and value for money that engenders shopper loyalty;

- To enhance community relations by becoming involved with the issues that concerns the community;
- To generate tenant interest and involvement with regards to promotions and events; and
- To develop and maintain good relations with the media and the local authorities.

There are important factors for stakeholders, marketers, retailers and managers of shopping centres to consider when designing and managing the product and service offerings of the shopping centre in order to be successful. Many consumers often make product purchase decision based on the image of the shopping centre or the brand of the product upon which they depend to accomplish their objectives. The image or brands, in turn, need to be properly managed. Hence and that implies that stakeholders, marketers, retailers, mangers of shopping centres need to know who the target market/consumers are and which attributes of a shopping centre differentiate it from its competitors and what constitutes its sustainable advantages.

Cloete (2003:520) concludes that marketing is both a strategy and a method of bringing a product, service, brand and image to the attention of prospective customers. When an entire shopping centre is the 'product', a variety of approaches can be successful in creating and maintaining an appropriate image to inform and attract customers. With the increasing sophistication of shoppers and the proliferation of centres, competition for consumers' money is more intense then ever. This competition means that effective marketing of a shopping centre is critical to its current performance and vitality in the future.

2.7.2.2 Place

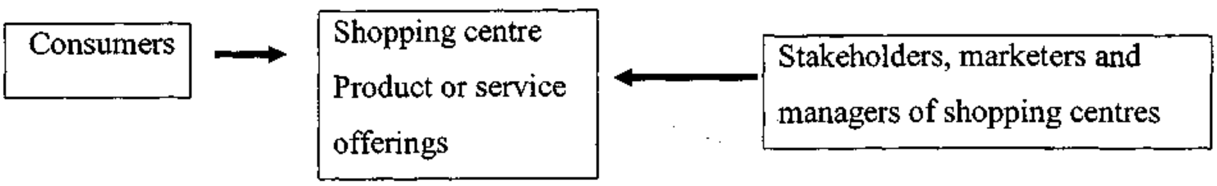
An essential task of the marketer is to ensure that the product or service offerings are available upon request. Distribution is thus a critical element in the marketing mix. Products or service offerings need to be available at convenient locations, in adequate quantities and at times when consumers want to buy them. The three primary considerations in distribution from a shopping centre industry perspective are:

- Stakeholders, marketers and managers of shopping centres;

- Consumers; and
- Tenants of the shopping centre.

The shopping centre offerings are intangible. Hence, product or service offerings cannot be delivered from point A to point B, like physical goods. Stakeholders, marketers and managers of shopping centres must get consumers to come to the shopping centres for the purchase and consumption of products, as described in figure 2.1 This is done by selling their offerings directly or indirectly through one or more shopping distribution channels. "Place" does not simply refer to where the shopping centre offerings are sold, but rather to the process of distribution, getting potential consumers and product or service offerings together. This process involves stakeholders, marketers and managers of shopping centres who provide the distribution channels, enticing the consumers to the shopping centres' product or service offerings.

Figure 2.1 Shopping Centre Industry Marketing Channels



Distribution's role within the marketing mix is to get the product to its target market, that is, the place where the consumer buys the product. If the product is not available where the consumer wants it, the company will not survive (Cant et al., 2004:19). Therefore, the marketing concept must be practised so that total consumer satisfaction is obtained.

Location or place is one of the most important determinants of shopping centre success. The three principal determinants of a good shopping centre are "location, location and location". All other considerations are considerably less important. Therefore, the developers are always looking for new locations. Good locations allow ready access, attract large numbers of customers and increase the potential sales. In the extremely competitive environment, even slight differences in location can have a significant impact on market share and profitability. Most importantly, since location is a long-term fixed investment, the disadvantages of a poor location are difficult to overcome (Cloete, 2003:104).

Kirkup and Rafiq (1999:119-133), cited in Dawson (1983), concur with Cloete (2003:104), who suggests that location is probably the single most important determinant of success for a shopping centre At the macro-level, the location must provide adequate catchments to generate the required trade potential, and the consumer's ease of access by car and public transport is a priority. Accessibility is also important at a micro-level-for example, easy walking access from existing shopping areas, public transport stations and car parks. Developers do not, however, always have completely free choice as to the location, size and form of new shopping centres. At the macro-level, government attitudes towards out-of-town development, the desire of planners to maintain the hierarchy of centres, and the creation of enterprise zones, for example, can have a significant impact on the location of centres. At a macro-level, developers can also be constrained by the availability of land, development control procedures, restrictions on land-use, and requirements to integrate with existing building structures (Guy, 1994).

Brassington and Pettitt (2003:546) state that the choice of location is linked to social and demographic changes, such as increase in car ownership, one "stop" shopping and the rising number of working women with too little time to shop for their families. There are other general factors that also affect the location decision:

- **Catchment**

For a given location, stakeholders of shopping centres need to know the size of the population on which the shopping centre can draw and more specifically, what proportion of that population matches the desired market segment profile (consumers). Davies and Rogers (1984) and Wrigley (1988) express the view that some estimate also needs to be made of the likely average expenditure per customer to see if the shopping centre will generate sufficient turnover, given the likely competitive response to the product or service offerings. Further work may also be undertaken to assess the market's response to shopping centre marketing mix activity. Catchments are not only about the resident population, but about the location's accessibility and proximity to other attractions, such as railway or bus stations, that will generate passing consumer traffic.

- **Type of goods**

Different locations suit different kinds of goods and shopping needs or habits of consumers, for example, the difference between convenience and shopping goods. Convenience goods need to be readily available, geographically close, so people can buy almost at whim. However, shopping goods involve a more deliberate purchasing decision and the consumer is more prepared to travel and invest time and money. Convenience goods, therefore, favour locations with a nearby, dense catchment area or at least a lot of passing, impulse-buying traffic, and shopping goods can be a little more remote, provided that there is the space to present an extensive range of goods for the customer to compare and choose from.

Antonides and van Raaij (1998:412) conclude that location, nature and size of shopping centres are determined by economic-geographic factors such as density and composition of the population in the neighbourhoods and regions. Distribution planning research studies income, age, family size and purchasing power of the population in areas around planned shopping centres. What level of spending on product groups can be expected in the shopping centre? The traffic situation and public transportation facilities are also considered. What is the capacity of supply routes and parking areas? An important question is how far and for how long are consumers willing to travel in order to visit the shopping centre? Shopping centres within a region are competitors. The problem of shopping centre location choice is thus to discover the boundaries of their service areas or target market.

The place or location of a shopping centre, in contrast with other elements of the shopping centre marketing mix, is the least flexible in that it has long-term investment implications in the property. Elements of the shopping centre marketing mix such as price, product, promotion, people, processes and physical evidence, can be changed within a short space of time to meet consumers' requirements. The shopping environment or place of purchase plays an important role in creating the "the shopping experiences" sought by consumers. Consumers want to fulfil their base needs and motive for shopping as quickly and efficiently as possible. Distance, accessibility and location are all inter-related concepts in shopping centre choice. They are different names for the same variable which is the distance separating the potential consumers and the shopping centres. Determining the most suitable location for a shopping centre is one of the most important steps to ensure a successful shopping centre or to minimise shopping centre failure.

2.7.2.3 Promotion

Stakeholders, marketers, managers and tenants of shopping centres have to communicate with their consumers or target market about the shopping centres' product or service offerings. There is usually a wide variety of information which stakeholders, marketers, managers and tenants of shopping centres want the consumers to know about. To attract consumers to shopping centres, the major role players must design effective communication programmes. The programmes will inform consumers about location, web site, product or service offerings, types of shops and special events. The communication with consumers should be effective, informative and persuasive. The process of communication should be managed in a formal and structured way and should fit into the other elements of the shopping centre marketing mix. Stakeholders, marketers, managers and tenants of shopping centres are responsible for the promotional budget, also known as the marketing funds. The money allocated is used for shopping centre promotions. One can choose from a number of techniques to communicate the messages: advertising, sales promotion, public relations, personal selling, sponsorship and printed literature. This communication is known as the promotional mix (adapted from George, 2003:238).

Peter and Olson (2005:426) identify four types of promotion:

- **Advertising** is any paid, non personal presentation of information on a product, brand or business. It usually has an identified sponsor and it's intended to influence consumer behaviour. A well established shopping centre has a well-balanced assortment of tenant mix selected to meet the needs and wants of consumers due to the promotion mix. Advertising must be generated to attract consumers to the shopping centres so that they purchase and consume the shopping centre's offerings. Effective advertising build goodwill and image for the shopping centre to ensure continuous patronage and loyalty from satisfied consumers. Retailer's sales volume will increase and be maintained at a profitable level. Stakeholders, marketers and managers of shopping centres use advertising such as national press, local press, community newspapers, magazines, in-house magazine, outdoor, cinema, television radio, the internet and the World Wide Web to inform consumers about the shopping centre's product and service offerings that are available, to stimulate desire for those offerings. The objective of advertising is to create a desirable image in the minds of shoppers of the various shopping centres.

Advertising has undergone a major change in recent years in South Africa due to social aspects and technological changes.

- **Sales promotion** involves the provision of direct inducements to the consumer to make certain purchases. This may be a temporary price reduction through coupons, rebates, multipack sales, contests, shows or point of purchase taste-tests. According to Cloete (2003:529), sales promotion is an idea designed to attract maximum shopping and co-ordinate tenant events to support their retailing objectives such as sidewalk sales, fashion shows and shopper competitions. Sales promotion objectives must be designed to increase foot traffic, encourage sale of merchandise, create awareness of merchandise categories, stimulate the interest of desire of the consumer with innovative point of sale material and exciting events, and entice the consumer with special offers during special events and to generate tenant co-operation, support, participation and involvement in the relevant activities.
- **Personal selling** involves direct personal interactions between a potential buyer and a salesperson. It can be a powerful promotional method for at least two reasons. Firstly, it may increase consumers' involvement with the product and/or the decision-making process. Secondly, the interactive communication situation allows salespeople to adapt their sales presentations to fit the informational needs of each potential buyer. This adaptation is based on the nature of the product or service offered. Employees of the tenant mix, such as retailers within the shopping centre, will use personal selling as a tool to increase sales of products and services.
- **Public relations** is defined by the Public Relations Institute of Southern Africa (PRISA) as the deliberate, planned, and sustained effort to establish and maintain mutual understanding between an organization and its public (George, 2004:260). Public relations as a promotional tool is an organisation's overall communication effort to establish and maintain favourable relationships between the organisation and its target market whereas publicity is "Any promotional communication regarding an organisation and or its products where the message is not paid for by the organisation benefiting from them". Public relations and publicity must work together to achieve goals. Cloete (2003:531) states that public relations effort is the strategic image-building communication force in a shopping centre, while publicity is the major tool used in the implementation of the public relations strategy. Publicity can provide more information of the shopping centre than advertising at little cost or no cost to the management of shopping centres. Public relations play an important role in shopping

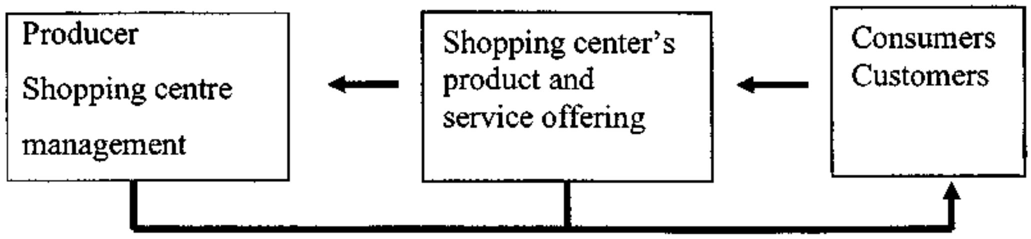
centre promotional strategy. It is generally seen as institutional advertising, which promotes the shopping centre rather than specific products and services and creates an image or communicates a corporate philosophy of the management of the shopping centre.

Pull and Push Strategy for Shopping Centres

Decision about the promotional mix will be greatly influenced by the target audience. The target may be consumers, retailers or middlemen who distribute products and services. The promotional mixes are affected heavily by whether the company or organisation chooses a push or pull strategy. According to Eztel et al. (2004:495) a promotional programme aimed primarily at middlemen is called a push strategy and a promotional program directed at end-users is called a pull strategy. Using a push strategy means a channel member directs its promotion primarily at the middlemen that are the next link forward in the distribution channel. The product is "pushed" through the channel. The producer will promote heavily to the wholesalers, who then also use push strategy to retailers. In turn, the retailers promote to consumers. A push strategy usually involves much personal selling and sales promotion, including contest for sales people and displays at trade shows. This promotion- al strategy is appropriate for many manufacturers of business products, as well as for consumer goods that are undifferentiated or do not have a strong brand identity. In the case of the pull strategy, promotion is directed at end users, usually ultimate consumers with, the intention to purchase the advertise product from the retailers. The retailers, in turn, will request the product from the wholesalers and the wholesalers will order it from the producer. In effect, promotion to consumers is designed to "pull" the product through the channel. This strategy relies on heavy advertising and sales promotion such as premiums, samples, or in-store demonstrations.

The pull strategy can be effectively applied to shopping centres to draw consumers into the shopping centre in order to achieve the goals of the shopping centre management, as indicated in figure 2.2. Stakeholders, marketers, retailers and managers of shopping centres clearly direct their promotional mix such as advertising, sales promotion and public relations towards the final consumers to induce the purchase of the shopping centre's product and service offerings. If the strategy is successful, as it usually is, consumers will approach retailers who constitute the tenant mix of shopping centres for the products and services. The retailers, in turn, will approach the producers. Thus, under a pull strategy, a consumer demand "pulls' the product through the channels. Hence, meaningful consumer research plays a major role in determining when and how the shopping centre's product and service offerings are directed to the consumers.

Figure 2.2 The Shopping Centre Pull Strategy



Source:Peter and Olson, (2005:207)

Special promotions and events should be arranged by the shopping centre management in conjunction with the pull strategy to attract consumers to the shopping centre at different times. Major events could include a January sale, autumn and spring fashion shows, Easter shopping, Christmas shopping and Mother's Day. Special events are art exhibitions, trade shows, and toy and hobby demonstrations. Many shopping centres in South Africa have a regular programme of events and special promotions designed to attract various categories of people. All kinds of events can help to give the shopping centre a good reputation as a place to visit and create an image. However, these special promotions and events should be selected and timed with great care so as not to distract the shoppers from the main purpose of acquiring products and services offered at the centre.

2.7.2.4 Price

Based on the definitions by Strydom, Jooste and Cant (2002:430), Lamb, Jr., at el. (2004:381) and Stydom (1999:226), price is the sum of the values or benefits of using the product or service by consumers in exchange for a sum of money, thus fulfilling the need satisfaction that consumer' receive.

Price plays a significant role in price determination of shopping centre product and service offerings. To some consumers, the price of the product or service is the single most important factor in a purchase decision. The value created in this way can be described in the following equation: Customer value = Customer benefits received minus customer costs (Cant, Brink and Brijball, 2002:27). Consumers are most likely to use price-related tactics such as buying the cheapest, buying the brand on sale or using coupons when they perceive few differences amongst brands. Consumers can use different types of money-saving strategies such as bottom-line price shoppers, deal or bargain shoppers and value for money shoppers. Consumers use price to judge product or service quality. Higher price means higher quality and lower price means poorer quality. (Hoyer and MacInnis, 2004:262). Price plays an important role in the supply or demand of products or services.

On the other hand, price represents something else to the stakeholders, marketers and managers of shopping centres such as revenue from rent or return on investment. Cloete (2003:568) states that shopping centres offer the following rewards to the investor:

- Income and capital growth through rental and turnover clauses;
- Hedge against inflation – rents follow inflation in the long run;
- Physical exposure – having a shopping centre carrying the institution's name, to create a brand image; and
- Portfolio distribution and risk distribution. Geographical area between property types and between other investment avenues such as shares and gilts.

To the business, price is important because it relates directly to the business's income and profitability:

- Profits = total income – total costs
- Profits = (price x items sold) – total costs

Although pricing decisions are important, businesses differ in their approach towards price as an instrument of the marketing mix. The measure of importance attached to pricing is influenced by whether the business emphasizes price competition and whether the business is a price taker or price maker. In the case of price competition, a business emphasizes price as an issue and actively strives to match or beat the prices of competitors (Strydom Jooste and Cant, 2002:430). Non-price competition occurs when the business does not emphasize price as an active marketing tool, but rather emphasises product features, service quality, packaging, brand name and promotion.

2.7.2.4.1 The Meaning of Price

Price can be defined in many ways and can take many forms. Table 2.4 lists a number of different forms of price and exchange received in return, that define the price relationship.

Table 2.4 Forms of price

TERM	WHAT IS GIVEN IN RETURN
Price	Product or service
Tuition fee	Education
Rent	Place to live
Interest	Use of money
Fee	Professional services
Fare	Transport
Toll	Use of roads
Rate	Hotel rooms
Dues	Membership
Commission	Salesperson's services
Salary	Work (monthly)
Wage	Work (hourly)
Bribe	Illegal actions
Shopping centre rent	Space to conduct business

Sources: Adapted from from Strydom et al., (2002:429)

To earn a profit, stakeholders, marketers and managers of shopping centres must choose a price (rent) that is not too high or too low, a price that equals or exceeds perceived value to the target consumers/ customers. If the price is too high in the consumer's mind, the perceived value will be less. Therefore, marketing opportunities will be lost.

Pricing decisions and objectives should be monitored and evaluated in the business environment continuously to allow for adjustment when required i.e. supply and demand of shopping centre space or area. Price must be co-ordinated with the other elements of the marketing mix to form a consistent and effective marketing programme. Due to the nature of the shopping centre industry, price is perhaps the most complicated of all the elements of the marketing mix. As the crucial component of the marketing mix, price must be acceptable to the tenants and shoppers of the shopping centre and it must reflect the other elements of the marketing mix. Many shopping centres have a range of product or service offerings at various price levels designed to meet the needs and wants of tenants and consumers that have different levels of spending power. The range or assortment of the tenant mix in shopping centres is widely recognised as a key in determining the image of a shopping centre, its "general price level" and its ability to attract and retain consumers.

2.7.2.5 People

According to Zeithamal and Bitner (2003:24), human actors play a part in service delivery and thus influence the buyer's perceptions, namely, the firm's personnel, the consumers and other people involved in the service environment or business. In today's competitive business environment, companies in all industries have been forced to realize the importance of customer care. This realisation is particularly vital in the shopping centre industry, which is often described as a 'people industry'. There are two groups of people in shopping centre marketing: the guests (consumers) and the hosts, that is, the employers and employees who are employed in the shopping centres. This definition reiterates that 'people' as the fifth component of the shopping centre marketing mix applies not only to employees, but also recognizes the role that consumers play in service delivery. People are an essential element in both the production and delivery of all product and one space service offerings. In addition, efficient people are becoming an avenue where organizations differentiate themselves on the basis of superior service to gain a competitive advantage in the marketplace. The success of an organization's marketing activities is closely linked to the selection, training, motivation, and management of people. Hence, there has been greater interest in internal marketing. Stakeholders, marketers, managers and retailers of shopping centres should understand the roles of all of the people involved in the marketing of their offerings, namely the organization's employees, the consumer and other role players in the shopping centre environment (George, 2004:307).

All the employees in the organisation have a crucial role in the organization's marketing process, whether it is the front-line employees or those supporting them behind the scenes. Clearly, some employees are going to play more of a role than others, depending on the situation and level of interaction they have with consumers. Understanding the underlying factors that influence consumer attitudes and patronage behaviour within shopping centres can help stakeholders, marketers, shopping centre managers and retailers define the characteristics of shopping centres in ways that enhance the shopping experiences by going beyond meeting basic consumer needs, wants and desires.

2.7.2.6 Physical evidence

As noted by Zeithamal and Bitner (2003:25), physical evidence is the environment in which the service is delivered and where the firm and the customer interact, and where tangible components facilitate the performance or communication of the service.
The intangible nature of a service means that potential customers are unable to judge a service before it is consumed, increasing the riskiness inherent in a purchase decision. An important element of the marketing-mix strategy is, therefore, to reduce this level of risk by offering tangible evidence of the nature of the service. This evidence can be manifested in various ways:

- The shopping centre programme which can describe and provide information of the important aspects of the shopping centre;
- The design and physical layout of the shopping centre;
- The appearance of staff at the shopping centre as well as the retailers' staff;
- Décor, signage, temperature control, acoustics, equipment; and
- The size of the shopping centre gives evidence of the product and service offerings.

Shopping centre product and service offerings are intangible and as they are produced and consumed at the same time, they are inseparable. Consumers, therefore, usually look for tangible evidence to evaluate the offering before purchasing. They also use physical evidence to assess their contentment of the offering during and after consumption.
A clean and bright environment within a shopping centre can help to reassure potential consumers to make purchase and consumption decisions with confidence. The physical

cues are ways in which stakeholders, marketers, managers and retailers of shopping centres can communicate with their consumers. The cues include any material that the consumer can see, feel or use such as design and lay out of the shopping centre or its product and service offerings.

2.7.2.7 Processes

Processes are the actual procedures, mechanisms, and flow of activities that ensure service delivery and proper operating systems. The actual delivery processes that the consumer experiences or the operational flow of the service, also gives consumers evidence to judge the service. Zeithaml and Bitner (2003:24) state that some services are very complex, requiring the consumer to follow a complicated and extensive series of actions to complete the process. Shopping centre consumers are affected by the manner in which staff or employees of the shopping centre or retailers treat them, for example, how much time they spend queuing at till points to pay for the products in a shop. Since a shopping centre experience encompasses the whole flow and mix of activities from the beginning to the end of all shopping activity, it will be determined by the consumer's overall shopping experience. Strydom (2004:196) states that the actual way in which the service is satisfactory or not, means that the production of service is an important part of marketing. The processes in an organisation, therefore, need to be designed from the customer's point of view. Too many procedures and processes are designed from the organisation's point of view, as a means of making the administration easier or the financial allocation of profit or expenditure easier, often to the detriment of good customer service.

This study, therefore, also examines the nature of the marketing mix, the understanding of retailing, consumer behaviour and the challenges involved in shopping centre management in South Africa. According to Kirkup and Rafiq (1999:119-133), shopping centres face particular challenges in consumer marketing and it is appropriate to review these challenges within a marketing mix framework. Various frameworks have been proposed in the literature. McCarthy (1964) states that the marketing mix or traditional concept of the 4p's and its specific adaptations for service marketing (Booms and Bitner. 1981). In the context of shopping centres, Howard (1995) has proposed a mix of three "manageable" elements, namely, access or accessibility, range and specialisation and internal environment and service. However, a review of the literature, suggests that it is necessary to extend Howard's mix to include additional aspects of marketing. Elements can be borrowed from Booms and Bitner's (1981) 7ps mix, but there is a need to re-label and sub-divide some elements to more comprehensively cater for the uniqueness of shopping centres. For example, price needs to be adapted as shopping centres do not charge directly but indirectly for the service they provide.

It is assumed that consumers select shopping centres not only by virtue of its distance from home but also on other shopping centre characteristics and the shopping centre marketing mix. Marketing of shopping centres requires shopping centre management to monitor the internal and the external environment, to adjust the shopping centre's product and service offerings so that consumers' needs and wants are fulfilled, thereby facilitating the shopping centre in meeting its own goals and objectives. Cloete (2003:519) asserts that an effective marketing plan is the foundation for the successful promotion of any shopping centre. The plan requires a commitment from the centre's landlord and ongoing support from all parties connected with the centre. The marketing plan must be a working tool for the entire staff. It should be easily accessible, regularly monitored, re-evaluated quarterly and updated annually.

There is no single marketing strategy that suits stakeholders, marketers, managers and retailers of shopping centres. Each shopping centre management has to formulate its own strategy and implement it by selecting the correct marketing mix elements to achieve the desired differential advantage and goals of the shopping centre. This strategy is an important task since the shopping centre's combination of marketing mix elements will determine the shopping centre's overall image, the type of consumers, shopping centres' product and service offerings, the tenant mix and their ability to differentiate themselves from competitors.

According to Barnes (2002:11), shopping centres in South Africa are increasingly utilising the marketing opportunities offered by various kinds of entertainment activities, not only to draw consumers to the centres, but also to build possible long-term relationships. These relationships will become imperative in determining future marketing strategies for shopping centres.

According to Kirkup and Rafiq (1999:2-3), the nature of the marketing task is significant in the way centres are developed, owned and managed, and by the range of 'customers' that have to be satisfied, often with conflicting objectives. The consumer- marketing task for the managed shopping centres can be defined as offering a service for targeted consumers to gain convenient access to a desirable mix of retailers within a managed environment that provides a satisfying and safe shopping and leisure experience.

2.8 Conclusion

The challenging shopping centre industry is undergoing major changes. The dramatic changes that have been taking place in the physical environment in the consumer's demographic patterns and trends with psychographic factors with the development in the types of retailing outlets, with economic patterns and trends, with technological developments, with the competitive environment, with the changing political and legal environment and the extent to which capital is employed, calls for the effective management of shopping centres and a judicious combination of the 7 elements of the marketing mix.

Without customers, there is no business. Theodore Levitt said: 'The purpose of a business is creating and retaining a customer" (Buckley, 1997:191). The whole basis of marketing of a shopping centre is to put the customer at the centre of all activities; this is really the only logical approach to the problem of consumer choice of shopping centres. As long as consumers have choices and as long as the world operates in an economy of plenty, consumer behaviour will be of paramount importance to marketers, management and stakeholders of shopping centres. The next chapter will examine the relationship between the shopping centre, retailing and consumer behaviour.

CHAPTER THREE

SHOPPING CENTRES AS SITUATIONAL INFLUENCES ON CONSUMER BEHAVIOUR

3.1 Introduction

Consumer behaviour and retailing operates within an increasingly dynamic and challenging business environment. Retailers, marketers, stakeholders and management of shopping centres are searching for new marketing mix strategies (product, price, promotion, and place) to attract and retain consumers for their survival and to build long – term customer relationship management (CRM) for repeat purchases. Retailing is important for the study of consumer behaviour because it provides the ultimate test of the effectiveness of consumer research and the marketing mix strategy. Since the understanding of consumer behaviour is so significant to the major role players in the shopping centre industry, Blackwell et al. (2006:37) conclude that marketers examine demographic trends, personal and group influences, consumers' knowledge, attitudes and motivations as well as consumer needs, wants and lifestyles. This chapter will focus on the importance of shopping centres as situational influences on consumer behaviour.

3.2 Consumer Behaviour

Consumer behaviour is defined as activities people undertake when obtaining, consuming and disposing of products and services. By understanding consumer activities, it becomes easier to develop marketing strategies to influence consumers once the marketer knows the reasons why people buy specific products or brands (Blackwell, 2006:4). The study of consumer behaviour looks at the way in which consumers make decisions to spend available resources, such as money, time and effort on buying products. This is important to marketers and stakeholders of shopping centres as it helps to understand and predict buying behaviour.

3.3 The New Consumer

Any organization, firm or business that wishes to be successful in the marketplace must consider the consumer as the core component of their decision – making activities such that the customer feels like he / she is the "King" or "Queen". If a business intends to remain viable and competitive within the present macro environment, it has to be cognisant of the implications of consumer behaviour, that is, why and how people buy in addition to why and how people use products or service. Marketers are now confronted with a new kind of consumer, one that has variously been described as active, knowledgeable and post modern. According to Baker (2003:2), the New Consumer (young adult between 18-25 years old), is a creature distinctly different and identifiable from its predecessors. For this New Consumer, time is a precious commodity, especially as life has become increasingly complex. In their purchasing behaviour, the New Consumers now look for brand experiences over and above bundles of features and benefits. They are more marketing literate and computer knowledgeable than ever before. New consumers inhabit an interactive marketplace characterized by high levels of heterogeneity, which disputes the assumptions of conventional marketing thinking.

Specifically, for the purposes of this study, the focus is on the situational factors influencing consumer behaviour in respect of the choice of shopping centres. Researchers, marketers, stakeholders and management of shopping centres observe the behaviour of the consumers, but cannot witness the consumer's actual decision-making process of which shopping centres they visit. Understanding consumers' needs and behaviour is essential to developing effective overall marketing strategies. It is also imperative to understand shoppers' needs and shopping behaviour for retailers to meet today's market challenges. This is necessary in developing a thorough understanding of what changes have occurred in mall patrons' shopping and purchase behaviour (Brink et al., 2004:12).

3.4. Consumer Behaviour Research

It is not possible for marketers to anticipate and react to consumers' needs and wants effectively without a thorough knowledge and complete understanding of consumer behaviour. To discover consumers' current needs is a complex process. Consumer research is an ongoing process to monitor consumer's needs and wants. This process enables marketers to find solutions to consumers' problems. Learning about consumers is the key to implementing the marketing concept and the marketing mix.

According to North and Kotze (2004:30), managers of shopping centres employ various marketing strategies and tactics to make the shopping experience as enjoyable as possible for the consumers. Therefore, the current macro-environmental changes and developments taking place in the shopping centre industry in South Africa are vitally important to researchers who are keen to understand the effects of these changes as they relate to building partnerships with consumers.

According to Peter & Olson (2005:9), there are three major approaches to studying consumer behaviour:

- The **interpretive** approach is relatively new in the field and has become quite influential. It is based on theories and methods from cultural anthropology. This approach seeks to develop a deep understanding of consumption and its meanings. Studies use long interviews and focus groups to understand such things as what products and services mean to consumers and what consumers experience in purchasing and using them.

- The **traditional** approach is based on theories and methods from cognitive, social and behavioural psychology, as well as sociology. This approach seeks to develop theories and methods to explain consumer decision-making and behaviour. Studies involve experiments and surveys to test theories and develop insights into such things as consumer information processing, decision processes, and social influences on consumer behaviour. This approach has had a profound impact on marketing thought, with some researchers focusing on theory testing and others investigating the impact of marketing strategies on consumers.

- The **marketing science** approach is based on theories and methods from economics and statistics. It commonly involves developing and testing mathematical models to predict the impact of marketing strategies on consumer choice and behaviour. This approach has become a mainstay in the consumer packaged goods industry because it can handle large scanner data sets in an efficient manner to help solve marketing problems.

All three approaches have value and provide insight into consumer behaviour and marketing strategies in different ways and at different levels of analysis. Information from all three approaches will be integrated into the study of shopping centres. It can therefore be seen that the highly competitive nature of the shopping centre industry calls for innovative and effective marketing and retail strategies by stakeholders, managers and retailers to attract consumers to their stores and shopping centres. Swarbrooke and Horner (2003:6) believe that, in most cases, the purchase or consumer decision-making process will have some elements of the three perspectives. It is, therefore, useful to examine consumer behaviour from each perspective to fully appreciate the impact of logical decision-making of feelings, emotions and environmental influences on consumer behaviour which are those activities directly involved in obtaining, consuming and disposing of products and services including the decision process that precedes and follows these actions.

Hanna and Wozniak (2001:9) state that consumer research consists of the diverse and systematic methods that the marketer employs to investigate the internal, environmental, and social factors that affect consumer decisions and exchange processes. Marketers, stakeholders and the management of shopping centres need a knowledge of measurement techniques in buying behaviour because research inputs are crucial for market information systems, decision-making and strategic planning (du Plessis & Rousseau, 2003:21). In order to use information, given the increasingly competitive environment, and the continuing growth of the improvement in information technology, marketers need a thorough understanding of the types of information available, and how this information is derived.

The consumers' purchase is the result of an interaction between a firm's activities and the consumers' demography, psychology and sociological characteristics. Mowen and Minor (2001:25) state that market research may be defined as applied consumer research designed to provide management with information on factors that impact on consumers' acquisition, consumption and disposition of goods, services and ideas. Through consumer research, the link is established between a shopping centre and its consumers (consumer profile). Needs and wants of the consumers are established first and marketing strategies are developed to satisfy those needs and wants at a profit for marketers, managers and stakeholders of shopping centres.

Researchers have a number of techniques at their disposal, but they will broadly have two main aims: to determine consumers' attitudes, or to determine their behaviour. Buckley (1997:188) noted that determining consumer behaviour may be divided into two categories, namely, discovering the consumers' past behaviour, which can usually be easily found out through surveys, and discovering what consumers' future behaviour might be, which is more difficult to determine. The goal of consumer research is to understand the process of selecting, purchasing, using and disposing of goods and services within various shopping centres.

Stakeholders, marketers and managers of shopping centres conduct consumer research to segment markets and profile those consumers who constitute the target market. The information obtained helps to identify consumer profiles. It helps to identify consumers' beliefs, attitudes, intentions and behaviour with regard to shopping centre patronage. In order to obtain consumer profiles, it is very important that stakeholders, marketers and managers of shopping centres undertake research into segmentation, targeting and positioning (STP) strategies. These interrelated processes should be combined with the decision-making variables of shopping centres and need to be transformed into a marketing strategy.

3.5 Market Segmentation, Targeting and Positioning with regard to the Shopping Centre

Marketers operating in an industry are faced with numerous variables and changes, all of which manifest themselves as opportunities, threats, strengths and weaknesses. The shopping centre industry is no exception. Market segmentation, in the context of retailing, can be defined as the process of dividing the total retail markets into subsets, whereby the potential segments have common characteristics which lead to similar demands for a type of shopping centre, store format, product mix and service (Gilbert, 1999:201). It follows that retailers should be concerned with the examination of the marketplace to identify those groups which can be differentiated on the basis of shopping habits, desired shopping experiences and demand patterns and needs. Du Plessis and Rousseau (2003:10) define segmentation as being important in customer analysis because understanding the customer will allow the marketer to identify the bases to be used for segmentation and to select the target market more meaningfully. Blythe (1997:151) concludes further that market segmentation is the process of identifying a group of consumers with similar needs and wants, and then producing a product that will meet those needs at a profit. It has a simple basis in logic, that is; no single product will appeal to all consumers. A profile of customer segments can be developed based on the target market's age, income, desired benefits, gender, geographic location, size, lifestyles, attitudes and opinions as represented in table 3.1. The marketer will then be in a better position to communicate with the target market and will be better able to market its product offerings effectively. A sound marketing programme starts with identifying the differences that exist within a market, a process called market segmentation, deciding which segments will be pursued as target markets, and selecting a competitive position that will be conveyed to customers through the marketing mix. However, if the market is correctly segmented, a better fit with customers' needs shall actually result in greater efficiency. For segmentation to be effective: (1) the bases for segmentation must be measurable with obtainable data, (2) the segments identified must be accessible through existing marketing institutions, and, (3) the segments must be large enough to be potentially profitable.

Table 3.1 Profile of Consumer Market Segmentation

Consumer Characteristics		
Demographics		
Age	Education	Marital
Gender	Family size	Occupation
Race	Nationality	Religion
Income	Life stage	Living arrangement
Psychographics		
Activities	Interests	Opinions
Purchase and Consumption		
Behaviours		
Shopping location preferences		
Frequency of purchase	Brand loyalty	
Media used	Benefits sought	
Price sensitivity	Hw used	
Values	Rate of use	
Culture		
Personality		
Geographical Characteristics		
National boundaries		
State and regional boundaries		
Urban versus rural areas		
Situational Characteristics		
Work versus leisure usage		
Time		
Where used		

Source:Blackwell and Miniard, (2006:43)

A market segmentation or segmentation model is the end-result of that process and in its basic form consists of a classification of consumers into segments, accompanied by a description of each one. According to du Plessis et al. (2003:331), a marketing strategy needs to be formulated after the marketing objectives have been set. Strategy formulation will take place via the integrated process of segmentation, targeting and positioning (STP) as well as the value-mix. After segmentation, the marketer must assess the market potential of each segment and select one or more segments to target with specific brand and promotional appeal. The marketer must position the brand in such a way that it is perceived to satisfy the needs of the target consumers better than competitive offerings. The marketer must develop a unique appeal for the brand in the mind of the consumer and position the brand as satisfying particular needs of consumers. Undoubtedly, personality reflects a person's traits, attitude and habits (Lamb, Jr., et al., 2004:171), which influences shopping centre patronage in a significant way. Brand loyalty, or the extent to which a consumer purchases the same brand instead of other brands in the same product category, is an important tendency to monitor. This importance stems from the impact of loyalty on the firm's promotional strategies. Therefore when applied to shopping centres, the number of visits or trips by a consumer to a particular shopping centre would constitute brand loyalty to that centre. It is necessary to formulate a strategy for the chosen target market based on the characteristics of the consumers in that specific market, as represented in table 3.2.

Table 3.2 Matrix of Segmentation, Positioning and Planning in Consumer Behaviour

Market segmentation	**Positioning**
1. Identify customer needs and segment the market. 2. Develop profile of resulting segments.	1. Identify differential advantage for each segment. 2. Formulate the value-mix.
Target marketing	**Marketing planning**
1. Evaluate attractiveness of each segment.	1. Develop marketing plan for each segment.
2. Select target segments.	2. Develop marketing organisation.

Source:du Plessis and Jooste, (2003:55)

The general trends in society and the marketplace have led to a number of changes in the target market which create viable opportunities for stakeholders, marketers and managers of shopping centres. Changes in disposable income for the new consumer have led to the opportunity for the positioning of shopping centres such as Gateway, The Pavilion, Musgrave, The Workshop and other shopping centres found in greater Durban area.

For the segments to be useful, they should possess the characteristics of measurability, accessibility, and substantiality (Wilmshurst and Mackay, 2002:98). Mowen and Minor (2001:29) note that for the measurement criterion, stakeholders must be able to assess the segment's characteristics, needs, and wants via various demographics, psychographics, attitude, and personality measures. In order for a market segment to meet the accessibility criterion, customers must be reachable via the marketing mix. That is, if a market segment cannot be reached in order that it receives promotional messages and the product itself, the market segment is not a viable or potential target. Finally, the segment must be substantial enough in size and income to generate sufficient sales for it to be managerially useful. The advantage of segmentation to a company is that the marketing mix or 7ps can be tailored to meet the needs and wants of homogeneous subsets of customers. Since these subsets of consumers may have unique needs and wants not shared by larger groupings of consumers, the total market potential for a general class of product may be expanded. Therefore, different types of shopping centres cater for the various types of target markets.

Stakeholders, marketers and managers of shopping centres are interested in information about purchase situations, consumer decision making, buyers, product use, customer loyalty, target market and customer satisfaction. Stakeholders attract consumers to shopping centres through the promise of a wide assortment of stores and merchandise available in a single location. Over the years, shopping centres have grown larger and their one–stop convenience has expanded to include service outlets and entertainment providers. In today's competitive environment, some of the most important questions that marketers must answer are: who are their company's customers? What are their characteristics? How geographically dispersed are they; why; where; and when do they purchase the firm's products? The information marketers need to understand about consumers is where they purchase a product, how often they buy it, how they pay for it, and the way they choose between alternative brands, that is, the selection of shopping centres. Such knowledge is essential before any marketing activity can be undertaken. Intense competition in today's marketplace has motivated many companies to adopt innovative practices such as total quality management (TQM) and customer satisfaction assessment techniques to gain a competitive edge. TQM involves adjusting the firm's products to ensure customer satisfaction. Therefore total quality management is also applied in the shopping centre industry, that is, total shoppers' satisfaction of the product and services offered within the shopping centre.

3.6. A Framework for Consumer Analysis

According to Peter and Olson (2005:21), a framework exists for researching, analyzing and understanding consumers to help marketers to develop more effective strategies. The framework is a general one that can be used to analyse any consumer behaviour issue facing marketers, from developing new products and services to improving strategies for existing products and services. This framework is called the Wheel of Consumer Analysis. figure 3.1 displays the three parts of the Wheel of Consumer Analysis, namely, Consumer Affect and Cognition, Consumer Behaviour and Consumer Environment.

Figure 3.1 The Wheel of Consumer Analysis

Source:Peter and Olson, (2005:22)

Figure 3.1 presents the three elements for consumer analysis and the relationships among them. Each element is critical for developing a complete understanding of consumers and selecting strategies to influence them. Peter and Olson (2004:21) explain these elements in the following manner:

1. **Affect** refers to consumers' feelings about stimuli and events, such as whether they like or dislike a product. Responses can be favourable or unfavourable and vary in intensity.

   Cognition refers to consumers' thinking, such as their beliefs about a particular product. It also refers to the mental structures and processes involved in thinking, understanding and interpreting stimuli and events. Cognition includes the knowledge, meanings and beliefs that consumers have developed from their experiences and stored in their memories. It also includes the processes associated with paying attention to and understanding stimuli and events, remembering past events, forming evaluations, and making purchasing decisions and choices. Although many aspects of cognition are conscious thinking processes, others are essentially automatic. Marketers often try to increase consumers' attention to products and their knowledge about them

2. **Behaviour** refers to the physical actions of consumers that can be directly observed and measured by others. It is also called overt behaviour to distinguish it from mental activities, such as thinking, that cannot be observed directly. A trip to the shopping centre involves behaviour, deciding whether to go there is not an overt behaviour because others cannot observe it.

3. The consumer **environment** refers to everything external to consumers that influence what they think, feel and do. It includes social stimuli, such as the actions of others in cultures, subcultures, social classes, reference groups, and families that influence consumers. It also includes other physical stimuli, such as stores, products, advertisements, and signs that can change consumers' thoughts, feelings and actions. Here the environment will be the regional shopping centres in the Greater Durban Area and the manner in which location plays a role in selecting their chosen shopping centre.

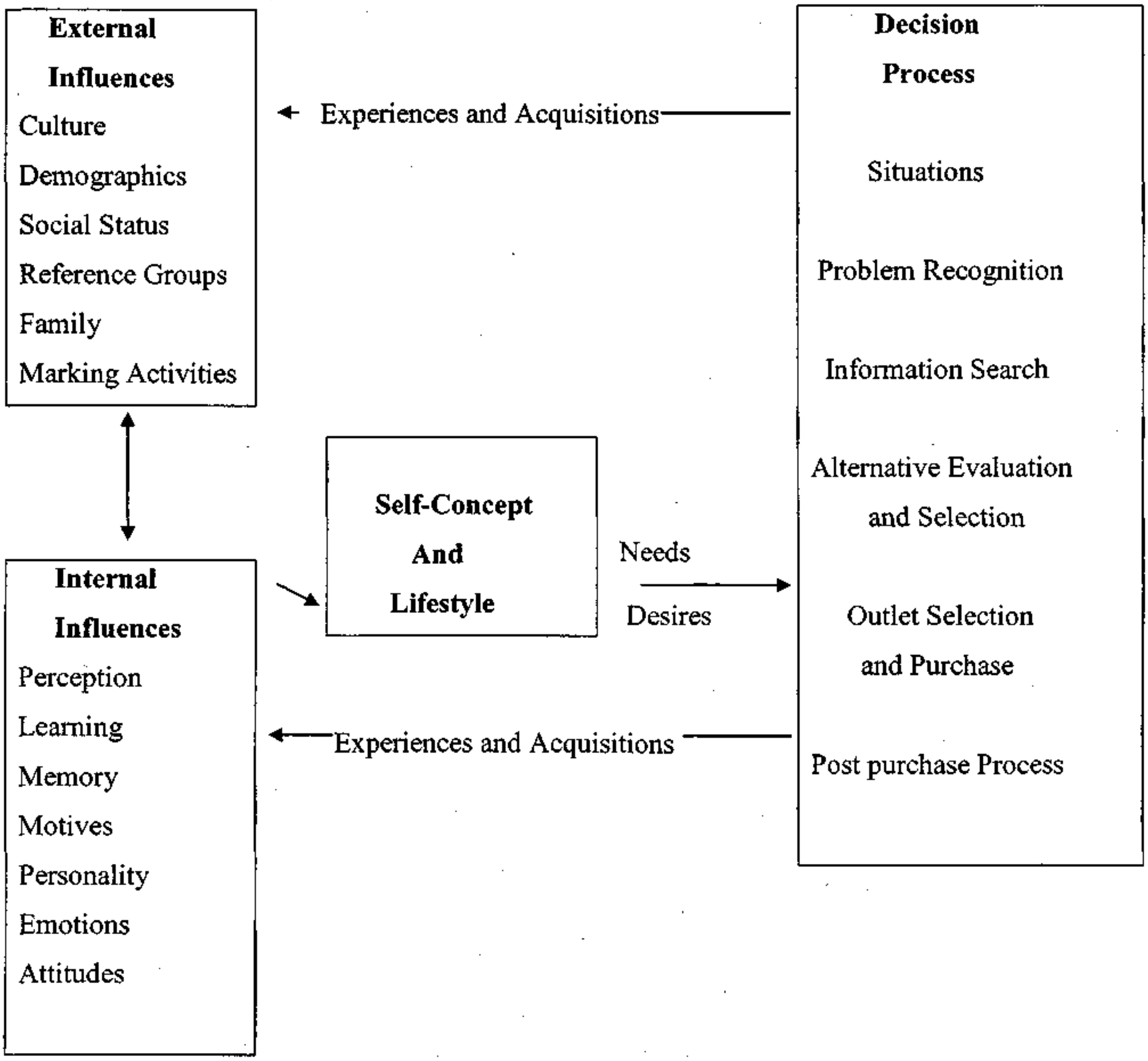
In figure 3.1 each of the three elements is connected by two- headed arrows signifying that any of them can be either a cause or an effect of a change in one or more of the other elements. Consumer analysis includes an evaluation of four interrelated dimensions, namely, cognition, behaviour, environment and marketing strategies, in order to obtain a profile on the target market (Cant, Brink and Brijball, 2002:173). This analysis enables marketers, managers and stakeholders of shopping centres to build customer's profile of the target market. Strydom et al. (2002:173) conclude that behaviour can be seen as a decision- making process that takes the form of problem-solving behaviour. This process is not a single activity or step. Rather, customers need to identify and evaluate choices, explore the results of particular actions and analyse the consequences of their behaviour after they have bought something. This process means that customers do not just buy objects, but solutions to problems.

Despite the importance and the impact of consumer behaviour on shopping centres when developing marketing strategies, not much consumer research has been conducted in South Africa on this topic. This study attempts to fill part of this gap, by suggesting that consumer's needs and wants should receive increased special attention from marketers, managers and stakeholders of shopping centres. In order to be successful with the consumers today, it is important to intensively listen to consumers and understand their requirements. The more information that marketers can obtain about consumer behaviour, the greater their ability will be to design attractive marketing strategies and build long customer relationships.

3.7 The Nature of Consumer Behaviour

According to Hawkins, Best and Coney (2004:26) the conceptual model (figure 3.2) is used to capture the general structure and process of consumer behaviour. However, the figure does not contain sufficient detail or beliefs to predict particular behaviours.

Figure 3.2 Consumer Behaviour Model



Source:Hawkins et al., (2004:27)

Individuals develop self-concepts and subsequent lifestyles based on a variety of internal characteristics (psychological and physical) and external (sociological and demographic) influences. Self-concepts and lifestyles produce needs and desires, many of which require consumption decisions to satisfy these needs. As individuals encounter relevant situations, the consumer decision process is activated. The experiences and acquisitions resulting from this process in turn influence the consumers' self-concept and lifestyle by affecting their internal and external characteristics.

While the consumer behaviour model (figure 3.2) is simple, it is both conceptually sound and intuitively appealing. The way consumers try to live is determined by internal factors (personality, values, emotions and memory) and external factors (culture, age, friends, family and subculture). These factors in turn translate into desires and needs that are joined to the multitude of situations that consumers encounter daily. Many of these situations may result in a purchase. Decisions-making process will affect learning and may impact internal and external influences (figure 3.2) that will change or reinforce consumers' current self-concept and lifestyle.

Consumer behaviour, depicted in figure 3.2, seems simple, structured, conscious, and mechanical. Unfortunately, consumer behaviour is frequently complex, disorganised and non-conscious, thus making it difficult for marketers to understand consumer behaviour. In figure 3.2, these individual factors are also known as internal determinants or basic determinants. Consumers' needs, motives, attitudes, perceptions and learning abilities and their personalities determine their consumption decisions and behaviour. Cultural and social influences from the external environment also affect consumers' decision-making process and behaviour. These external determinants are also known as group factors and include the cultural group, reference groups, the family, and the social class system. If marketers wish to formulate a successful marketing strategy (product, price, promotion and distribution strategies), they need to be familiar with the influence of internal and external determinants of the behaviour of consumers in a specific target market (Hawkins, 2004:28). Strydom (2004:39) expresses the view that group factors (family, culture, social class and reference group) and the individual factors (motivation, perception, learning, attitude, personality and lifestyle) influence the consumer's decisions-making process about what products to buy, what prices to pay and which stores or shopping centres to patronise.

3.8 Consumer Decision -Making Process

The success and survival of any type of business depends on the development of an effective customer relationship management (CRM) as well as effective marketing mix. Since marketing activities focus on consumers, it is necessary to analyse and understand the complex activities of consumers. Therefore, consumer behaviour has a great impact on the decision-making process that takes the form of problem-solving behaviour or solutions to problems, needs or opportunities. Peter and Donnelly (2006:50) mention that there are three types of decision-making, which can vary in terms of how complex or expensive a product, or service is and how involved the consumer is in purchasing it:

- **Intensive decision-making** requires the most time and effort since the purchase involves a highly complex or expensive product or service that is important to the consumer such as a car, house or computer.
- **Limited decision- making** is more moderate but still involves some time and effort searching for and comparing alternatives for the purchase of clothing or DVD movies. Consumers may visit several shops and compare different products and prices before making the final choice or purchase.
- **Routine decision-making** is the most common type and involves the way consumers purchase convenience goods. These goods are simple, inexpensive and familiar. Consumers have often developed their favourite brand that they purchase without much deliberation such as cool drinks, chocolates and cigarettes. These are low-involvement products and they are competitively priced.

Consumer problems may be either active or inactive. An **active problem** is one that the consumer is aware of or will become aware of in the normal course of events and it requires the marketer to convince consumers that its product or service is the superior solution. An **inactive problem** is one that the consumer is not aware of. This requires the marketer to convince consumers that they have a problem and that the marketer's product or service is a superior solution to the problem. Hawkins, Best and Coney (2004:507) submit that convincing customers is a much more difficult task.

A decision involves a choice "between two or more alternative actions or behaviours". Decisions always require choices between different meaning behaviours. The key process in consumer decision-making is the integration process by which knowledge is combined to evaluate two or more alternative products or behaviours and then to select one. Peter and Olson (2005:165) believe that the outcome of this integration process is a choice, represented cognitively as a behavioural intention. Hawkins et al. (2004:500) define the term consumer decision-making as an image of an individual carefully evaluating the attributes of a set of products, brands or services and rationally selecting the one that solves a clearly recognized need at the least cost. Everyday, consumers make numerous decisions concerning every aspect of their daily lives. Consumers make these decisions without thinking about how they make them and what process is involved in the decision- making process.

A decision is the selection of an option from two or more alternative choices of shopping centres or products that will satisfy consumer's needs and wants. A detailed discussion on how consumers utilize the consumer decision- making process to make their final choice of a shopping centre or products is warranted. According to Rix (2003:97), consumer marketing is difficult. The reason is that consumers are complex and constantly changing. Not only is it difficult to anticipate which marketing programme will work, but also what works today may not work tomorrow. To deal with the marketing environment and make purchases, consumers engage in decision-making. One way to look at this process is to view it as problem - solving. For example, if one is bored and asks "How do I solve my need for entertainment in a shopping centre"? This information is drawn from the subconscious mind and used in the selection process to arrive at the final choice.

Figure 3.3 Depicts the consumer decision-making process, as well as the four main forces that influence consumers as they go through the process.

The buying process consists of the following five stages:

1. **Recognition** of an unsatisfied need, for example, a woman sees an advert for cars and realises she needs/wants to update her car.

   Or

   Problem recognition – the consumers recognise that they have a need that they want to satisfy.

2. **Identification of alternate ways** of achieving satisfaction- she considers sports models and station wagons (for different reasons).

   Or

   Search for information - consumers look for information about possible solutions in the external environment, or use the information they have stored in their memory.

3. **Evaluation of alternatives**- consumer gather information from brochures and consider various makes of the two alternative vehicle types, price, convenience, prestige and personal style.

   Or

   Evaluation of alternatives - consumers evaluate or assess the various alternatives, using all the information they have at hand, together with their experience, and come to a decision.

4. **Purchase decision**- finally consumers decide on a sports car and makes choices on brand, price, dealer, colour.

   Or

   Buying – consumers buy the item they have chosen.

5. **Post- purchase behaviour**- consumers wonder if they have made the right decision. This is called post- purchase dissonance or cognitive dissonance and it occurs because the chosen path has some negatives and the non- chosen ones have some benefits.

   Dissonance usually increases as:

- The rand value of the purchase increases;
- The relative attractiveness of the unselected alternatives increases; and
- The relative importance of the decision increases (buying a house or car creates more dissonance than buying an ice-cream).

  Or

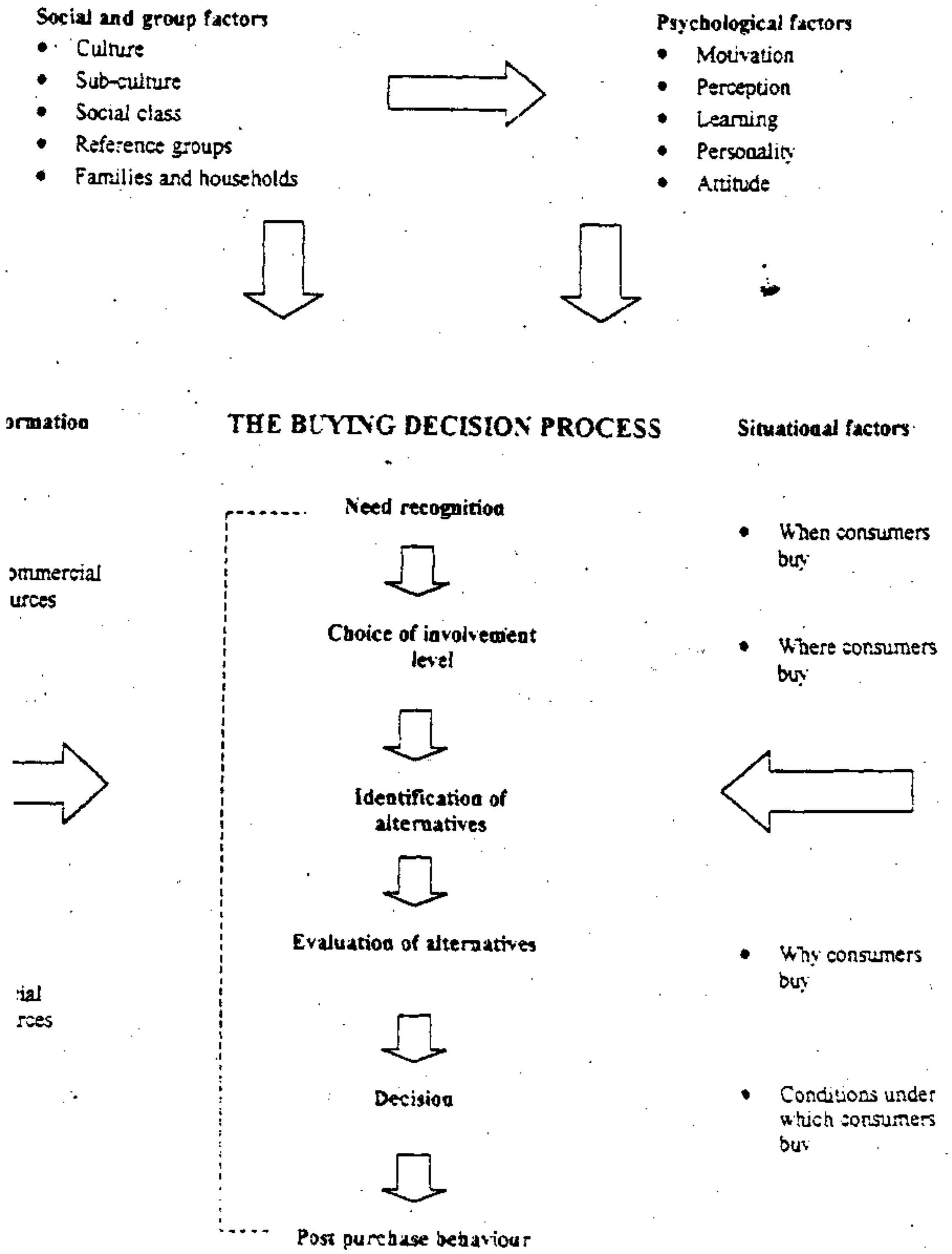
  Post-buying evaluation - consumers use the product and evaluate whether they are satisfied with it, and whether it satisfied their need.

Sources: Cant et al., (2002:176)

The commercial environment comprises marketing organisations which impacts significantly on the consumer decision- making process. The social information (family, friends, acquaintances and by word of mouth advertising) which determines the consumers' knowledge of products offering. Marketers recognize the power of social information and often try to stimulate it through their commercial messages by using advertisements that show entertainment in a shopping centre or "one stop" shopping.

According to du Plessis and Rousseau (2003110), marketers believe that consumers make rational choices. Consumers consider all alternatives and choose those that give them the greatest utility. A rational approach to consumer decision-making enables marketers to analyse consumer decision-making process logically and make predictions of market trends for products or services. An understanding of the marketing mix and the decision-making process are important critical elements that enable businesses and stakeholders to know, serve and influence consumers to achieve total customer satisfaction as well as the company's objectives or mission statements. In figure 3.4 which refers to the decision-making process, the social and group factors, psychological factors and situational factors have an impact on the buying decision process.

Figure 3.4. Decision-Making Process



Source: Rix, (2003:99)

The consumer decision-making process does not occur in a vacuum. The buying behaviour is the outcome of a number of complex factors, namely, social, group and psychological forces. The buying behaviour describes the different decisions that consumers make in the decision-making process. The final decision is dependent upon various influencing variables that can affect any stage of the consumer decision-making process. A consumer decision-making approach provides a basis for developing a total marketing strategy because it presents an integrated view of all the determinants which can influence consumer behaviour. This approach helps marketers to identify areas in which more information is necessary for making marketing decisions. A model or schematic representation of consumer decision-making can serve as a basis for market segmentation and development of a marketing mix strategy

3.9. High-involvement and low-involvement decision-making process

According to du Plessis and Rousseau (2003:125), if a consumer has product involvement, then the implication is that the product is important to the consumer's self-identity, brands, strong attitudes and preferences. The difference between high and low involvement in terms of beliefs, preferences and attitudes is summarised in the following figure 3.5.

Figure 3.5 Distinction between high and low-involvement decision-making

	Beliefs	**Preferences**	**Action tendency**
High involvement with product	Self-identification	Strong commitment	Expend time and effort
Low involvement	Little identification	No commitment	Little expenditure

Source:du Plesis and Rousseau, (2003:250)

This figure 3.5 clearly shows that a low-involvement purchase is one in which the consumer does not consider the product as highly important to his or her belief system and does not strongly identify with the product. du Plessis and Rousseau (2003:126) state that low-involvement decision-making implies that the consumer might act without thinking. The opposite is true, in the case of a high-involvement decision. Marketers prefer to believe that consumers think before they act and that strategy can influence consumer actions by changing beliefs and attitudes through advertising. Moreover, it is probably easier for marketers to maintain interest in their product categories if they think the consumer is as involved with the product as they are. In reality, though, consumers frequently buy at random, on impulse or in search of variety. These are all examples of low-involvement decisions. Laaksomen (1994:96) concludes that the concept of involvement can be said to refer to the perceived personal importance of a product or service to an individual. The involvement refers to the psychological linkage between an individual and an object. Acording to Earl and Kemp (1999:342), involvement can be classified into three groups:

- **Response involvement** determines the level of involvement by describing different static or dynamic responses of an individual when he or she faces an information processing or a choice task. This analysis is problematic. For example, the limited amount of cognitive and physical efforts could stem from a variety of reasons. The object or activity might have little personal relevance but it may also be the case that emotional or habitual nature of the processing or the situational pressure can enable or induce a consumer to limit the degree of processing. The level of involvement will produce a specific type of response.
- **Situational involvement** is described it as the degree of motivation a person experiences in given situations. This term refers to the amount of arousal, activation, emotional attachment, interest and motivation. The involvement varies across consumers, products, services and points in space and time. Situational involvement is reactive in nature; it has a behaviour inducing capacity. It is assumed particularly to affect the extent and type of processing, searching and decision-making that the consumer undertakes. Situational involvement plays a role in consumer research because the area of research is on understanding time and situation- specific processes such as information processing and brand-choice behaviour. The situation-specific

conceptualization of involvement accounts for the motivation of an individual to participate in the temporal process at hand. Increased motivation may or may not be realized in an actual processing situation.

- **Personal involvement** refers to the perceived personal importance of a product or service to an individual. Involvement increases as the strength of the psychological linkage between the product or service and the individual increases. The greater the link, the greater personality characteristics are or the implications associated with the product or the service. The personal involvement conceptualization stresses the role of involvement as an interactive variable that is determined by the characteristics of a person and those of the object. This involvement can account for differences in selected aspects of consumer behaviour for the product or service offerings.

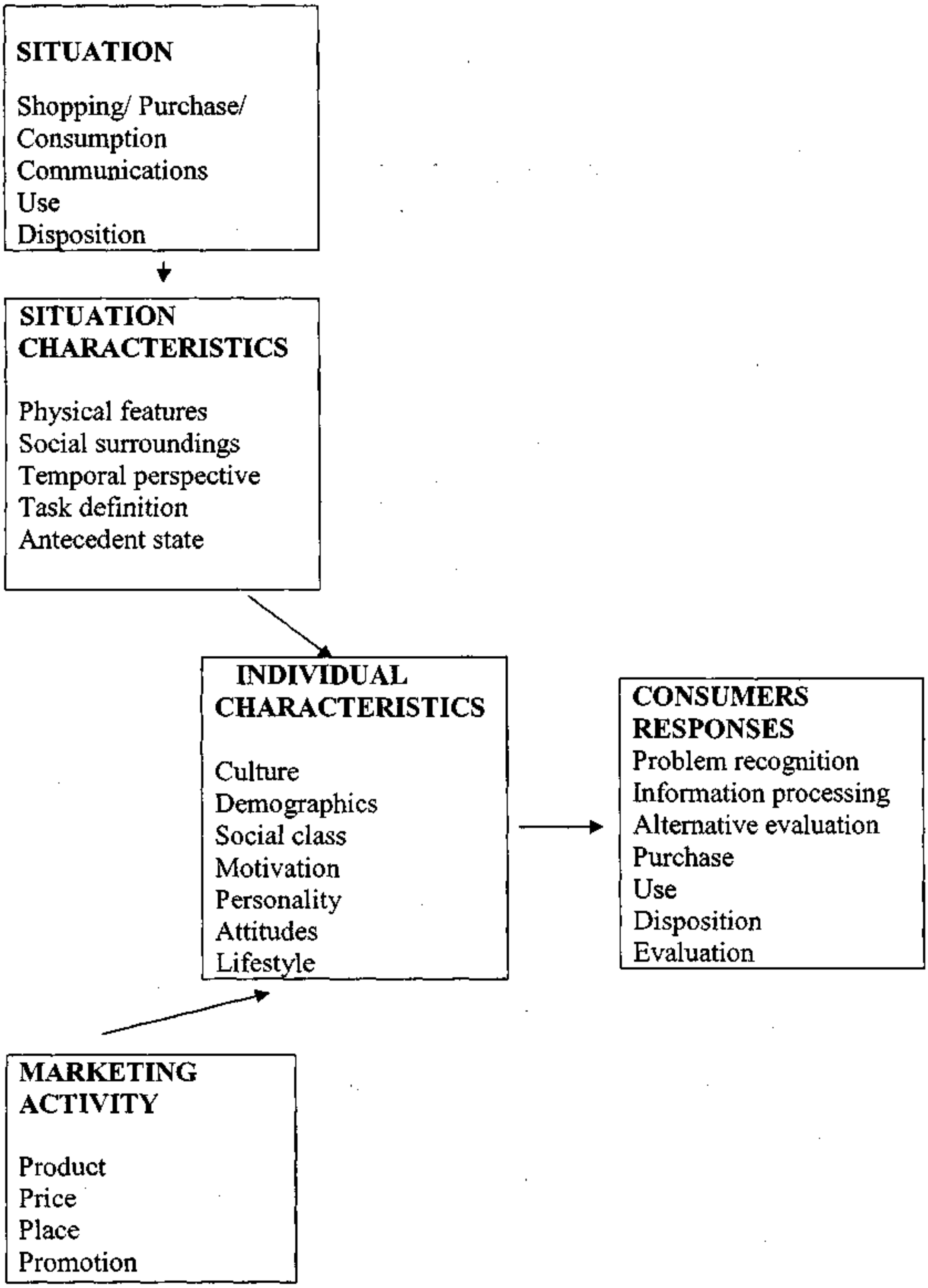
Establishing levels of involvement of products and services enables marketers to develop a marketing strategy or a marketing mix that fits into the consumers' profile. It determines the nature of consumer-purchasing behaviour and the period involved.

3.10 Situational Influences

Consumers do not respond to stimuli such as advertisements and products presented by marketers in isolation. Instead, they respond to marketing influences and the situation simultaneously. To understand consumer behaviour, marketers must know the consumers; know the product offerings that the consumers are responding to and about the situation in which the response occurs. This understanding is shown in figure 3.6. Consumer experiences are at the heart of consumer behaviour. Often, the best way to sell the product or service is to associate it with a more fundamental life experience. Marketers need to remember that consumers buy products and services hoping these purchases will contribute to problem-solving and enhance their life experiences. Arnould et al. (2002:422) assert that experience with products and services have an impact on what consumers learn and remember. Positive experiences may lead to repeated purchases and behaviours. Negative experiences may lead to avoidance purchases and behaviours.

Stanton et al. (1996:155) states that situational influences deal with when, where, how and why consumers buy and the consumer's personal condition at the time of purchase. Since they can be so strong, situational influences can override all the other forces in the buying decision process. It is important to note that consumers do not encounter situations randomly but most consumers create many of the situations. Situational influences may have direct influences and also interact with product or service offerings. Consumers' personality characteristics have an impact on their behaviour and decision-making processes. Situational influences are always potentially important and, therefore, are of concern to stakeholders, retailers, marketing managers and shopping centre management.

Figure 3.6 The Situation Interacts with the Marketing Activity and the Individual to Determine Behaviour



Source:Adapted from Hawkins, Best and Coney, (2004: 475)

3.10.1 Types of Situations

The description of types of situations is a sequence of goal-directed behaviours, along with affective and cognitive responses and various environments in which they occur. For instance, going to the shopping centres to look for a latest DVD movie or CD is a shopping situation. Peter and Olson (2005:316) indicate the view of situations as a series of goal-directed interactions among the consumer environment, affect and cognition and consumer behaviour as shown in the Wheel of Consumer Analysis (figure 3.1).

Before examining the decision process, one must analyse and understand the various types of situations. The consumption process occurs within five broad categories or types of situations: shopping or consumption or purchase, communications, usage and disposition situations. These broadly defined situations are relevant for most products or services.

The Shopping Situation - According to Peter and Olson (2005:274) shopping situation includes the physical, spatial and social characteristics of places where consumers shop for products or services. Shopping behaviour can occur in a variety of environments, such as in boutiques, department and discount stores, shopping centres, in the home via catalogues, television home shopping programmes, or the internet and at flea markets and auctions. In retail environments alone, a huge number of physical factors, including store design and layout, light factors such as temperature and noise levels, may affect customers' behaviour. The time spent in the store by consumers, depends upon consumers' cognitions and affective states such as moods or feelings of involvement with shopping.

Of the many behaviours affected by the shopping environment, two are particularly important, that is, store contact and product contact, Store contact is critical for retailing success and many marketing strategies are intended to get consumers to come to the store. Location is another critical environmental influence on store contact for many types of stores, for example, fast- food restaurants and convenience food stores need to be located in high- traffic locations. The location of some smaller boutique-type stores such as candy, natural foods and gifts in shopping malls can have a critical effect on store contact behaviours. A desirable location is close to the entrance of one of the large, popular anchor stores, usually department stores or supermarkets found at the ends or the middle of the shopping centre. These anchor stores draw many customers and the smaller stores benefit from the traffic flowing (consumers) past their doors. The importance of location within the shopping centres was clearly shown by the demand for retail space. Such changes in shopping centre environments can initiate a cycle of reciprocal effects on consumer behaviour, consumer affect and cognitions and the environment. A South African example is the Sanlam Centre in Pinetown, KwaZulu-Natal.

The Consumption situation is the one in which consumers use the product or service. When applied to shopping centres, it is the location of the various types of shopping centres, attraction and patronising the shopping centres by consumers. Stakeholders, marketers and shopping centre management must identify the consumption situations first and then find relevant product or service offerings to match these situations. These offerings will affect the consumers' choice of shopping centres.

The Purchase Situation, according to Hawkins, Best and Coney (2004:476), can also affect product selection. Mothers shopping with children are more apt to be influenced by the product preferences of their children when shopping with them. A shortage of time, such as trying to make a purchase between work and classes, can affect the store-choice decision, the number of brands considered and the price that the shopper is willing to pay.

Marketers must understand how purchase situations influence consumers in order to develop marketing strategies that enhance the purchase of their products. For example, how would one alter one's decision to purchase a beverage in the following purchase situations?

- When one is in a very bad mood;
- When a good friend says "That stuff is bad for you!"
- When one has an upset stomach;
- When there is a long line at the checkout counter as one enters the store; and
- When one is with someone one wants to impress.

The purchase situation may also affect the marketing strategy. There are three important factors, namely, the location, type of products or services purchased and the reason for the purchase. The importance of the purchase situation is the effects or results of place, price, product and promotion that influences consumer behaviour. Stakeholders, marketers and managers of shopping centres must identify various shopping centre attributes, marketing mix and how consumers respond to these purchase situations.

The Communications Situation – Hawkins et al. (2004: 475) suggest that the situation in which consumers receive information has an impact on their behaviour. Whether one is alone or in a group, a good mood or bad, in a hurry or not, influences the degree to which he or she sees and listens to marketing communications. Is it better to advertise on a happy, sad, calm or exciting television programmes? These are some of the questions marketing managers must answer in respect of communications situations. A marketer must be able to deliver an effective message to consumers who are interested in the product or service and are in a receptive communications situation.

The communication situation is the setting in which consumers are exposed to information by the promotional mix. It could determine whether consumers will notice, comprehend and retain the information. When applied to shopping centres, the elements of promotion, namely, advertising, public relations. personal selling, sales promotion and publicity are used to market the shopping centres. Consumers must be informed of the latest developments and trends in the shopping centre industry in order that long-term relationships are developed. LeHew and Fairhurst (2004) state that shopping centres are increasing using promotional activities to differentiate themselves from their competitors through image and/or brand communication in order to boost patronage (visits) and to stimulate merchandise purchases. Parsons (2003) has shown that different marketing communication activities for individual shopping centres can have an impact on the sales levels for shopping centres and the number of shoppers who visit shopping centres.

The Usage Situation – marketers need to understand the usage situations for which the products or services are used. Using this knowledge, marketers can communicate features, advantages and benefits of the products or services to create customer satisfaction in each usage situation.

The Disposition Situation - consumers must frequently dispose of products or product packages after or before product use. Decisions made by consumers regarding the disposition situation can create significant social problems as well as opportunities for marketers. Some consumers consider ease of disposition an important product attributes. Consumers may purchase only items that can easily be recycled. Often disposal of an existing product must occur before or simultaneously with the acquisition of the new product (Hawkins et al., 2004).

3.10.2 Situational Influences on Consumer Behaviour

According to Hoyer and MacInnis (2004:57), the situations in which the consumers or customers find themselves play an important role in determining how they behave. This is known as situational involvement. It is a temporary interest in an offering or activity often caused by situational circumstances. Marketers need to be aware and understand how situational influences, the temporary forces associated with the immediate purchasing environment, could impact on the product or service offerings.

Consumers are affected by the types of situations in which they purchase and use products or services. Consumers may feel happy, sad, emotional, and leisurely, at ease or time constraints. Decision-making or purchases by consumers are often tailor- made according to their feelings at a given time and the conditions in which they find themselves. According to Hanna and Wozniak (2001:115), behaviour reflects one's situational self-image, that is, the physical and mental state one is experiencing at a specific moment in time. For example, a person facing a frustrating situation may tend to smoke, drink or overeat.

Situational influences are temporary conditions or settings that occur in the environment at a specific time and place. They occur independently of the product or service or consumer (Assael, 1997:600). Situational influences are all those particular factors related to time and place that do not follow from knowledge of a personal and stimulus (choice alternative) attributes and have an effect on current behaviour.

Wilkie (1997:381) adds that situational influences are immediate forces that do not come from within the person or from the product or brand being marketed. These temporary forces stem from particular settings or conditions in which consumers find themselves usually for a short period of time. Peter and Donnelly (2006:47) assert that situational influences are those factors particular to a time and place of observation that have a demonstrable and systematic effect on current behaviour. Consumer problems arise in specific situations and the nature of the situational influences result in consumer responses. Hence, a detailed discussion of situational influences on the consumer decision-making process and research is required for total consumer satisfaction

3.10.3 Situational Classification and Characteristics

Belk (1975:15) states that the situations in which consumer behaviour takes place consist of all those factors particular to a time and place of observation. Their attractions do not follow from a personal intra-individual and stimulus object or choice alternative attributes. Such situations comprise five broadly defined characteristics.

According to Hawkins et al. (2004:477), a number of features or characteristics of situations influence behaviours across the various types of situations. The five key characteristics of situations that help to determine the situation's impact on behaviour are physical features, social surroundings, temporal perspectives, task objectives and antecedent states.

1. **Physical surroundings** include geographical and institutional location, décor, sounds, lighting, weather, aromas, signs and visible configurations as well as merchandise, displays or other materials surrounding the stimulus object. Note that merchandise may be stimulus and background as well. Merchandising displays may dispose consumers to buy on impulse (Wilkinson, Mason and Parksoy, 1982, cited in Hawkins et al., 2004:477). Moreover, consumers have strong preferences for particular retail designs, which can be identified by consumer research and incorporated into marketing programmes (Wakefield and Baker, 1998). These factors play an important role in the overall success of shopping centres, and will also make the physical situation compatible with the lifestyle of its target market.

   The physical environment includes all the nonhuman, physical aspects of the marketplace in which consumer behaviour occurs. Virtually any aspect of the physical environment can affect consumer behaviour. The physical environment can be divided into spatial and nonspatial elements. Spatial elements include physical objects of all types including products and brands, countries, cities, shopping centres, stores and interior designs. Nonspatial elements include intangible factors such as temperature, humidity, rainfall, illumination, noise level and time. Marketers need to understand how various aspects of the physical environment influence consumers' affect, cognitions and behaviour (Peter and Olson, 2005:268). Often marketers can neither control nor influence nonspatial elements the consumers' encounter, such as winter versus summer for product or service offerings. In most situations, it is appropriate to alter the various elements of the marketing mix or extended marketing mix to match the needs and expectations of the consumers.

The understanding of the criteria by which consumers select the shopping centres they patronize will contribute considerably to the shopping centre marketing mix and tenant mix. Engel et al. (1999:50) believe that the factors that affect a shopping centre image, include location, nature and quality of product assortment, price, promotion, services offered physical attributes and atmosphere. These factors will then meet the requirements of consumers' needs and wants regarding shopping centres. Lamb, Jr., Hair et al. (2004:100) also believe that surroundings can affect buying behaviour. The excitement of a sale may stimulate impulse buying. Physical surroundings may discourage buying such as the dirty floor, colour schemes and crowding in the shopping centres. Some shoppers do not like to stand in a checkout line in a supermarket where others can see what they are buying and avoid shopping in self – service stores. Situational influences have a direct influence on consumers. Situations are very important and, therefore, are of concern to marketing managers for the success of the business.

2. **Surroundings** include other persons, their characteristics, roles and interactions and crowding. Granbois (1968) cited in Hawkins et al. (2004), assert that consumers who shop together explore more of the stores and are more likely to spend more than planned. The creation and maintenance of in-home buying groups, such as Tupperware parties, is a direct response to such tendencies. Harrell et al. (1980) cited Hawkins et al. (2004), stated that crowding in retail contexts influences the amount of time consumers spend shopping, the extent to which they put off purchasing to another occasion and their willingness to speak to

salespersons Therefore, social surroundings have an influence on the consumers during their purchase and consumption process.

3. **Temporal perspective,** according Iyer (1989) and Matson (1982), cited in Hawkins et al. (2004) view it as the time of day to season of year, time constraints, and elapsed or expected time period. Pre- Christmas shopping often differs in style, content and place from that at other times of the year. In-store behaviour often takes place within externally imposed time pressures, which affect the decision procedure and its outcomes. When consumers are under time pressures, they truncate their external search processes, relying more on memory and experience, they are also likely to reduce the consideration given to evaluating alternative brands, and to make more impulse purchases

4. **Task definition**, according to Belk (1975) is the orientation, intent, role or frame of a person, through which certain aspects of the environment factors may become relevant. Hence the purchase of particular products or brands can differ according to the task situation. Examples are buying foods for a family meal verses a formal dinner party, buying a tie for oneself or for an acquaintance's birthday.

5. **Antecedent states** - Hawkins et al. (2004) state that antecedent states which are consumers' temporary moods and conditions, which are influence by perception, evaluation and acceptance of the external environment. They may also include factors such as access to credit, which facilitates purchase on many occasions. Having a bank card or store-issued card may lead to higher levels of in-store purchasing and greater expenditures, while possession of both is likely to lead to even greater levels of purchasing power.

   Hanna and Wosniak (2001:116) defines antecedent state as the physical or psychological state of an individual immediately preceding his or her current state. It is temporary, can be classified as momentary conditions such as cash on hand, fatigue and illness or momentary moods such as happy, sad, calm, angry, relaxed and excited. Momentary conditions and moods can influence whether or not consumers buy, where they buy, what they buy and how much they buy. This state can help marketers to better predict consumers' product or service choices.

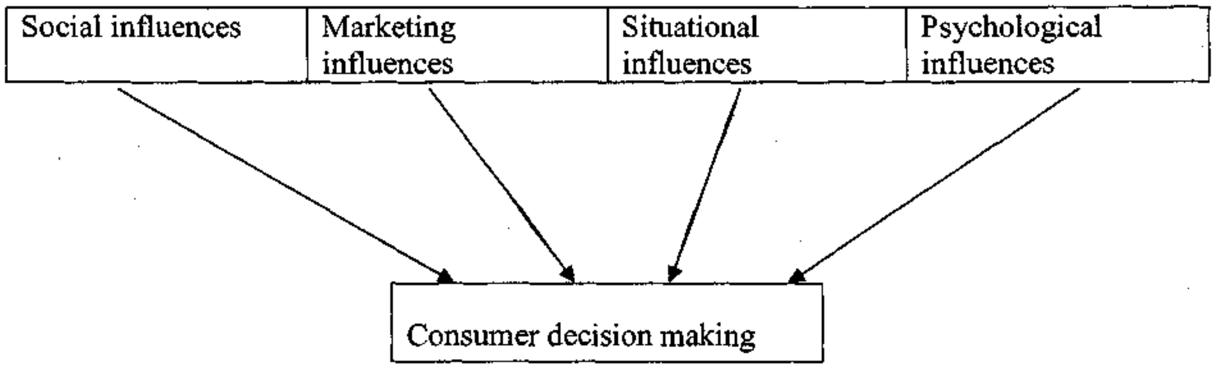
Consumers may select a particular shopping centre because they are feeling depressed and the physical surroundings and features of the shopping centre helps them to feel happier. Stakeholders, marketers and managers of shopping centres must know how consumers feel under certain conditions and how they anticipate what is going on in the environment. This knowledge helps to develop effective and successful marketing strategies and positioning of the shopping centres.

It is important to identify not only specific types of consumption or purchase situations but also to consider the more general characteristics or reasons for such situations. There are five characteristics, namely, physical surroundings, social surroundings, time, task definition and antecedent states. This study will consider only two characteristics namely physical surroundings and antecedent states on the consumer decision-making process of shopping centres.

3.10.4 Situational Influences on Consumer Behaviour in the Shopping Centre Industry

Consumer behaviour will be examined in terms of the buying process which is indicated in figure 3.7. It begins by reviewing social, marketing and situational influences on consumer decision-making. The buying process provides information that can influence consumers' thoughts and feelings about purchasing various products and services. The degree to which this information influences consumers' decisions depends on a number of psychological influences. Two of the most important of these influences are product knowledge and product involvement reflected in table 3.5. Consumer decision-making, which can be extensive, limited or routine, can be viewed as a series of stages namely: need recognition, alternative search, alternative evaluation, purchase decision and post purchase evaluation. Understanding consumer behaviour is a prerequisite for developing successful marketing strategies. Peter and Donnelly, Jr. (2006:42) state that the stakeholders, marketers and managers of shopping centres need to develop a thorough understanding of what recent changes and trends have occurred in the shopping centre industry and the purchase behaviour patterns of consumers. The findings will enhance the understanding of the shopping centre patrons' behaviour and consequently provide a practical guidance for the South African shopping centre industry.

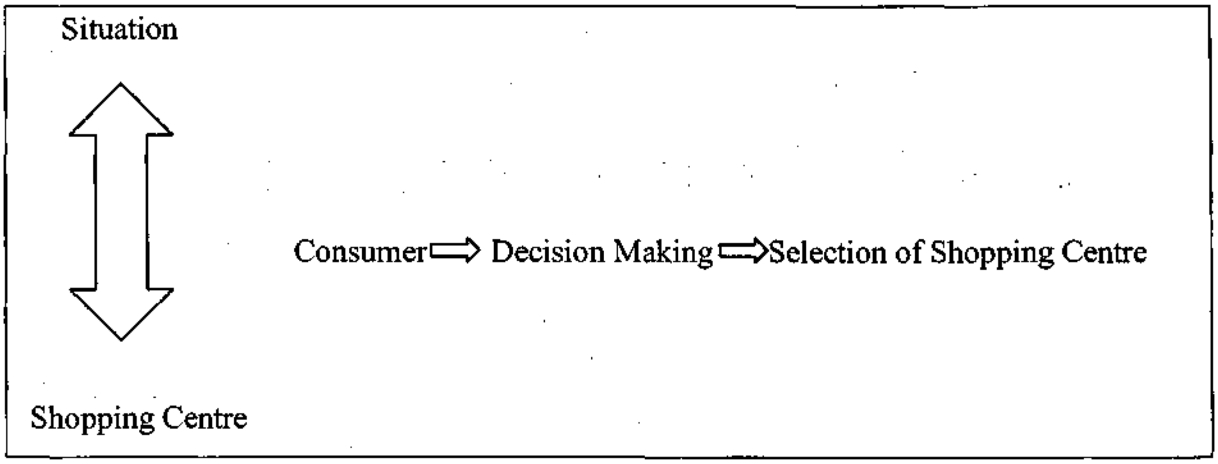
Figure 3.7 An Overview of the Buying Process



Source:Peter and Donnelly, Jr., (2004:42)

According to Assael (1995: 609), the simple model of consumer behaviour consists of three possible influences on purchasing behaviour, namely, the consumer, the environmental influences and the marketing strategy. A model of situational determinants on consumer behaviour would describe behaviour as the function of the same three basic forces except that the consumers' environment would be represented by the consumption, purchase or communication situation. The marketing strategy would be reflected by the shopping centre.

Figure 3.8 A Model of Situational Determinations of Consumer Behaviour within the Shopping Centre Industry



Source:Adapted from Assael, (1995:610)

This model of situational determination of consumer behaviour within the shopping centre is presented in figure 3.8. The two outside forces acting on the consumer are situations such as consumption and purchase and the different types of shopping centres. Consumers must react to the situation (physical surroundings and antecedent states) and shopping centres' offerings. Then they need to make a decision on the selection of a shopping centre that will meet the consumer's requirements. The interaction amongst the consumer, the situation and shopping centre results in a decision of choice leading to some behaviour. The situation and the shopping centre can also be viewed in terms of the "The Wheel of Consumer Analysis" as illustrated in figure 3.1. The affect and cognition, behaviour and environment interact with each other to form the choice of shopping centre by the consumer. The situational model may seem simple compared to the descriptions of consumer decision-making and the level of involvement. However, it is not as simple as it appears. Several issues require attention, namely, consumers' behaviour to the situations, shopping centres or both. The most important factor in explaining consumers' behaviour is the interaction between the situation, consumer and shopping centre. Such interactions are represented in the model by the two-way arrows between situation, shopping centre, consumer and final selection of shopping centre. This study examined the effects of situational influences such as physical surrounding and the antecedent state of the consumer, the choice of shopping centre and the nature of consumer decision-making. Assael (1995: 625) states that the situation variables lead to a better understanding of consumer attitudes and better prediction of consumer choices of product or service. In addition, the applications of situational variables to market segmentation, product positioning and marketing mix have a favourable impact on the consumer decision – making process.

3.11 A Model of the Decision - Making Process of Shopping Centre Selection.

In the selection of a shopping centre, consumers engage in a decision-making process which consists of five steps shown in figure 3.9. The consumer moves from need and goes through a series of logical stages to arrive at a decision, that is, a final selection of a shopping centre. The selection of the shopping centre takes place after an evaluation of the physical surroundings and product or service offerings. Lamb, Jr, et al. (2004:72) state that it is important to note that this guideline does not assume that consumers' decisions will proceed in an inflexible order through all the steps of the process under all circumstances. The consumer may end the process at any time. In fact, the consumer may not even make a selection of the shopping centre.

The model is based on consumer characteristics, environmental influences, situations characteristics and the marketing mix or the 7p's. Terblanche (1998:63) state that the process of selecting a shopping centre is similar to that of choosing a brand. In general, the consumer recognises a problem which makes it necessary for selecting a shopping centre. He/she engages in an internal and possibly external search, evaluates the relevant alternatives and applies a decision rule to make a selection.

Figure 3.9 Stages of the Consumer Decision – Making Process for selection of Shopping Centre

Consumer characterises	Environmental influences	Situations characterises
Needs, motives, personality, Perception, learning, attitudes, lifestyle.	Culture, social reference groups, family, economic, business, marketing mix	Physical features of shopping centre, antecedent state- moods and conditions

Problem Recognition

Need arousal, types of situation, antecedent states of consumers, what type of product or service offering is required, shopping centres

Information Search

Search for information on shopping centre: types, tenant mix, entertainment, product or service offerings, momentary moods and conditions.

Evaluations of Alternatives

Evaluates information on shopping centres, momentary moods and conditions. Final choice.

Purchase

Consumption of the Shopping Centre

Post-purchase evaluation

Satisfaction or feelings of concern that the shopping centre did not meet expectations

Adapted from du Plessis and Roussaeau, (2004:110), George, (2004:138), Lamb, Jr., et al., (2004:73) and Schiffman and Kanuk, (2004:554)

Figure 3.9 represents a flow chart of input variables through the various decision-making stages to post-purchase responses. The model of the Consumer Decision - Making Process of Shopping Centre Selection can assist stakeholders, marketers and managers of shopping centres in gaining a total and integrated view of the complexity of consumer decision-making.

Not all selection decisions of shopping centres proceed through all steps of the process. Typically, consumers engaged in extensive decision making go through all the stages, but routine response behaviour and limited decision-making process may skip one or more stages if it is a low involvement product. The decision-making process for the selection of shopping centres depends on the types of situations and momentary moods and conditions of the consumer. There are five stages encountered by a consumer before his/her final choice of the shopping centre.

Stage one: Problem recognition

According to Mullins et al. (2004:109), the process begins when a consumer recognizes a need or problem. Consumers buy product offerings when they believe in a product's ability to solve a need or problem. Consumers perceive differences between ideal and actual states on some physical or socio-psychological dimensions. This perception motivates consumers to seek products or services to help bring their current state more into balance with the ideal state, as shown in figure 3.9. Hawkins et al. (2004:504) further conclude that the kind of action taken by consumers in response to a recognized problem or need relates directly to its importance to the consumer, the situation and the dissatisfaction or inconvenience created by the problem.

Figure 3.10 The Process of Problem Recognition of Shopping Centre

Current situation

Temporary factors affecting the consumer. Consumption and purchase situations

↓

Actual state

The condition the consumer perceives himself or herself to be in at this point of time. Use of the physical features of a shopping centre and the product offerings. The antecedent states such as moods and conditions of a consumer.

↓

Nature of discrepancy

Differences between the consumer's desired and perceived conditions

↓

Actual state exceeds desired state

↓

Problem recognized

Search decision initiated for shopping centre.

Source:Adapted from Hawkins et al., (2004:506)

Stakeholders of shopping centre must understand the problems faced by the consumers in the selection of shopping centres. In addition to needs and problems, consumers have desires. Therefore, retailers, marketers, stakeholders and management of shopping centres must examine the desires carefully in order to fulfil them.

Stage two: Information search

Pre-purchase search begins when a consumer perceives a need that might be satisfied by the purchase and consumption of a product. The consumer identifies the search activity for the information required. An action plan is considered for solving the perceived problem such as selection of shopping centres, the moods and conditions of the consumer and the response actions to the environment.

The search activity or the information required varies greatly and is based on a number of factors such as the importance of the problem at hand, the degree of involvement with the product or service, the urgency of the consumption and purchase situations and the existence of substitutes. Hanna and Wozniak (2001:295) state that information search can be internal, external or both. Internal search entails scanning one's memory for product-related information based on individual characteristics outlined in figure 4.6. External search involves physical efforts to solicit and gather information from outside the environment. The consumer requires information on types of shopping centres, physical surroundings and the product or service offerings. The consumer identifies several alternatives to satisfy the need or problem.

Stage three: Evaluation of alternatives

Evaluation entails the appraisal by the consumer of the features and benefits of the various alternative solutions to a recognized problem. Two important activities are involved in the evaluation process. The first is to narrow the alternatives and the second is to evaluate the features and benefits of each one to choose the best option. Consumer's choices are based on simple decision rules or complex decisions involving multiple stages and processes. Consumers' moods strongly influence the information and evaluation in this stage.

Stage four: Purchase

After searching and evaluating, the consumer must decide which alternatives are most desirable in regard to a shopping centre. The decision-making process, however, is not yet complete; the consumer must decide where to buy the product or service offerings within that shopping centre.

The marketing mix of a shopping centre such as place, price, promotion, product, people, physical evidence and process also influences the consumer decision-making process. From a marketing point of view, a crucial question will be whether the consumer will be satisfied after the purchase at that shopping centre.

Stage five: Post-purchase evaluation

The final stage in the consumer decision-making process of shopping centres is the post-purchase response. This response involves the consumers' evaluation of the performance of a shopping centre product or service offering when consumed. There are three expected responses:

- A positive assessment will result in post-purchase satisfaction of the choice of shopping centre. The consumer will visit the shopping centre again for the purchase and consumption of product or a service offering, that, is become brand-loyal consumers to the shopping centre.
- A negative assessment will result in dissatisfaction. Consumers will not visit the shopping centre again.
- A neutral assessment will result in indifference. Consumers will consider the situation carefully before visiting the shopping centre again.

The outcomes or responses of the post-purchase evaluation are "critical factors" in the consumer decision-making process. This evaluation provides guidelines to stakeholders, marketers and managers of shopping centres when developing marketing strategies and the level of involvement by the consumer.

A consumer decision-making approach of shopping centre selection provides a basis for developing a total marketing mix, consumers' profile and retailing mix because it presents an integrated view of all the determinants that can influence consumer behaviour. This approach helps stakeholders, marketers and stakeholders of shopping centres to identify stages or areas of the decision-making process where more information is required for making marketing decisions. The level of involvement of the shopping centre product or service offerings determines the promotional and distribution strategies. In order for retailers, stakeholders, marketers and managers of shopping centres to be successful in the shopping centre industry, they should listen, pay attention and understand the consumers. The situational influences within the consumption and the purchase environments can shape consumer behaviour.

3.12 Retailing within Shopping Centres

3.12.1 Introduction

Retailing is far greater than simply buying and selling. Retailing is the final link in the distribution channel, bringing the products and services from the manufactures or providers to the consumers or end-users. Retailing is important because it creates economic utility and makes a significant contribution to the economy of the country. The actual term "retailing" is thought to be derived from the old French word "retailer" which means "a piece of" or "to cut up". This meaning implies the "breaking of bulk" function of the retailer – that is, the acquisition of large amounts of the products they sell and a consequent division into smaller amounts to be sold to individual consumers (Gilbert, 1999:7).

3.12.2 Definition of Retailing

Based on the definitions by Etzel, Walker and Stanton (1997: 372), Levy and Weitz (2004:6), Gilbert (1999:6) and Rix (2001:375), retailing includes all activities of the marketing mix directly related to the sale of goods or services to the ultimate consumer for personal or non-business use to satisfy consumer's needs and wants. Most retailing activities occur within shopping centres. Terblanche (1998:2) concludes that various definitions of retailing developed over a period of time. An analysis of these definitions reveals three main components, namely:

- The business activities or steps required to

- Sell goods or services to
- Final consumers for use or consumption by themselves, their families or their households.

3.12.3 General Description of Retailing

According to Strydom, Jooste and Cant (2002:313), the general description of retailing implies three subordinate concepts, namely:

- **The purpose of retailing** is the underlying perception that retailers strive to realise certain economic objectives. In most cases, they strive to obtain the highest profitability on their invested capital within the given constraints of the organization's mission while achieving total customer satisfaction.
- **The variety of retailing** refers to the fact that retailers can be found in the primary sector in a business, which may be supplying raw material to a manufacturer. According to Statistics South Africa, such a business may be classified as a retailer if 50% of its sales are derived from the general public for private or household consumption or use. To illustrate this point, it can be concluded that a farmer selling more than 50% of his produce at a farm stall to consumers is a retailer.
- **The size of retailing** has been made of the large business versus the small business issue. There is a general misconception that "small business" is a generic term for retailers. It must be noted that small business is a more encompassing term, which refers to all business sales and is not limited to selling to the final consumer for final consumption. The main difference between retailing and small business, therefore, lies in the proviso that retailing involves selling more than 50% of the business's goods and services to ultimate consumers for personal or household consumption.

3.12.4. The Dynamic Nature of Retailing in South Africa

The South African retailer plays a dominant role in the development of society and in the satisfaction of its needs. The retail boom, which has been apparent in South Africa for the past few years, seems set to continue to grow with a number of new retail developments and stores. According to Fanus Nothnagel, managing director of the 55-outlet Massmart

Holdings retail discount chains, says the R35-million new store will open its doors in the Promenade shopping centre in the high density Cape Flats suburbs at the end of September 2004 (Another place to win at Game, 2004:1).

Terblanche (1998:26) states that South Africa has one of the most interesting and exciting retail landscapes in the world today. A wider range of retail institutions may be seen in South Africa's urban and semi-urban areas, ranging from the most sophisticated hypermarkets, which compare with the best in the world, to the uniquely South African simple spaza stores. Strydom, Jooste and Cant (2002: 311) express the view that the sophistication of a country's retailing infrastructure is an indication of the level of economic development of that country. South Africa is in an interesting position in that it has both a sophisticated First World retailing industry, especially in the urban areas, and a Third World retailing infrastructure in the townships and rural areas. With this unique retailing system, it stands to reason that opportunities and threats exist in South Africa's retailing environment. According to Terblanche (1998:26), there is an increased growth in the formats of retailing in South Africa. Informal traders are selling brand name products on the city streets. Shopping centres, value centres, factory shops or outlets, flea markets, lifestyle centres add colour and personality to the retailing landscape or environment. Strydom, Jooste and Cant (2002: 315) suggest that the township and rural areas are also the places where the best growth opportunities exist because of the redistribution of income to consumers living in these areas. These areas are under-serviced with a lack of formal retailers such as supermarkets and general shopping centres.

The South African retailing industry was seen as the leading retail body on the African continent. These retailers were responsible for a total turnover of more than R130 billion in the 1996 financial year, and supplied goods and services to more than 40 million consumers, thus providing employment to nearly 500 000 workers (Strydom, Jooste and Cant, 2002: 311). According to table 3.3 the Retail Sales Report (September 2006) by Statistics South Africa released on 6th December 2006, shows the total retail trade sales at current prices in (R million) for January 2006 to September 2006.

Table 3.11. Retail Sales Report

January	29 440	February	30 153	March	32 065
April	32 392	May	33 443	June	32 724
July	33 486	August	33 901	September	35 820
Total	29 3 424				

Retail trade sales at constant (2000) prices, for the first nine months of 2006, increased by 13.6% compared with the first nine of 2005. The 13.6% growth is the highest growth ever reported for the first nine months of any year since 2000. The results of the monthly retail trade sales survey are used to monitor the state of the economy.

South African retailers have been on a steep learning curve in terms of adaptation to a new generation of consumers since democracy in 1994. Due to the unique political and social problems and the Group Areas Act, black South African retailers were prevented from developing their retail businesses to the fullest extent. This restriction led to the development of the informal retailing sector with its own forms of retailers such as the spaza store, tuck shops and the hawkers selling from motor vehicles. This format of retailing was accepted by consumers because it provided for their needs and wants. The retail mix was completely different to that of store retailers, for example, they sold well-known brand names as well as counterfeit goods cheaply. During the last 10 years of democracy, from April 1994 to April 2004, drastic changes have taken place in the South African social structure, the demographic structure and the political and legal structures which auger well for the black retailers and a new society of consumers (middle upper income group) of this country.

The pace of retail development within the industry appears to be accelerating. Consumers are witnessing the emergence of new forms of retailing. The market is becoming more segmented with different types of retailers focusing on the needs of particular consumer groups (target markets). Therefore, the changes in consumer behaviour have resulted in the development of the modern retail environment. Gilbert (1999:1) state that retailing is not only an integral part of the economic structure but also shapes the consumer's way of life.

3.12.5 Retailing with Special Reference to Shopping Centres

According to Cloete (2003:81), the strongest point of the shopping centre as a retail concept is that it offers a wide variety of merchandise. Consumers are offered, "One-stop shopping". The shopping centre combines convenience goods such as food, stationery and other goods purchased on a regular basis with comparative shopping such as clothes, furniture and other goods that are not purchased frequently.

Location is typically the first point considered by the retailers because of the simple fact that retailers conclude sales of their products when many potential customers are in the store. The use of different methods or forms of analysis is essential to determine the selection of an appropriate retail location for the retailer's success and prosperity. This is based upon the characteristics of the retailer's business, the product mix and the availability of customers. Etzel, Walker, and Stanton (2004: 425) mentioned earlier the key to success in retailing is the location which underscores the fact that the selection of the store site should be the first decision. Undoubtedly, considerations such as surrounding population, traffic and cost determine where a store should be located. Shopping centres are the principle type of retail location in suburban areas. A shopping centre consists of a planned grouping of retail stores that lease space in a structure that is typically owned by a single organization. Shopping centres can be classified by such attributes as size, market served, and types of tenants. In order of increasing size, there is the convenience centre, neighbourhood centre, community centre and regional centre.

According to Lamb, Jr., Hair et al. (20004:308) the best-known types of shopping centres are:

- Regional shopping centres such as Eastgate near Johannesburg, Merlyn Park in Pretoria, Cavendish Square in Claremont in Cape Town, Gateway in Umhlanga, Pavilion in Westville, Musgrave near Berea, Chatsworth Centre in Chatsworth and The Workshop in Central Durban.
- Community centres such as Beside Centre in Table View (Cape Town),
- The South way Mall in Durban and Overport City in Durban.

- Neighbourhood centres such as Noble Park in Bellville, Newlands Shopping Centre in Durban, Springfield Park in Durban and Value Centre in Springfield Park in Durban.
- Local centres which are a typical combination of convenience stores or cafés, post offices, greengrocers and butcheries are found in most residential areas.

A regional shopping centre is the largest of all the shopping centres. These centres are in excess of 20 000 square metres gross leasable area and serve, as the name indicates, the regional population resident within 30 minutes driving time from the centre. A regional shopping centre is built around a department store that serves as the major drawcard for shoppers. The department store serves as the anchor tenant and is supported by a supermarket and a wide range of other speciality shops. The speciality shops sell clothing, furniture, toys, books, kitchenware and music. A variety of fast food outlets, restaurants and coffee shops are typically also added. The recreational component of regional shopping centres-such as movie theatres, exhibitions and shows- has grown substantially in recent years as a result of consumer demand for entertainment. Numerous other services, including dentists, medical practitioners, opticians, hairdressers, child-care and beauty parlours are also provided in regional shopping centres. In a certain sense, the regional shopping centre is a smaller- scale establishment of shopping opportunities traditionally found in city centres. Regional shopping centres appeal to shoppers because they are highly accessible and provide ample parking. Many shopping centres undergo refurbishment from time to time to accommodate changes in consumer preferences. Some of these centres such as Sandton City, Gateway and Eastgate have been enlarged to the extent where they then become mega-malls, in excess of 100 000 square metres gross leasable area.

A community centre usually houses a supermarket and provides a range of shops for soft goods such as clothing and dry cleaning as well as shops dealing in hard goods such as appliances and hardware. The community centre thus offers both shopping and convenience goods to consumers who are within 10 to 20 minutes of driving from the centre.

The largest shop in a neighbourhood centre will usually be a supermarket. Typical retailers that are also found in a neighbourhood centre are a pharmacy, butchery, dry cleaner, liquor store and bakery. The centre is normally patronised by consumers within ten minutes of driving time from the centre.

According to Lamb, Jr., Hair et al. (2004:301/2) that the local centre typically contains shops and businesses such as a superette, hairdresser and post office. Most customers visiting a local centre live within walking distance of the centre.

3.12.6 The Retailing Concept

Many successful retailers are using the retailing concept to guide their businesses. It strives for total satisfaction of consumers' needs and wants while achieving the retailer's objectives. In the figure 3.11, the retailing concept consists of three interrelated elements, namely:

- A consumer orientation, which requires the retailer to determine and focus on consumer needs and wants;
- An integration and co-ordination of all the retailer's plans and activities within and outside the organization; and
- A goal orientation which aims at achieving financial and non-financial goals by addressing consumer needs and wants with an integrated and co-ordinated approach by the retailer.

Figure 3.11 The retailing concept

CUSTOMER ORIENTATION		
PLUS		
INTEGRATED AND CO-ORDINATED EFFORT OF ALL PLANS AND ACTIVITIES	=	RETAILING CONCEPT
PLUS		
GOAL ORIENTATION		

Source:Terblanche, (1998:7)

3.13 The Dynamic Nature of Retailing

Since shopping centre are made up of retailing outlets, the dynamic nature of retailing impacts significantly on shopping centres. Hence, shopping centre management needs to be constantly aware of the changes taking place in the retailing sector in order to respond effectively. The discussion that follows reflects the metamorphosis that invariably occurs at shopping centres. Many retail formats have developed and advanced over a period of time to cater for the different types of consumers' needs and wants. Some of the successful retail formats are chain stores, supermarkets and hypermarkets that have a relatively long life span whilst others have a relatively short life span. According to Terblanche (1998:10), the internal and external pressures have forced some retailing institutions to undergo major changes over time. The emergence, growth and decline of retail institutions have led to the development of theories to explain these changes. Four theories that offer some explanation for the emergence, growth and decline of retail institutions are the:

- Wheel of retailing;
- Dialectical process;
- Retail life cycle; and
- Retail accordion.

3.13.1 The Wheel of Retailing

As consumers' lifestyles change, so do the forms of retailing. Retail managers would like to anticipate changes in retailing and many evolutionary changes have followed a cyclical pattern called the "wheel of retailing". This theory states that often a new type of retailer enters the market as a low-status, low-cost and low-priced store and other retailers do not take them seriously. When consumers start responding favourably to the low prices and shopping at the new institution, it begins to take business away from established retailers that initially ignored the new retailer (Terblanche, 1998:10). As the new retailer becomes successful in the new form of retailing, there is intense competition from the older retailers for survival.

Rix (2003:398) states that there is a distinct pattern in the wheel of retailing; the successful new institution trades up in order to broaden the market, achieve higher margins or gain status. By trading up, the retailer tends to improve the quality of products sold and provides a better customer service. Therefore, the price of the products increases. Later on higher costs and higher prices, as perceived by the target markets (consumers), make the institution vulnerable to new types of retailing, as the wheel revolves until maturity. Then, the next innovator enters as a low-status, low-cost and low-price form of retailing, hence the evolutionary process of the wheel of retailing continues.

All new retailers do not start as low- price and low-status retail institutions. Although the theory emphasises the price- quality relationship, it is a useful tool for understanding the process of trading up to differentiate from competitors in order to compete more effectively (Terblanche, 1998:10).

3.13.2. The Dialectic Process

Strydom, Jooste and Cant (2002:335) state that the dialectic process (also called the melting-pot theory) is used to explain the growing together of two opposing retailing ideas. It first started with the "thesis" that the original retailer, for example, the department store, originated with high price, high margins, plush facilities, low turnover and full service while the opposite was the development of the discount store which had lower prices, lower margins, higher turnover, self-service, low-rent locations and simple facilities. Over a period of time, the department store has moved in the direction of the discount store, while the discount store had traded up towards the original position of the department store. The ultimate synthesis into a discount department store is shown in figure 3.12.

Figure 3.12 The dialectic process

"Thesis"

Department store

- High margin
- Low turnover
- High price
- Full service
- CBD location
- Exclusive facilities

Synthesis

Discount department store

- Average margins
- Average turnover
- Modest prices
- Limited services
- Suburban location
- Modest facilities

"Antithesis"

Discount store

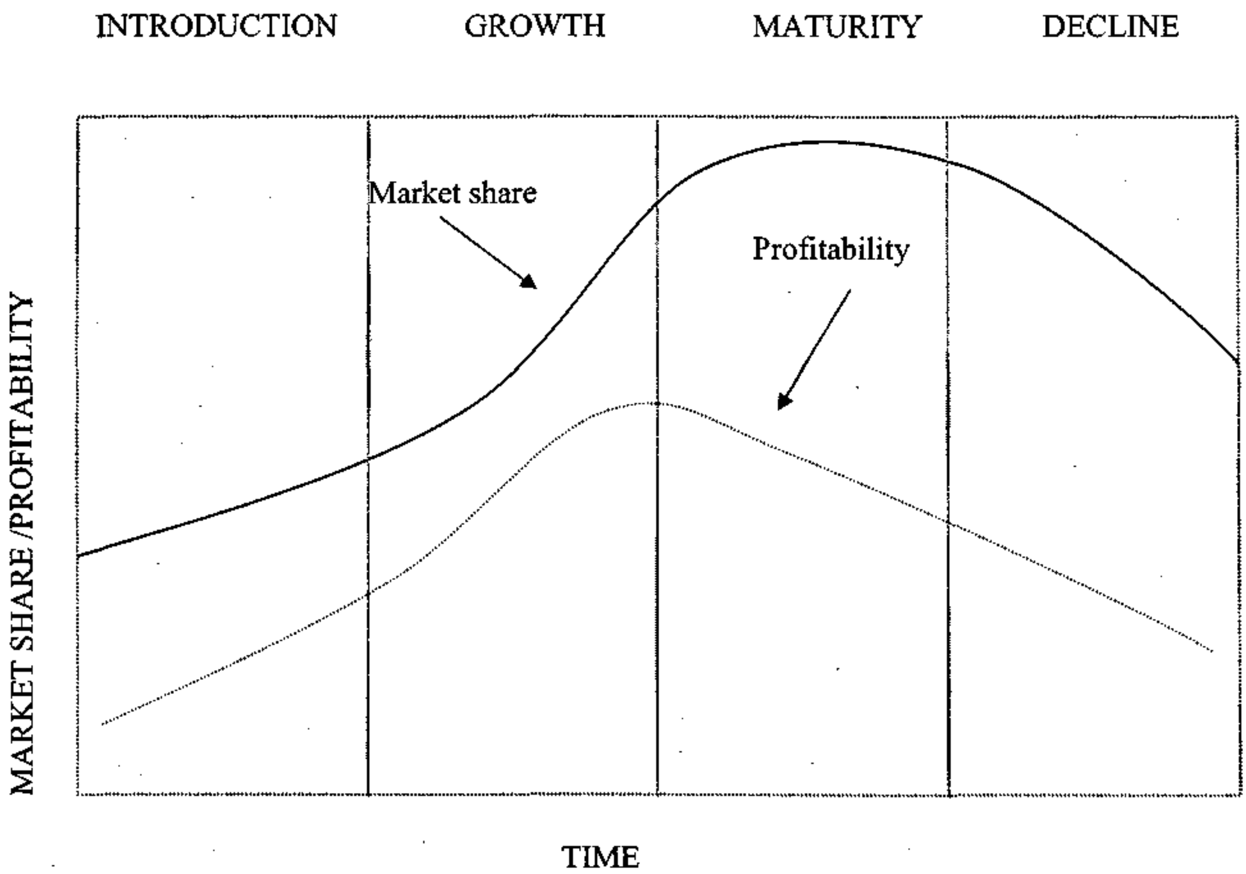
- Low margin
- High turnover
- Low price
- Low-rent location
- Basic facilities

Source:Adapted from Lewiston, (1997:641)

3.13.3 The Retail Life Cycle

The retail life cycle is an analogy of the product life cycle, which has four stages, namely, the introduction, growth, maturity and decline phases. Translated to retailing, the cycle can be divided into the following phases: namely, innovation, growth, maturity and decline as shown in figure 3.13.

Figure 3.13 The Retail Life Cycle



Source:Adapted from Ghosh, (1994:136)

The time frame of the stages on the horizontal scale may vary, depending on many circumstances, for example, economic growth of the country and the competitive situation in the industry. The four stages are depicted equally on the time frame for schematic purposes only. As further retail innovations are introduced, they grow, reach maturity and go into decline at differing rates.

Strydom, Jooste and Cant (2002:336/337) briefly examine each of these four stages.

- During the innovation stage, an entrepreneur will start with a new store format, based on a perceived competitive advantage. This advantage could be lower prices, a distinctive merchandise assortment or a location advantage. If the advantage is significant enough to attract the consumer, the retailer could start recovering his/her cost.
- In the second stage, the growth stage, growth is explosive with many new competitors entering the market. The conventional retailers' market share is carved away and distributed between the newcomers. Geographical expansion of the new store format, by the opening of new branches (chain stores), and the rush to take up all the viable locations occurs. Towards the end of this stage, profits start to decline.
- In the maturity phase, a drastic decline in profits is the order of the day due to the growth of the organization, poor management and the introduction of a competitor with a new retailing format.
- In the last phase (decline stage) the retailer may still try to modify the store format and this may extend the life cycle for a short period, but it is inevitable that the decline will occur. At present the department store and the supermarket are both in the maturity phases of their life cycles. Both, however, have been in the maturity phase for a long time, stressing the importance of trying to maintain the retail format in the maturity phase for as long as possible

3.13.4 The Retail Accordion

Terblanche (1998:15) states that the retail accordion provides an alternative explanation for changes in the retail structure and accordingly within shopping centres. This theory is based on the assumption that the merchandise mix or product mix of retailers offers an explanation for retail structure change. In accordance with this theory, retailers begin as institutions that offer a wide variety of merchandise or products. Over a period of time, retail institutions offered a more limited range of specialised merchandise or product mix. Modern retailing in South Africa began as general shops that offered a wide variety of merchandise or product mix. The department stores that followed, offered a more specialised range of merchandise or product mix. During the 1950s, an increasing number of specialist shops, such as bookshops, music shops and shoe shops began to trade. In the 1960s, shops with a larger merchandise mix or product mix appeared. The hypermarket was one of these new entrants. An increase in the specialisation of the merchandise mix or product mix began in 1980 and is still in operation today in South Africa. These are known as speciality stores. These stores specialised in a very narrow merchandise mix or product mix, while the depth of the product is greater examples running gear for athletes, gun stores and golf stores. These retail formats are known as category "killers" or category specialists that offer consumers deep selections in a limited number of merchandise or product categories.

3.14 Classification of South African Retailing

Many different kinds of retailers exist. A retail establishment can be classified according to a number of characteristics viz. ownership, merchandise sold, location, market area, services rendered and relationship with other businesses.

Strydom, Jooste and Cant (2002:316) state that one of the best methods to follow is to use the classification model of Kotler and Armstrong (1996:427). They distinguish between two basic types of retailers, namely, store retailers and non-store retailers. Figure 3.14 illustrates the structure of the South African retailing scene.

Figure 3.14 Classification of formal South African retailers

STORE RETAILING	NON-STORE RETAILING
Service • Self-service • Limited service • Full service **Product assortment** • Width • Depth **Pricing structure** • Discounting • High mark-up **Ownership** • Independent • Voluntary chain • Corporate chain • Franchise • Conglomerate **Location** • CBD • Regional shopping centre • Community shopping centre • Neighbourhood centre • Local centre	**Direct marketing** • Direct mail • Catalogue marketing • Electronic shopping • Telemarketing **Direct selling** • Door-to-door • Multilevel marketing **Automatic vending** • Vending

Source:Kotler and Armstrong, (1996:427).

3.14.1 Store retailing

Retail stores come in all shapes and sizes. Stores offer different product assortments and service levels as requested by the consumers or customers.

3.14.2 Types of ownership of retail shops or stores

Lamb, Jr., et al. (2004:397) state that retail stores may be owned in different ways; the most common manner is the independent ownership of a single retail shop or outlet. Examples are a café, butchery or spaza shop by a single owner or co-owners.

Other ways in which retail shops or stores are owned:

- Multiple outlets, such as chain stores and branches of enterprises. Well-known examples of these outlets are Pick 'n Pay supermarkets, Shoprite Checkers, Edgars, Ideals, Mr. Price and CNA bookshops.
- Retail shops that are owned by the manufacturers, for example Queenspark owned by Rex Trueform and Pep Stores owned by the Pepkor group.
- Shops owned by the government, for example the SADF shops in military bases.
- Another form of retailing which is used to a large extent in South Africa is the franchise operation. The franchise is a contractual association between a manufacturer, wholesaler or service organisation (the franchisor) and independent entrepreneur (called the franchisee). The franchisee buys from the franchisor the right of ownership of a unique product or service in a certain area. Examples are Wimpy, KFC, Steers, Spar and Spur.

3.14.3 Type of merchandise or product assortment sold

Retailers may be classified according to the merchandise or product assortment sold. For purposes of classification, a distinction is made between shops or stores selling a variety of merchandise or product assortments, a single product line or speciality products (Lamb, Jr., et al. 2004: 297).

According to Strydom, Jooste and Cant (2002:317), the retailers can be classified according to the width and depth of product assortment.

- Speciality stores can have a very narrow product line with a deep assortment. Examples of speciality stores are toyshops and academic bookstores. A new version of speciality stores are the category killer, which carries a huge selection of merchandise in a single product line and sells at low prices to reduced competition, for example, sport stores. These speciality stores emphasise distinctive products and a high level of customer service.

- Department stores carry a wide assortment of shopping and speciality goods and are organised into relatively independent departments and offset higher prices by emphasising customer service and décor.
- Supermarkets are large, low-cost, low-margin and high-volume stores. Supermarkets are large self-service retailers that offer a wide variety of food products and some non-food items.
- Convenience stores are small stores carrying a limited line of convenience products such as milk, bread and cigarettes. These stores are in or near residential areas, open for long hours and seven days a week. Examples are greengrocers, cafés and convenience shops at petrol stations. Convenience stores carry a limited line of high-turnover convenience goods.
- The hypermarket and superstore are both larger than the supermarket with the hypermarket being the largest. Examples are Pick 'n Pay hypermarket and Checkers Hypermarket. They stock a large variety of product lines or merchandise.
- The service businesses are in the actual growth stage in South Africa and sell their services as "products". Examples are hotels, motels, restaurants, repair services and Bed and Breakfast establishments.

3.14.4 Location of the store

Most retailers tend to form clusters to attract customers with a variety of products and services. The central business district (CBD) was the place in the past where most of the retailers were situated. However, with the increase in the crime rate the tendency towards decentralisation and the trend for people to live further away from the central business district, i.e. suburbanization, retailers noticed a decline in sales and relocated those businesses to regional shopping centres for their survival. Shopping centres were built in these areas to accommodate increasing suburban consumers.

3.14.5 Size of the market area

According to Lamb, Jr., et al. (2002:302) the various factors determine the size of a shop or store's market area. The marketing mix is used to distinguish between the different retail formats. Discount stores have low prices while catalogue showrooms have high prices. Moreover, the size of the store and the product mix offered varies. Generally, a market area's size will be in line with the following:

- A convenience store will have a smaller store area than that of a speciality store or supermarket;
- The consumers' easy access to excellent modes of transport or their own motor vehicles in a specific area means that the store area is generally bigger and that the customers frequently visit the store for shopping;
- The greater the floor area of a shop or store, the deeper and wider the assortment of merchandise or products that will be stocked. Therefore it will draw customers from wider areas; and
- Where the store location is further away from a competing store, then the store area will be much bigger.

3.14.6 Types of services rendered

Retailers may be classified according to the quantity and level of service provided to their customers. Four levels of service rendered by retailers can be identified.

- Self-service was introduced in South Africa by the Checkers supermarket in the early 1950s. According to Strydom, Jooste and Cant (2002: 317), this trend was the beginning of a revolution that introduced self-service to all types of retailing organisations. Self-service entails that customers locate, compare and select the product in the store without the assistance of any sales- person. By performing these activities themselves, consumers expect to pay less for the product at the till point. Self-service is usually found in combination with discounting where the retailer competes with low price as a competitive advantage.
- As noted by Lamb, et al. (2002: 302), self-selection retailing is a variation of self-service. Consumers still undertake the search and comparison process, but in this

case they have at their disposal the staff of the retailer for advice and assistance should they need it. In most transactions, the customer interacts with the staff of the retailer only at the end of the shopping process, when payment has to be made for the products. Factory shops selling clothing use self-selection.

- Strydom, Jooste and Cant (2002: 317) state that limited service is now also found in the department stores such as Edgars, Josua Doore and Stuttafords. Some assistance in the form of a salesperson is available to help the consumer. The use of additional service results in increased operating costs which are reflected in higher pricing (prestige pricing) for the retailer. Full service obviously results in even higher operating costs and, therefore, must have an additional impact on price structures.
- According to Lamb, Jr., et al. (2002: 302), full service retailers sell speciality products such as jewellery, exclusive clothing, guns and photographic equipment. Customers who buy these products want to be offered advice and information. Services such as delivery, adjustments and manufacture by order are also offered. As can be expected this level of service is the most expensive offered by retailers.

3.14.7 Non-store retailing

Lamb Jr., et al. (2002:305) state that non-store retailers are retailers who interact with customers by way of telephone, mail, television, newspapers, magazines, computer and cell phones for the sale of the products. With the exception of vending machines, informal markets and electronic kiosks, the consumers also do not physically visit the shop or store premises to do their shopping. Non-store retailers can be classified in accordance with the extent to which they depend on location or time available for transactions.

3.15 Retail Market Strategy

Retail Market strategy is integral to the success of the retailer within the shopping centres.

3.15.1 Introduction

A retailer has to look at the medium and long term to identify trends and changes in the marketplace. Only once this has been done, will retailers be in a position to timeously develop strategies and plans to either avoid painful surprises and/or benefit from opportunities in the marketplace. Sound anticipation and planning can, for instance, offset some of the advantages their competitors may have.

3.15.2 Definition of Retail Market Strategy

According to Levy and Weitz (2004:148), the retail strategy is a statement identifying (1) the retailers' target market, (2) the format the retailer plans to use to satisfy the target market's needs and (3) the bases upon which the retailer plans to build a sustainable competitive advantage. The target market is the market segment(s) towards which the retailer plans to focus the resources and retail mix. A retail format is the retailer's mix, that is, the nature of merchandise and services offered, the pricing policy, the advertising and promotional programme, the approach to store design and visual merchandising, and the typical location. A sustainable competitive advantage, therefore, is an advantage over competition that can be maintained over a long time and ensures the viability of one retailer over another.

3.15.3 Target Markets and Retail Formats

According to Levy and Weitz (2004:149), the retailing concept is a management orientation that focuses on retailers determining the needs of its target market and satisfying those needs more effectively and efficiently than its competitors. Successful retailers satisfy the needs of customers in their target segment better than the competition does. The selection of a target market focuses the retailer's attention on a group of consumers whose needs it will attempt to satisfy. The selection of a retail format outlines the retail mix to be used by the retailer to satisfy the needs of those customers. The retail strategy determines the markets in which a retailer will compete, with the range of capabilities at its disposal.

3.15.4. Building a sustainable competitive advantage

Levy and Weitz (2004:157) believe that retailers also build a sustainable competitive advantage by offering excellent customer service. However, offering good service consistently is difficult since retail employees or staffs are at the forefront of providing customer service, retailers must instil its importance in their employees through training over a continuous period. Training ought to become part of the retailer's organizational culture. It takes considerable time and effort to build a tradition and reputation for customer service, but a good service is a valuable strategic asset.

Customer service is both a competitive advantage and an organizational cost. It requires a serious strategic approach in order to decide what should be provided. The ideal test is to ensure that every service provided adds value to the retail operation and enhances the volume/value of business in a competitive marketplace to the extent that it more than covers the cost of provision. Unfortunately, this ideal is impossible to judge in practice and so service provision becomes a qualitative decision. Nevertheless it is important that the level and standard of customer service provided is consistent with, and reinforces the rest of the retail marketing mix. There is a simple four-step sequence that should be followed with regards to customer service:

- Listen to customer requirements;
- Design appropriate services and set monitoring standards;
- Deliver/perform the service properly; and
- Ensure the performance matches the promises made to customers.

Customer service is an issue for all retailers, but it is more apparent in face-to-face encounters (moments of truth) in traditional stores. Sullivan and Adcock (2002:249) suggest that to explore the different solutions to the problems of non-store retailing such as e-service, the basic principles need to be reiterated, since customer service quality applies to all methods of retailing. As long as the customer service decisions are taken with a view to enhancing the shopping experience of customers, they provide real added benefits to customers, which translate to higher opportunities for profits. If at any stage, off-the-peg solutions or clever technology starts to dominate rather than serve, then problems will occur, and customer discontent will manifest.

3.16. Conclusion

The study of consumer behaviour provides critical information to retailers, marketers, stakeholders and management of shopping centres for developing marketing strategies and tactics. Consumer behaviour and retailing serves as a useful guideline in developing shopping centres. It helps marketers develop product-specific plans, as well as broader marketing strategies. These broader strategies determine how the firm or business might approach its market segmentation, targeting and positioning. The extended mix, that is, product, price, promotion, place, people, process and physical evidence is more appropriate for the shopping centre industry, since it offers more flexibility. The relationship between the stakeholders of shopping centres, the tenants and consumers should be a symbiotic one to ensure a long-term relationship since each depends on the other for their success. The literature survey has to a large extent answered the key question 1.6.5 in chapter 1 relating to marketing strategies implemented for the satisfaction of needs and desires of consumers. The other key questions will be addressed in the empirical study.

The study focuses on the impact of the situational influences, namely, physical surroundings that is physical features and design of shopping centres, antecedent states, namely, moods and condition of consumers, social surroundings, time and task definition on the consumer decision-making process for the selection of shopping centres. The situational influences contribute toward an understanding of consumer decision-making process model for the selection of shopping centres. Against the background to this a model has been formulated. The next chapter outlines the methodology to be adopted to answer these questions.

CHAPTER 4

Research Methodology

4.1 Introduction

Since several critical questions remain to be answered, it is necessary to restate them and them discuss the methodology to investigate them. The questions that need to be addressed as stated from chapter one.

1.6.1 What factors influence the consumers' decision-making process in the selection of shopping centres?

1.6.2 How does the internal and external environment of shopping centres impact on consumers' choice of shopping centres?

1.6.3 For what purposes do consumers visit the various shopping centres?

1.6.4 How satisfied are customers with the various shopping centres?

1.6.5 What marketing strategies are employed to meet consumer's needs and desires? [answered in literature review]

1.6.6 How does private transportation impacts on patronage of shopping centres?

1.6.7 How does one stop shopping centre contribute to family experiences?

1.6.8 Do males and females differ in their preferences for the various facilities within the shopping centre?

A quantitative research generally involves the collection of primary data from large numbers of individuals, frequently with the intention of projecting the results to a wider population (Martins et al., 1996:125). Malhotra and Peterson (2006:150) define quantitative research as a research methodology that seeks to quantify the data and typically applies some form of statistical analysis.

4.2 Development of the Appropriate Research Design

Research design is the framework or preliminary plan for a study that guides the data preparation, data analysis and reporting research results. It serves as a master plan of the methods, procedures, results, conclusions and recommendations. According to Hair et al. (2003:41), there are three types of research design:

1. Exploratory research that focuses on the collecting either secondary or primary data and using an unstructured format or informal procedures to interpret them;
2. Descriptive research that uses a set of scientific methods and procedures to collect raw data and create data structures that describe the existing characteristics of a defined target population or market structure; and
3. Causal research designed to collect raw data and create data structures and information that will allow the researcher to model cause-and-effect relationships between two or more market (or decision) variables.

Descriptive research was applied to the study as it attempted to describe this phenomenon in detail and investigate the evolution of the South African Shopping Centre Industry. Cant el al. (2003:31) state that the purpose of descriptive research is to provide an accurate picture of some aspects of the marketing environment including:

- Demographic information may help researchers to describe the characteristics of certain groups in a target market;
- Behavioural information estimating the number of people in a specific population who behave in a certain way can be described; and
- Specific predications and clear specifications give information on more detailed aspects by answering the questions: who, what, why, when, where and how?

Descriptive research studies can be conducted in two ways that is longitudinal and cross-sectional. In this research, cross- sectional study was applied. Cross- sectional studies are types of research that involve the collection of information from any given sample of population elements only once. Cross- sectional studies are performed by means of sample surveys. In sample surveys, a sample is selected as representative of the target population and the emphasis is on the generation of summary statistics, such as averages and percentages.

Strydom et al. (2002:152) state that descriptive research is useful to provide answers to questions as to the who (Shopping Centre Shoppers), what (behaviour), when (currently), where (in the shopping centres in the greater Durban area) and how (mall incept interviews) of the topic. It attempts to obtain a complete and accurate description of the situation. Descriptive research designs can often be very complex and involve the use of statistical methodology and methods. The different techniques for data collection in the descriptive research design include the personal interview, postal questionnaire, telephone interview and observation.

The personal interview was selected as the most appropriate method for this research given the size of the shopping centre. The desired respondents' answers could be validated and the information recorded possessed a high degree of accuracy because it was recorded by trained interviewers. The mall intercept method was applied, since it is a variation of the personal interview method. It involved recruiting shoppers in a shopping centre during the week-ends, qualifying them and conducting the interview in the shopping centre. To qualify as a respondent, the interviewer had to ask the screening question of whether the respondent was over eighteen years of age. Only if the response matched the desired respondent profile would such a person be invited to participate in the rest of the survey. Respondents who do not comply with the desired profile would be thanked for their co-operation and the interview will be terminated. This type of interview had time duration of between 10 to 15 minutes.

According to Cooper and Schindler (2003:326), three broad conditions must be met in order to have a successful personal interview:

- The participant must possess the information being targeted by the investigative questions;
- The participant must understand his or her role in the interview as the provider of accurate information; and
- The participant must perceive adequate motivation to co-operate.

The interviewer can do little about the participant information level. Screening questions can qualify participants when there is doubt about their ability to answer. This is the researcher's responsibility.

4.3 The study area and the population

Definition of the Target Population

A defined target population consists of the complete group of elements people or objects that are specifically identified for investigation according to the objectives of the research project (Hair et al., 2003:334).

The research was conducted on South African shopping centre consumers who live in Durban and its surrounding area, were selected as the target population. A precise definition of the target population is essential for the success of the research project. According to Malhotra (2001:330) the target population can be defined in terms of elements, sampling units, extent (sample frame) and time. An element is a person or object from the defined target population from which data and information are sought (Hair et al., 2003:334). In this research, the elements were respondents that are the shopping centres consumers. Martins et al. (1996:251) define sample unit as an element available for selection at some stage of the sampling process. In this case, the sampling units were the types of shopping centres. Extent refers to the geographical boundaries. A sampling frame is the list of sampling units from which a sample will be drawn (Churchill, 1998:476). This was defined by the greater Durban area. The time factor is the period under consideration. In this research, the time period under consideration was September and October 2005.

The first step was to select the sampling units of the seven different types of shopping centres. The sampling units were shoppers that patronized a particular shopping centre and interviews would be conducted. The second step was to select the elements within the shopping centre. The study population consists of seven shopping centres in the greater Durban area namely Pavilion, Musgrave, Gateway, Sanlam Centre, La Lucia, Overport City and Chatsworth Centre. The shopper survey forms the basis for understanding the shoppers patronizing a particular shopping centre. The shopper survey sample is of utmost importance to give a true representation of the profile of the shoppers supporting a particular centre.

4.4 Sampling Methods

In this study, non-probability or non-random sampling has been applied because of the difficulty in obtaining a survey population beforehand. According to Martins et al. (1996:253), non-probability samples rely on the judgement of the researcher and are only as representative as the researcher's luck and skill permit. In non-probability sampling, there is no way of estimating the probability that any element will be included in the sample and, therefore, there is no fixed of method finding out whether the sample is representative of the population.

Non-probability sampling means that subsets of the population have little or no chance of being selected for the sample. In other words, all the elements of the population do not have an equal chance of being selected. Methods of non-probability sampling include convenience sampling, judgement sampling, quota sampling and snowball sampling (Cant et al., 2003:49).

There are two steps to sample the survey population for this research covering the sampling units:

1. The sampling units are the shoppers that patronized the seven different types of shopping centres, where the interviews were to be conducted. Therefore for each type of shopping centre, judgement sampling has been applied. Hair et al. (2003:351) defines judgement sampling where participants are selected according to the researcher's or some other belief that they will meet the requirements of the study; and
2. For the respondents who were to be interviewed, the convenience sample method was applied. A non-probability sample is sometimes called an accidental sample because those included in the sample enter by accident, in that they just happen to be where the study is being conducted when it is being conducted (Churchill, 1996:481).

4.5 Sampling Size

The sample size refers to the number of elements to be included in the research. This size according to Cant et al. (2003:48), refers to the number of respondents that should be included in the investigation and is an important consideration for researchers. The size of the sample drawn affects the quality and generalisation of the data. If the sample is too small, the data obtained may not be representative. However, big samples may be costly. "It is difficult to generalise from study to study, the sample should be large enough so that there are 100 or more units in each category of the major breakdowns and minimum of 20 to 50 in the minor breakdowns" (Diamantopoulos and Schlegelmich, 1997:17). This breakdown was applied to the study; the major shopping centres had 75 units or more while the smaller shopping centres had 50 units or more.

4.6 Sampling Units

Seven different types of shopping centres in the greater Durban area were selected as sampling units through the method of judgmental sampling as explained earlier. This sampling was based on the total area size of the shopping centre, catchments area, consumers' profile and trade area.

4.7 Sampling elements: Shopping centre shoppers

A sample of 475 respondents was selected at the site of research to provide the sample size. For the regional shopping centres, minimum of 75 shoppers were targeted while for the smaller shopping centres 50 shoppers were targeted. The number of interviews in each shopping centre was limited because of time constraints. Since the research was on categorical variables that measures attitude and perception on nominal or ordinal scales, the sample size was large enough for this type of study.

4.8 Sampling Selection and Procedure

In order to select the final sampling units where the questionnaires would be administered, every shopping centre in the greater Durban area was identified and visited. Information on the shopping centre product offerings, shoppers' profile and contact details of the shopping centre management was obtained. After the first step, seven different types of shopping centres were selected through the method of judgemental sampling.

The shopping centres selected were the following:

Targeted	475	
Name of Shopping Centre	Minimum number of Shoppers to be targeted	Area
The Pavilion	75	Westville
The Gateway	75	Umhlanga
Sanlam Centre	50	Pinetown
La Lucia Mall	50	La Lucia
Chatsworth Centre	50	Chatsworth
Musgrave	50	Berea
Overport City	50	Overport

When the final units had been defined, a convenience sample of a minimum of 50 respondents from the smaller shopping centres and a minimum of 75 respondents from the larger shopping centres were chosen. Telephone calls were made and e-mail messages sent to each shopping centre manager to explain the research and the reasons why their co-operation was necessary. This communication was followed by faxing or e-mailing the questionnaire and the date of the interviews.

4.9 Data Collection

4.9.1 Method of communication used to interview

In order to reach the targeted population, the face-to-face method of interviewing was applied, namely, the mall intercepts. In the mall intercept personal interviews, respondents are approached and interviewed in shopping centre or malls.

The advantages of the mall or shopping centre intercept are the following:

- Complex questions can be asked to obtain meaningful information;
- Very good for physical stimuli and surroundings;
- Very good control of environment in which the data are being collected; and
- Very good response rate because of the availability of shoppers.

However, this method has the following disadvantages:

- High social desirability, answers not accurate but that may be desirable from the social standpoint;
- Potential for interview bias, error due to the interviewer not following the correct interviewing procedure;
- Moderate quantity of data, as shoppers is generally in a hurry; and
- The high cost factor involved in this method of interviewing.

Adapted from Malhotra and Peterson, (2006:185-187)

4.9.2 Data Collection Plan

The interviews were conducted in shopping centres which were located in the greater Durban area. In order to have a reliable study and a representative sample, it was necessary to interview shopping centre consumers in different places over the week-ends to achieve every category due to the high traffic flow of shoppers. By careful planning of the interviews and interaction with the different shopping centre management in the Greater Durban area, an acceptable sample size was achieved in order to fulfil the objects of the study.

In order to administer the questionnaires, second year learners were hired from the Durban Institute of Technology studying Marketing, Tourism Management and Ecotourism. These learners had knowledge and experience of marketing research and were competent to interview the respondents. Training and fieldwork audit was conducted by the researcher.

4.9.3 Construction of the questionnaire

A printed questionnaire was used. It was considered appropriate for the study as it comprised a series of questions designed to elicit responses from the respondents on the various shopping centres.

Structured questionnaires with structured responses were presented to respondents who were obliged to choose one or more from the given possible answers. This procedure was necessary in order to facilitate administration, computation, tabulation and analysis. The structured questionnaire included the following:

1. Multiple-choice questions with single answers;
2. Multiple-choice questions with multiple answers;
3. Rankings; and
4. Scaled questions.

The questionnaire is presented in Annexure A. The questions were constructed in order to categorise respondents according to their decision-making processes and the selection of shopping centre, shopping patterns, circumstances, social and economic background.

The questions were in the following sequences:

Question 1 - - - - - - -	where the interview was conducted.
Question 2 - - - - - - -	choice of shopping centre.
Question 3 - - - - - - - -	distance from home.
Question 4 - - - - - - - -	time spent in the shopping centre.
Question 5 - - - - - - - -	mode of transport to shopping centre.
Question 6 - - - - - - - -	purpose of visit to shopping centre.
Question 7 - - - - - - - -	choice of shopping centre for meeting friends.
Question 8, 9 - - - - - - -	circumstances.
Question 10 - - - - - - - -	important shopping centre factors to consider.
Question 11, 12, 13 - -	family situation.
Question 14 - - - - - - -	present shopping facilities.
Question 15, 16, 17, 18, 19 - -	demographic profile of consumer.

4.9.4 Pre-testing

According to Malhotra and Peterson (2006:307), pre-testing is testing the questionnaire on a small sample of respondents for the purpose of improving the questionnaire by identifying and eliminating potential problems before using it in the actual survey.

The questionnaire was pilot tested before it was finalized. The questionnaire was tested amongst six fourth year marketing learners, four academics and two shopping centre managers to gain views, opinions and whether the questionnaire will achieve the objectives of the study. In this way, the questionnaire was pilot tested by consumers and professionals. The feedback obtained from the pilot study was incorporated in the final questionnaire to be used for this investigation.

4.9.5 Validity and Reliability of the Research Design Procedure

Churchill (1996:402) states that any scale or other measurement instrument that accurately measures what it was intended to measure is said to have validity. The validity of a measuring instrument is defined as the extent to which the differences in scores on it reflect true differences among individuals on the characteristics to be measured, rather than constant or random errors.

According to Cooper and Schindler (2003:231), there is one widely accepted classification which consists of three major forms of validity:

1. Content validity of a measuring instrument (the composite of measurement scales) is the extent to which it provides adequate coverage of the investigative questions guiding the study. If the instrument contains a representative sample of the universe of the subject matter of interest, then content validity is good.
2. Criterion-Related Validity reflects the success of measures used for prediction or estimation. One may want to predict an outcome or estimate the existence of current behaviour or condition.
3. Construct validity is the most complex and abstract. A measure has construct validity to the degree that it conforms to predicted correlations of other theoretical propositions. Attempts to identify the underlying construct(s) being measured and determined reflect how well the test represents the sample.

According to Malhotra (2001:281), reliability refers to the extent to which a scale produces consistent results if measurements are made repeatedly. Reliability is assessed by determining the proportion of systematic variation in a scale. This is done by determining the association between scores obtained from different administrations of the scale. If the association is high, the scale yields consistent results and is, therefore, reliable. Approaches for assessing reliability include the test-reset, alternative forms and internal consistency methods.

Malhotra and Peterson (2006:274) define the three approaches for assessing reliability:

1. Test-Reset Reliability is an approach for assessing reliability in which respondents are administered identical sets of scale items at two different times under as nearly equivalent conditions as possible;
2. Alternative- Forms are approaches for assessing reliability which requires two equivalent forms of the scale to be constructed and then measures the same respondents at different times using the alternate forms; and
3. Internal-Consistency is an approach used to assess the reliability of a summated scale and refers to the consistency with which each item represents the construct of interest. There are two types:
   a) Split-half reliability which is a form of internal-consistency in which the items constituting the scale are divided into two halves and the resulting half scores are correlated; and
   b) Coefficient alpha which is a measure of internal-consistency, that is, the average of all possible split-half coefficients resulting from different splitting of the scale items.

In addition to a theoretical consideration and evaluation of validity and reliability, the researcher considered certain practical factors in selecting scaling techniques for the study. These factors include the level of measurement desired (nominal, ordinal, interval or ratio), the experience and age of the respondents by asking a filter question to include those over 18 years old. By the usage of multiple scale items to measure the same characteristics, an attempt was to improve the accuracy of results.

Firstly, the researcher must also consider two important factors in order to achieve reliable results in the study. Firstly, the sample must be representative of the population in question. In this study, the shopping centres have been chosen in precise areas in order to select the sample that accurately represents the population. This representivity was achieved by using the judgmental sampling method. Secondly, the researcher ensured that the study stimulated the real world as closely as possible within the shopping centre industry. The conditions and the situation must be seen to be normal, depicting the willingness of the respondents. Hence the objectives of the research had to be well planned in order to minimize the whole range of reactive effects. To meet this minimum requirement, an interviewing plan, training of the fieldworkers and an audit of the interviewers was undertaken. In this study shoppers who shopped or visited the designated shopping centre were interviewed.

4.10 Data Analysis

4.10.1 Introduction

A computerized statistical analysis of the data was necessary to describe and interpret the data that was obtained from the questionnaire. A computer package, namely, the SPSS version 13 was used to analyse the information.

4.10.2 Data Preparation

Data preparation begins with a preliminary check of all questionnaires for completeness and interviewing quality. Editing consists of screening questionnaires to identify illegible, incomplete, inconsistent or ambiguous responses. The next step is coding. In this study the questionnaires were pre-coded. A numerical code was assigned to represent a specific response to specific questions, along with the column position that the code will occupy. Closed ended questions had to be analysed after completion by the respondents to check for missing responses. The coded data from the questionnaire was entered into a computer via keypunching and saved onto disks.

4.10.3 Tabulation and Basic Analysis

Tabulating the data aids in finding how the data was distributed and what the typical responses were and their importance as regards to significant relationships between the different sets of data.

According to Hair et al. (2003:511), tabulation is a simple process of the number of observations (cases) that are classified into certain categories. Two common forms of data tabulation are used in marketing research projects: one- way tabulations and cross-tabulations.

A one- way tabulation is the categorization of single variables existing in the study. In most cases, a one- way tabulation shows the number of respondents who gave each possible answer to each question on the questionnaire. The actual number of one- way tabulations is directly related to the number of variables being measured in the study.

Cross- tabulation simultaneously treats two or more variables in the study. It categorizes the number of respondents who have responded to two or more consecutive questions.

The use and purpose of tabulations range from further validation of the accuracy of the data to the communication of research results. Each tabulation procedure serves its own unique purpose in the research study.

Moreover, data is influenced by the scale, which can be nominal or ordinal.

- A nominal scale is a scale whose numbers serve only as labels or tags for identifying and classifying objects with a strict none- to- one correspondence between the numbers and the objects.
- An ordinal scale is a ranking scale in which numbers are assigned to objects to indicate the relative extent of some characteristic. Thus, it is possible to determine whether an object has more or less of a characteristic than some other object.

Statistical analysis is a method of describing and interpreting the data as well as organizing and summarizing information for the purpose of generalizing and making inferences.

The statistical analysis process was covered under the following headings:
(A) Descriptive Statistics

Descriptive Statistics refer to the collection of methods for classifying and summarizing numerical data. The objective of descriptive statistics is to provide summary measures of data contained in all the elements of a sample (Kinnear and Taylor, 1996:546). Descriptive analysis incorporates frequencies, measures of central tendency and measures of dispersion.

1. Frequency

According to Sekaran (2003:136), frequencies refer to the number of times various sub-categories of a certain phenomenon occur, from which the percentage and cumulative frequency of their occurrence can be easily calculated. Frequencies are used in the current study to obtain a profile of the sample.

2. The Mean

The mean is referred to as the arithmetic average (Cooper and Emory, 1995). It is defined by Cooper and Emory (1995:395) as the sum of the observed values in the distribution divided by the number of observations. It is local measure most frequently used for interval-ratio data but can be misleading when the distribution contains extreme values, large or small.

3. Mode

The mode is the value which has the highest number of occurrences. According to Malhotra and Peterson (2006:434), the mode is a measure of central tendency given as the value that occurs the most in a sample distribution.

4. Standard Deviation

According to Sekaran (2000), the standard deviation (s) is based on subtracting each individual value from the mean. The standard deviation is the positive square root of the variance (Cooper & Emory, 1995). The standard deviation is the most frequently used measure of spread because it improves interpretability by removing the variance's square and expressing deviations in their original units. In simple terms: "The standard deviation is an approximation of the average deviation around the mean". The standard deviation is calculated simply as the square root of the variance (Cooper & Emory, 1995).

5. Variance

The average of the squared deviation from the mean of a distribution is called the variance. Variance is the means of the squared deviations from the group mean. The variance expresses the degree to which individual scores in a set of data spread out from the mean (Sekaran, 2000:117).

6. Range

In collected data, the difference between the highest and the lowest value is called the range. Hair et al. (2003:242) state that the range by saying it identifies the end-points of the sample distribution.

7. Minimum

In collected data, the lowest scored value is called the minimum (Sekaran, 2000:117).

8. Maximum

In collected data, the highest scored value is called the maximum (Sekaran, 2000:117).

(B) Inferential Statistics

Blaikie (2000:374) refers to inferential statistics as the methods used to make inferences about a larger group of individuals on the basis of data collected from a smaller group. The objective of the inferential statistics is to enable the researcher to determine "whether or not a difference between two treatment conditions occurred by 'chance' or is a 'true difference'. The different inferential statistical techniques that will be used to test the various hypotheses include the t-test, analysis of variance and correlation.

1. T-Test

A t-test is used to investigate if there is any significant difference in the means for two groups in the variables of interest and the variations on the t-test are used for independent and related samples (Cooper & Emory, 1995).

Generally, the T-test used is to find out if there are any significant differences in perceptions of gender towards the study variables.

2. Analysis of variance (ANOVA)

The statistical methods for testing the null hypothesis is the means of several populations are equal are known as the analysis of variance (Cooper and Emory, 1995:457). Cooper and Emory (1995) suggest that the one-way analysis of variance uses a single factor, fixed-effects model to compare the effects of one factor on a continuous dependent variable.

Generally Anova is used to find out if there are any significant differences in perceptions among biographical variables of the study (Sekaran, 2000:118).

3. Correlation

Correlations examine the strength of the identified association between variables. Pearson's Correlation Matrix indicates the direction, strength and significance of the bivariate relationship among the variables in the study (Cooper and Emory, 1995).

4. Chi-Square test

Reaves (1992:348) defines the chi-square test as a statistical test used to determine the probability that a frequency distribution is what would be expected by chance or that two or more frequency distributions are different. The chi-square analysis is used when one wants to ascertain if there is a relationship between two nominal variables or whether they are independent of each other. According to Hair et al. (2003:263), chi-square statistics are used to test the statistical significance between the frequency distribution of two or more groups. Categorical data from questions about gender, education, or nominal variables can be examined. The chi-square statistic compares the observed frequencies (sometimes referred to as actual) of the responses with the expected frequencies. The observed frequencies are the data from the survey and the expected frequencies are what one thinks the population distribution should be.

4. Reliability: Cronbach's Coefficient Alpha

The reliability of the measure, according to Sekaran (2003:308), indicates the extent to which the measure is without bias (error free) and, hence, offers consistent measurement across time and across various items in the instrument. It indicates the stability and consistency with which the instrument measures the concept and helps to assess the "goodness" of a measure. Cronbach's alpha is a reliability coefficient that indicates how well the items in a set are positively correlated to one another. Cronbach's alpha is computed in terms of the average inter-correlations among items measuring the concept. The closer Cronbach's coefficient alpha is to 1, the higher the internal consistency reliability. Generally, an alpha value of above 0.7, indicates that the questionnaire has internal consistency.

4.11 Conclusion

This chapter has focused on the research design and methodology used in acquiring the empirical data of the research study. It highlighted the sampling technique, presented a justification for the specified questionnaire, specified the data collection method, and described the statistical analysis to which the data must be subjected.

A structured questionnaire focused on eight key variables namely: location, accessibility, visibility, management and marketing of shopping centres, tenant mix, consumer profiles, shopping centre appearance and the retail mix that influence the consumer decision-making process in selection of shopping centres. The shoppers at the shopping centres in the Greater Durban Area will represent the sample for a mall intercept survey. A quota sample (non-probability) of approximately 475 respondents will be drawn from the population in the Greater Durban Area, with filter questions being utilized to ensure respondents fit the sample frame. The sample was be drawn from each centre depending on the area and the size of the shopping centre. A minimum of 50 respondents from the smaller shopping centres and a minimum of 75 respondents from the larger shopping centres were be targeted. The completed questionnaires will than be subjected to editing, coding and data capturing. The nature of data, the number of variables and the relationship between the variables are the main considerations in the selection of the appropriate statistical tests, such as descriptive statistics and inferential statistics. The next chapter presents a discussion and an analysis of the results in detail.

CHAPTER FIVE

ANALYSIS OF DATA

5.1 Introduction

This chapter presents an empirical analysis and discussion of the study findings in relation to shopping centres. With the aid of the Statistical Package for the Social Sciences (SPSS version 13) data were captured, results were generated and analysed with the use of descriptive statistics and inferential statistics.

Descriptive and inferential statistical tools were used to analyse the following:

- The physical surrounds of the shopping centres;
- The shopping centre image;
- The consumer decision-making process of shopping centres;
- The shopping centre's perceived values amongst shoppers;
- The breadth and depth of the shopping centre's product offerings and service;
- The brand image effects on the shopping centre identity; and
- The marketing policies applied to shopping centres for success.

5.1.1 Quantitative analysis of Data

Meaningful results are contextualised within the study from a sample of 457 respondents from seven shopping centres in the greater Durban Area. The analyses of respondents were aggregated in order to reflect the general position, attitudes and perceptions of shopping centres in the greater Durban Area. A detailed analysis of the findings will be presented with numerical tabulations and graphical representations. Since each shopping centre dimension is inter-related and interdependent on the overall perception of the shopping centres, the significant relationships between selected dimensions were determined. The research findings of the relationships are depicted in tables with interpretations thereof. Shoppers visit a combination of shopping centres for shopping and entertainment needs. Hence, the responses indicated in the tables reflect the combined results of visits to the various shopping centres by the same shoppers.

5.2 Cronbach Alpha Test

RELIABILITY ANALYSIS - SCALE (ALPHA)

Reliability Coefficients

Number of Cases = 245.0

Number of Items = 35

Alpha = 0.9094

Interpretation:

Reliability analysis for the questionnaire's continuous variables reveals that the Cronbach's alpha value is 0.9094; this is above 0.7, which is closer to 1. This finding indicates that this research instrument (Questionnaire) has high internal consistency and reliability of the questionnaire variables. Having ascertained the extent of the reliability of the questionnaire, the descriptive statistics will be presented first as a precursor to the inferential statistics.

5.3 Comparative Descriptive Statistics - Shopping Centres

Seven shopping centres were selected in the greater Durban area to give a fair representation of the sample. The sample target was 475 respondents.

Q1. At which Shopping Centre is the interview being conducted?

Table 5.1: Interviews at various shopping centres

	Frequency	Percent
Pavilion	151	33.0
Musgrave	26	5.7
Gateway	83	18.2
Sanlam Centre	46	10.1
La Lucia	57	12.5
Overport city	22	4.8
Chatsworth centre	72	15.8
Total	457	100.0

Table 5.1 reveals that a major proportion of the interviews were done at the Pavilion with 151 respondents (33 %), while Gateway had 83 (18.2%) respondents and the Chatsworth

centre had 72 (15.8%) respondents. The shoppers at Pavilion were more willing to participate in the survey, thus resulting in a fairly high proportion of respondents from Pavilion. The Musgrave (5.7%) and Overport city (4.8%) have fewer interviews due to their shopping centre policy. The interviews were done outside the shopping centre. Moreover, the shoppers were reluctant to take part in the study.

Q2. How often do you visit the various shopping centres of your choice?

Table 5.2: Frequency of visit to the various shopping centres

Frequency	Pavilion	Musgrave	Gateway	Sanlam Centre	La Lucia	Overport city	Chatsworth centre	Total frequency	Total percent
Daily	3.5%	.7%	2.6%	2.6%	1.3%	.2%	4.4%	70	15.3%
Once a week	13.3%	2.4%	5.7%	2.6%	3.9%	2.0%	6.3%	166	36.3%
Once a fortnight	6.1%	.9%	3.3%	2.4%	.9%	.4%	.9%	68	14.9%
As required	9.8%	1.8%	5.9%	2.4%	6.1%	2.2%	4.2%	148	32.4%
Other specify	.2%		.7%		.2%			5	1.1%
Total	33.0%	5.7%	18.2%	10.1%	12.5%	4.8%	15.8%	457	100.0%

Table 5.2 illustrates that a significant proportion of respondents that is 166 (36.3 %) visits the shopping centre once a week. Furthermore, 148 respondents (32.4 %) visit the shopping centre as required. The table clearly exhibits each shopping centre and how often shoppers visit them. Of the total respondents, 66.5% of the respondents are regular, shoppers, that is, daily, weekly and fortnightly.

Q3. Does the distance from home to the Shopping Centres influence my decision to shop at the various shopping centres.

Table 5.3: The Influence of Distance from home to the shopping centre

Influence	Pavilion	Musgrave	Gateway	Sanlam Centre	La Lucia	Overport city	Chatsworth centre	Total frequency	Total percent
Strongly Disagree	6.1%	.9%	1.1%	1.1%	2.5%	.2%	1.1%	58	13.1%
Disagree	3.4%	.9%	3.8%	1.4%	.9%	.2%	2.9%	60	13.5%
Neutral	6.8%	.7%	5.0%	2.3%	1.6%	.7%	1.1%	80	18.0%
Agree	7.2%	1.4%	2.9%	1.4%	3.2%	1.1%	4.5%	96	21.6%
Strongly Agree	10.1%	2.0%	5.4%	2.7%	4.5%	2.7%	6.3%	150	33.8%
Total	33.6%	5.9%	18.2%	8.8%	12.6%	5.0%	16.0%	457	100.0%

Table 5.3 reveals comparative descriptive results of how distance influences decisions to visit each shopping centre. According to table 5.3, a significant number of respondents that is 150 (33.8 %) strongly agree that distance from home to the shopping centre plays an important role as to where consumers will shop. While 80 (18.0 %) of the respondents did not have any answers, 58 (13.1%) of the respondents strongly disagree, that distance from home affects their choice of a shopping centre. The majority of the respondents (55.4%) are of the view that the distance to travel influences their decision to shop at shopping centres.

Q4. How much time do you spend in the various shopping centres?

Table 5.4: Time spent at Shopping centres

Time	Pavilion	Musgrave	Gateway	Sanlam Centre	La Lucia	Overport city	Chatsworth centre	Total frequency	Total percent
Less than 1 hour	.7%	.4%	.2%	1.3%	.7%	2.2%	.4%	27	6.0%
1 - 2 hours	13.1%	3.8%	8.0%	4.9%	4.6%	2.7%	5.5%	192	42.5%
3 - 4 hours	11.3%	1.3%	6.4%	2.2%	3.3%		7.5%	145	32.1%
More than 4 hours	8.2%	.2%	3.5%	1.5%	3.8%		2.2%	88	19.5%
Total	33.2%	5.8%	18.1%	10.0%	12.4%	4.9%	15.7%	457	100.0%

Table 5.4 suggests that 192 (42.5 %) of the respondents spend 1 – 2 hours at the shopping centres. Furthermore, 145 (32.1 %) of the respondents indicated that 3 – 4 hours were spent at the shopping centres, while 88 (19.5 %) of the respondents indicated that more than 4 hours were spent at shopping centres. The majority of the respondents (50.6%) spent between 1 – 4 hours in the shopping centre.

Q5. How do you travel to the various shopping centres indicated?

Table 5.5: Mode of Transport to Shopping Centres

Mode	Pavilion	Musgrave	Gateway	Sanlam Centre	La Lucia	Overport city	Chatsworth centre	Total frequency	Total percent
Private vehicles	27.9%	5.1%	11.5%	4.6%	9.1%	4.2%	10.4%	329	72.8%
Taxi	4.0%	.7%	4.4%	3.8%	2.0%	.4%	4.6%	90	19.9%
Bus	.7%		2.0%	1.3%	1.3%	.2%	.4%	27	6.0%
Other, Specify	.7%		.2%	.2%			.2%	6	1.3%
Total	33.2%	5.8%	18.1%	10.0%	12.4%	4.9%	15.7%	457	100.0%

According to table 5.5, 329 (72.8 %) of the respondents use private vehicles to travel to shopping centres, while 90 (19.9 %) of the respondents use the taxis to travel to shopping centres. Patronage at shopping centres is highly dependent upon private vehicle usage.

Q6. For what purposes do you visit the various shopping centres indicated?

Table 5.6: Purpose of Visits to shopping centres

Reasons	Pavilion	Musgrave	Gateway	Sanlam Centre	La Lucia	Overport city	Chatsworth centre	Total frequency	Total percent
1. Shopping	10.2%	2.9%	6.4%	4.0%	8.2%	4.4%	6.9%	194	42.9%
2. Movies	1.1%		1.3%	1.1%	.9%	.2%	.2%	22	4.9%
3. Games			.2%	.2%				2	4%
4. Meet Friends / Family	1.8%		.7%	.4%	.7%			16	3.5%
5. Other Specify	1.1%	.2%	1.1%	.2%	.7%		.4%	17	3.8%
All	3.8%	.2%	2.7%	.4%	.2%		1.8%	41	9.1%
1&2	6.9%	.7%	2.4%	1.1%	.4%	.2%	4.2%	72	15.9%
1&3	.4%	.2%	.2%	.4%				6	1.3%
1&4	2.0%	.2%	.7%	.4%	.4%		.7%	20	4.4%
1&2&3	.7%	.2%	.9%	.2%	.2%		.4%	12	2.7%
1&2&4	5.3%	1.1%	1.5%	1.1%	.7%		1.3%	50	11.1%
Total	33.2%	5.8%	18.1%	9.7%	12.4%	4.9%	15.9%	457	452

Table 5.6 reveals that 194 (42.9 %) of the respondents visit the shopping centres mainly for shopping purposes, while 22 (4.9 %) of respondents visited the shopping centres exclusively to go to the cinema. A minority of 72 (15.9 %) respondents visit the shopping centres with the intention of shopping and going to the cinema. Furthermore, 50 (11.1 %) of the respondents indicated that they shop, visit cinema and meet friends/ family. The above table reveals that there are various reasons for visiting the shopping centres. Also,

the results confirm the findings reported in the literature that visits to shopping centres serve multiple purposes.

Q7. How often do you meet your friends at the various shopping centres indicated?

Table 5.7: Frequency of Visit to shopping centre to meet friends

Frequency	Pavilion	Musgrave	Gateway	Sanlam Centre	La Lucia	Overport city	Chatsworth centre	Total frequency	Total percent
Daily	1.6%	.2%	1.4%	.7%	.9%		2.5%	32	7.2%
Once a week	4.1%	.2%	4.3%	2.9%	2.0%	1.1%	3.6%	81	18.3%
Once a fortnight	5.4%	.7%	2.5%	2.7%	2.0%	.2%	1.1%	65	14.7%
As required	19.7%	4.1%	8.8%	2.7%	6.1%	3.4%	7.5%	231	52.3%
Other specify	2.3%	.5%	1.6%	.9%	1.4%		.9%	33	7.5%
Total	33.0%	5.7%	18.6%	10.0%	12.4%	4.8%	15.6%	457	442

Table 5.7 reveals how often consumers visit each shopping centre to meet friends. It emerged from table 7.7 that 231 (52.3 %) of the respondents stated that they meet friends at shopping centres as required, 81 (18.3 %) of the respondents meet once a fortnight and 32 (7.2%) of the respondents meet daily. The Pavilion Shopping Centre (19.7%) and Gateway (8.8%) were the most popular shopping centres for meeting friends. The combined response for "other" and "as required" totals to 59.8%. This finding suggests that for the majority of the respondents, meeting friends at shopping centres is not an important event.

Q8. Do your personal circumstances influence the choice of shopping centres?

Table 5.8: Personal circumstances and choice of shopping centres

Influence	Pavilion	Musgrave	Gateway	Sanlam Centre	La Lucia	Overport city	Chatsworth centre	Total frequency	Total percent
Yes	21.3%	3.4%	11.3%	2.9%	8.8%	4.3%	9.7%	273	61.8%
No	11.8%	2.5%	7.2%	5.9%	3.6%	.7%	6.6%	169	38.2%
Total	33.0%	5.9%	18.6%	8.8%	12.4%	5.0%	16.3%	457	442

In table 7.8, 273 (61, 8 %) of respondents indicated that personal circumstances affect their choice of shopping centres, while 38.2 % indicated that personal circumstances had no effect choice.

Q9. If yes, please tick the applicable circumstances.

The following table reflects the personal circumstances that influence the choice of a shopping centre.

Table 5.9: Visiting shopping centres based on personal circumstances

Most Important	Frequency	Percent
1. My state of mind / mood	33	7.4
2. Funds access / Credit facilities	29	6.5
3. Image of the shopping centre	28	6.3
4. Personal inclination	27	6.1
5. Level of interest in the product offerings	36	8.1
6. Other specify	4	0.9
Not applicable	154	34.8
All of the above	53	12.0
1 and 2	21	4.7
1 and 3	7	1.6
1 and 5	8	1.8
2 and 3	6	1.4
2 and 5	9	2.0
3 and 5	5	1.1
1, 2 and 3	7	1.6
1, 2 and 5	11	2.5
1,4 and 5	5	1.1
Total	443	100

In their choice of a shopping centre, table 5.9 clearly illustrates that a significant proportion of the respondents 154 (34.8 %) felt that personal circumstances were not applicable, that is, they did not shop at a shopping centre because of their personal circumstances. Furthermore, 53 (12.0 %) of respondents indicated that all of the options were applicable in the choice of shopping centres. A significant proportion (46.8%) of the respondents regards their personal circumstances as important reasons for visiting shopping centres.

5.4 Shopping Centre Factors

Q10. The shopping centre factors you consider to be important when selecting a shopping centre.

Table 5.10: The Importance of the Location in shopping centre selection

Importance	Pavilion	Musgrave	Gateway	Sanlam Centre	La Lucia	Overport city	Chatsworth centre	Total frequency	Total percent
Least Important	3.5%	.2%	.5%	1.6%	.7%		.2%	29	6.8%
Slightly Important	2.6%		1.6%	.5%	.2%		.2%	22	5.1%
Important	4.9%	.7%	4.7%	.7%	1.6%	.2%	1.2%	60	14.0%
Moderately Important	7.7%	.7%	3.5%	.7%	3.3%	.7%	3.3%	85	19.9%
Very Important	14.7%	4.4%	8.2%	4.4%	6.8%	3.7%	11.9%	232	54.2%
Total	33.4%	6.1%	18.5%	7.9%	12.6%	4.7%	16.8%	457	428

In table 5.10, 232 (54.2 %) of the respondents indicated that the location of shopping centres is very important in deciding upon which shopping centre to visit. Furthermore, 60 (14%) of the respondents indicated that location is important while 19.9% of the respondents indicated that location was moderately important, indicating that at least 88.1% consider the location of the shopping centre to be a significant factor in choosing where to shop.

Table 5.11: The Importance of Physical surroundings and ambience in shopping centre selection

Importance	Pavilion	Musgrave	Gateway	Sanlam Centre	La Lucia	Overport city	Chatsworth centre	Total frequency	Total percent
Least Important	2.9%		.7%	1.7%	.5%	.2%	.2%	26	6.4%
Slightly Important	2.9%		1.2%	.2%	.7%	.5%	.5%	25	6.1%
Important	6.1%	.5%	4.7%	1.5%	3.2%	1.0%	1.2%	74	18.2%
Moderately Important	9.1%	1.0%	5.7%	.7%	1.7%	1.0%	5.7%	101	24.8%
Very Important	12.5%	4.9%	6.4%	2.7%	6.1%	2.0%	9.8%	181	44.5%
Total	33.7%	6.4%	18.7%	6.9%	12.3%	4.7%	17.4%	457	407

The above table exhibits the importance of physical surroundings within each shopping centre when selecting a shopping centre. 181 (44.5 %) of the respondents felt that physical surroundings within the shopping centre is very important, while 101 (24.8 %) of the respondents indicated that moderately important. Only 6.4% of the respondents indicated that physical surroundings at the shopping centres are of least importance. This response is likely to stem from those who do not spend much time at shopping centres except for the purchase of products and services in an emergency.

Table 5.12: The Importance of accessibility to shopping centres

Importance	Pavilion	Musgrave	Gateway	Sanlam Centre	La Lucia	Overport city	Chatsworth centre	Total frequency	Total percent
Least Important	1.9%	.2%	.2%	1.5%	1.0%			20	4.9%
Slightly Important	1.2%	.2%	1.5%	.5%	.2%		.2%	16	3.9%
Important	3.6%	.2%	4.1%	.5%	.5%	.2%	1.2%	43	10.5%
Moderately Important	11.2%	.7%	4.1%	1.2%	3.2%	1.5%	4.4%	108	26.3%
Very Important	15.8%	4.6%	8.3%	3.6%	7.8%	3.2%	11.2%	224	54.5%
Total	33.8%	6.1%	18.2%	7.3%	12.7%	4.9%	17.0%	457	100.0 %

According to table 5.12, 224 (54.5 %) of the respondents stated that accessibility to shopping centres are very important, while 108 (26.3%) of the respondents stated that it is moderately important. Since most shopping centres are not on the designated bus routes, other modes of transport determines their accessibility. The results indicate that improved accessibility to shopping centres should be given careful consideration by owners and stakeholders of the shopping centres concerned.

Table 5.13: The Importance of Facilities for disabled persons at shopping centres

Importance	Pavilion	Musgrave	Gateway	Sanlam Centre	La Lucia	Overport city	Chatsworth centre	Total frequency	Total percent
Least Important	12.2%	2.2%	3.8%	1.1%	2.4%	1.1%	3.0%	95	25.7%
Slightly Important	1.1%	.3%	.5%	.5%	1.6%	.3%	.5%	18	4.9%
Important	6.2%	.5%	3.0%	1.6%	2.2%	.3%	1.9%	58	15.7%
Moderately Important	3.0%	.8%	4.1%	.5%	1.6%	.3%	1.9%	45	12.2%
Very Important	8.6%	1.6%	8.4%	3.5%	5.1%	2.4%	11.9%	154	41.6%
Total	31.1%	5.4%	19.7%	7.3%	13.0%	4.3%	19.2%	457	370

Table 5.13 reveals that 154 (41.6%) of the respondents indicated that the facilities for disabled persons at shopping centres are very important when selecting a shopping centre, while 95 (25.7%) of the respondents indicated that facilities are least important. The access to public places by disabled persons has become mandatory through legislation, but since some shopping centres were designed many years ago, access by disabled persons is still

difficult. The frail and the aged who are becoming an increasingly significant population group would also benefit from better access to the facilities for the disabled and the frail.

5.14: The Importance of Parking Facilities within shopping centres

Importance	Pavilion	Musgrave	Gateway	Sanlam Centre	La Lucia	Overport city	Chatsworth centre	Total frequency	Total percent
Least Important	3.3%		.7%	1.2%	.7%	.2%	1.2%	31	7.4%
Slightly Important	1.9%	.2%	.5%	.5%	.2%			14	3.3%
Important	3.1%	.5%	4.5%	1.0%	.5%		1.0%	44	10.5%
Moderately Important	6.0%	.7%	3.3%	1.2%	3.1%	.7%	1.4%	69	16.5%
Very Important	17.9%	4.3%	9.6%	4.5%	8.4%	4.1%	13.4%	260	62.2%
Total	32.3%	5.7%	18.7%	8.4%	12.9%	5.0%	17.0%	457	100.0 %

In table 5.14, 260 (62.2 %) of the respondents stated that parking facilities within shopping centres were very important when choosing shopping centres. Since private transport is the most common mode of transport, free and/ or secure parking is an important issue. Hence, one finds that parking vouchers issued by larger tenants are prevalent in many shopping centres as are car guards, who attempt to protect the vehicles while shoppers are in the shopping centres .

Table 5.15: The Importance of Types and designs of shops within the shopping centres

Importance	Pavilion	Musgrave	Gateway	Sanlam Centre	La Lucia	Overport city	Chatsworth centre	Total frequency	Total percent
Least Important	2.7%		1.2%	1.2%	.5%		.2%	24	5.9%
Slightly Important	1.5%		1.7%	.5%	.5%	.7%	2.2%	29	7.1%
Important	5.4%	.7%	3.4%	.7%	1.0%	1.7%	2.4%	63	15.4%
Moderately Important	8.8%	1.7%	5.4%	1.0%	3.4%	1.2%	5.6%	111	27.1%
Very Important	15.4%	3.7%	6.8%	2.9%	7.6%	1.2%	6.8%	182	44.5%
Total	33.7%	6.1%	18.6%	6.4%	13.0%	4.9%	17.4%	457	100%

Table 5.15 shows that 182 (44.5 %) of the respondents indicated that the types and designs of shops within the shopping centres are very important, while 111 (27.1%) of the respondents indicated types and designs are moderately important. Patronage at shopping centres is highly dependent upon the types and designs of shops within the shopping

centres, since they contribute to the ambience and determines the convenience or ease with which shopping can be accomplished.

Table 5.16: Atmosphere / ambience within the shopping centres

Importance	Pavilion	Musgrave	Gateway	Sanlam Centre	La Lucia	Overport city	Chatsworth centre	Total frequency	Total percent
Least Important	1.8%		.8%	.8%	.5%		.3%	16	4.0%
Slightly Important	1.8%		1.0%	.3%	.5%	.5%	.3%	17	4.3%
Important	3.8%	.5%	4.5%	.5%	1.0%	2.0%	1.8%	56	14.0%
Moderately Important	8.8%	.8%	3.3%	1.3%	3.5%	1.5%	3.8%	91	22.8%
Very Important	18.5%	4.3%	9.5%	2.5%	7.5%	1.0%	11.5%	219	54.9%
Total	34.6%	5.5%	19.0%	5.3%	13.0%	5.0%	17.5%	457	399

The above table shows the importance of atmosphere/ambience within each shopping centre by the respondents when selecting a particular shopping centre. A majority of 219 (54.9 %) of the respondents indicated that the influence of atmosphere/ambience within shopping centre is very important while 16 (4.0%) of the respondents indicated that it is least important.

Table 5.17: Designs and layout of the shopping centres

Important	Pavilion	Musgrave	Gateway	Sanlam Centre	La Lucia	Overport city	Chatsworth centre	Total frequency	Total percent
Least Important	2.0%		.5%	.5%	.3%			13	3.3%
Slightly Important	1.8%		1.5%		.5%	.5%	1.0%	21	5.3%
Important	5.3%	.5%	3.5%	1.0%	1.3%	1.8%	3.5%	67	16.8%
Moderately Important	9.0%	2.5%	4.8%	.8%	3.5%	2.3%	4.0%	107	26.8%
Very Important	16.5%	3.3%	8.8%	2.5%	7.3%	.8%	8.8%	191	47.9%
Total	34.6%	6.3%	19.0%	4.8%	12.8%	5.3%	17.3%	457	100.0 %

According to table 5.17, the majority of the respondents that is 191 (47.9 %) indicated that the design and layout of the shopping centres is very important, while 107 (26.8%) of the respondents stated that it is moderately important. Efficient design and layout present an image of the shopping centre which may suggest an upmarket or sophisticated environment and it also promotes free flow of shoppers without congestion at strategic nodes. The result of this study tends to support this view.

Table 5.18: The Importance of Shopping centre image

Importance	Pavilion	Musgrave	Gateway	Sanlam Centre	La Lucia	Overport city	Chatsworth centre	Total frequency	Total percent
Least Important	3.5%	.3%	.5%	1.3%	.8%		.8%	28	7.1%
Slightly Important	2.8%	.3%	.5%	.3%	1.0%	1.0%	.3%	24	6.0%
Important	3.3%	.5%	4.8%	1.3%	1.5%	2.3%	3.0%	66	16.6%
Moderately Important	9.6%	1.0%	4.3%	.8%	3.0%	.8%	6.0%	101	25.4%
Very Important	15.1%	3.3%	8.8%	2.8%	6.0%	.8%	8.1%	178	44.8%
Total	34.3%	5.3%	18.9%	6.3%	12.3%	4.8%	18.1%	457	397

Table 5.18 reveals that 178 (44.8%) of the respondents stated that the shopping centre image are very important, since image suggests an attraction by people with different lifestyles.

Table 5.19: The Importance of Promotional events

Importance	Pavilion	Musgrave	Gateway	Sanlam Centre	La Lucia	Overport city	Chatsworth centre	Total frequency	Total percent
Least Important	5.7%	.8%	1.0%	2.1%	2.8%	.8%	1.0%	55	14.2%
Slightly Important	4.9%	.8%	2.1%	.3%	1.0%	.8%	1.8%	45	11.7%
Important	9.1%	1.3%	5.7%	.3%	1.8%	1.3%	3.1%	87	22.5%
Moderately Important	6.7%	.8%	4.4%	.5%	2.6%	1.0%	4.7%	80	20.7%
Very Important	8.5%	1.8%	5.2%	2.1%	4.7%	1.3%	7.3%	119	30.8%
Total	35.0%	5.4%	18.4%	5.2%	13.0%	5.2%	17.9%	457	100.0%

The above table exhibits the importance of promotional events within the shopping centres as rated by respondents. In the table, 119 (30.8%) of the respondents felt that the promotional events within the shopping centres are very important, while 87 (22.5%) of the respondents stated are important. A majority of the 53 (30%) respondents believe in the power of promotion. This finding suggests that the shopping centre itself can promote stores and their wares in creative ways so that they capitalize on the target market.

Table 5.20: The Importance of Price Levels at Shopping Centres

Importance	Pavilion	Musgrave	Gateway	Sanlam Centre	La Lucia	Overport city	Chatsworth centre	Total frequency	Total percent
Least Important	3.1%	.5%	1.8%	.8%	1.5%	.3%	.5%	33	8.4%
Slightly Important	1.8%	.8%	1.8%		.8%		.8%	23	5.9%
Important	7.4%	1.0%	2.8%	1.0%	1.5%	1.5%	1.5%	66	16.8%
Moderately Important	9.4%	.5%	3.6%	.8%	3.8%	1.5%	5.6%	99	25.2%
Very Important	12.5%	2.8%	8.7%	3.3%	5.1%	1.8%	9.7%	172	43.8%
Total	34.1%	5.6%	18.6%	5.9%	12.7%	5.1%	18.1%	457	100.0%

The above table reveals that prices within shopping centres affect the choice of shopping centres. 172 (43.8%) of the respondents indicated that price levels within the shopping centres are very important. Shopping centres with a tenant mix which is perceived as having lower prices are frequented more often by the majority who are price conscious.

Table 5.21: The Importance of Merchandise / Products range

Importance	Pavilion	Musgrave	Gateway	Sanlam Centre	La Lucia	Overport city	Chatsworth centre	Total frequency	Total percent
Least Important	1.3%		.8%	.5%	.5%		.3%	13	3.3%
Slightly Important	1.3%	.3%	.8%	.3%	.3%		.3%	12	3.0%
Important	3.0%	.8%	4.0%	1.0%	1.8%	.8%	.8%	48	12.1%
Moderately Important	9.8%	.8%	7.0%	.5%	3.8%	1.3%	5.0%	112	28.1%
Very Important	19.1%	3.5%	6.0%	3.8%	6.5%	3.0%	11.6%	213	53.5%
Total	34.4%	5.3%	18.6%	6.0%	12.8%	5.0%	17.8%	457	398

It emerged from table 5.21 that 213 (53.5%) of the respondents consider the merchandise/ products' range offered by the different shopping centres as being a draw-card to the shopping centre. Patronage at shopping centres is highly dependent upon the merchandise / product offerings.

Table 5.22: The Importance of Security and safety

Importance	Pavilion	Musgrave	Gateway	Sanlam Centre	La Lucia	Overport city	Chatsworth centre	Total frequency	Total percent
Least Important	1.2%	.2%		.5%	.5%	.2%	.2%	12	2.9%
Slightly Important	1.2%	.2%	1.0%		.2%	.2%	.2%	13	3.2%
Important	2.2%		2.0%		1.5%	.2%	.2%	25	6.1%
Moderately Important	4.6%		2.0%	.2%	1.5%	.7%	1.0%	41	10.0%
Very Important	24.4%	4.9%	13.7%	6.4%	8.8%	3.7%	15.9%	318	77.8%
Total	33.7%	5.4%	18.6%	7.1%	12.5%	5.1%	17.6%	457	409

In table 5.22, the majority that is 318 (77.8%) of the respondents indicated that the security and safety is very important and affects their choice of shopping centres. Security within and around the shopping centres is paramount since it creates a safe environment within which to spend their money, and reduce their levels of anxiety.

Table 5.23: The Influence of Consumer traffic / crowding

Importance	Pavilion	Musgrave	Gateway	Sanlam Centre	La Lucia	Overport city	Chatsworth centre	Total frequency	Total percent
Least Important	1.5%	.8%	.3%	.5%	.5%		.8%	17	4.3%
Slightly Important	3.0%	.3%	1.3%	.5%	.5%		.5%	24	6.0%
Important	4.5%	.5%	3.5%	.5%	1.0%	1.5%	.8%	49	12.3%
Moderately Important	7.8%	1.0%	5.3%	1.5%	3.5%	1.3%	3.8%	96	24.0%
Very Important	17.5%	3.0%	7.8%	3.3%	7.8%	2.3%	12.0%	214	53.5%
Total	34.3%	5.5%	18.0%	6.3%	13.3%	5.0%	17.8%	457	100%

The above table reveals the influence of consumer traffic / crowding within shopping centres. The majority that is 214 (53.5%) of the respondents indicated that the consumer traffic / crowding is very important to their shopping experiences, because they evidently feel safer in numbers and crowding affirms the image and attraction of the shopping centre.

Table 5.24: Banking Facilities at the Shopping Centres

Importance	Pavilion	Musgrave	Gateway	Sanlam Centre	La Lucia	Overport city	Chatsworth centre	Total frequency	Total percent
Least Important	2.7%	.2%	.5%	.7%	.5%	.2%	.2%	21	5.2%
Slightly Important	2.0%		.7%	.5%	.7%		.2%	17	4.2%
Important	5.9%	.5%	3.2%	1.0%	1.7%		.5%	52	12.9%
Moderately Important	5.2%	1.0%	4.7%	1.0%	2.2%	1.7%	1.2%	69	17.1%
Very Important	17.6%	4.0%	10.1%	3.2%	7.4%	3.0%	15.3%	245	60.6%
Total	33.4%	5.7%	19.3%	6.4%	12.6%	5.0%	17.6%	457	100%

The above table reveals that 245 (60.6%) of the respondents consider that banking facilities within shopping centres are indispensable to the centres. Despite internet banking, banking halls of shopping centres are vital to shoppers in their everyday life. This finding confirms that consumers prefer the concept of "one stop" shopping.

Table 5.25: Food Courts at the Shopping Centres

Importance	Pavilion	Musgrave	Gateway	Sanlam Centre	La Lucia	Overport city	Chatsworth centre	Total frequency	Total percent
Least Important	4.2%	.5%	.5%	1.0%	.5%	2.2%	1.0%	40	9.9%
Slightly Important	1.7%	.2%	1.0%		1.0%	.7%	.7%	22	5.4%
Important	4.7%	1.0%	3.5%	1.7%	1.7%	.2%	.7%	55	13.6%
Moderately Important	7.9%	1.2%	4.9%	1.2%	2.2%	.7%	2.2%	83	20.5%
Very Important	15.6%	2.7%	9.1%	2.7%	6.9%	1.0%	12.6%	205	50.6%
Total	34.1%	5.7%	19.0%	6.7%	12.3%	4.9%	17.3%	457	100%

The above table reveals the importance of food court facilities within shopping centres with 205 (50.6%) of the respondents indicating that the food court facilities are very important. The prevalence of food courts and restaurants at shopping centres is a necessary feature in most shopping centres, since more consumers are regarding dining as a form of leisure or entertainment rather than just an appeasement of their hunger, especially when they are with friends and family.

Table 5.22: The Importance of Security and safety

Importance	Pavilion	Musgrave	Gateway	Sanlam Centre	La Lucia	Overport city	Chatsworth centre	Total frequency	Total percent
Least Important	1.2%	.2%		.5%	.5%	.2%	.2%	12	2.9%
Slightly Important	1.2%	.2%	1.0%		.2%	.2%	.2%	13	3.2%
Important	2.2%		2.0%		1.5%	.2%	.2%	25	6.1%
Moderately Important	4.6%		2.0%	.2%	1.5%	.7%	1.0%	41	10.0%
Very Important	24.4%	4.9%	13.7%	6.4%	8.8%	3.7%	15.9%	318	77.8%
Total	33.7%	5.4%	18.6%	7.1%	12.5%	5.1%	17.6%	457	409

In table 5.22, the majority that is 318 (77.8%) of the respondents indicated that the security and safety is very important and affects their choice of shopping centres. Security within and around the shopping centres is paramount since it creates a safe environment within which to spend their money, and reduce their levels of anxiety.

Table 5.23: The Influence of Consumer traffic / crowding

Importance	Pavilion	Musgrave	Gateway	Sanlam Centre	La Lucia	Overport city	Chatsworth centre	Total frequency	Total percent
Least Important	1.5%	.8%	.3%	.5%	.5%		.8%	17	4.3%
Slightly Important	3.0%	.3%	1.3%	.5%	.5%		.5%	24	6.0%
Important	4.5%	.5%	3.5%	.5%	1.0%	1.5%	.8%	49	12.3%
Moderately Important	7.8%	1.0%	5.3%	1.5%	3.5%	1.3%	3.8%	96	24.0%
Very Important	17.5%	3.0%	7.8%	3.3%	7.8%	2.3%	12.0%	214	53.5%
Total	34.3%	5.5%	18.0%	6.3%	13.3%	5.0%	17.8%	457	100%

The above table reveals the influence of consumer traffic / crowding within shopping centres. The majority that is 214 (53.5%) of the respondents indicated that the consumer traffic / crowding is very important to their shopping experiences, because they evidently feel safer in numbers and crowding affirms the image and attraction of the shopping centre.

Table 5.24: Banking Facilities at the Shopping Centres

Importance	Pavilion	Musgrave	Gateway	Sanlam Centre	La Lucia	Overport city	Chatsworth centre	Total frequency	Total percent
Least Important	2.7%	.2%	.5%	.7%	.5%	.2%	.2%	21	5.2%
Slightly Important	2.0%		.7%	.5%	.7%		.2%	17	4.2%
Important	5.9%	.5%	3.2%	1.0%	1.7%		.5%	52	12.9%
Moderately Important	5.2%	1.0%	4.7%	1.0%	2.2%	1.7%	1.2%	69	17.1%
Very Important	17.6%	4.0%	10.1%	3.2%	7.4%	3.0%	15.3%	245	60.6%
Total	33.4%	5.7%	19.3%	6.4%	12.6%	5.0%	17.6%	457	100%

The above table reveals that 245 (60.6%) of the respondents consider that banking facilities within shopping centres are indispensable to the centres. Despite internet banking, banking halls of shopping centres are vital to shoppers in their everyday life. This finding confirms that consumers prefer the concept of "one stop" shopping.

Table 5.25: Food Courts at the Shopping Centres

Importance	Pavilion	Musgrave	Gateway	Sanlam Centre	La Lucia	Overport city	Chatsworth centre	Total frequency	Total percent
Least Important	4.2%	.5%	.5%	1.0%	.5%	2.2%	1.0%	40	9.9%
Slightly Important	1.7%	.2%	1.0%		1.0%	.7%	.7%	22	5.4%
Important	4.7%	1.0%	3.5%	1.7%	1.7%	.2%	.7%	55	13.6%
Moderately Important	7.9%	1.2%	4.9%	1.2%	2.2%	.7%	2.2%	83	20.5%
Very Important	15.6%	2.7%	9.1%	2.7%	6.9%	1.0%	12.6%	205	50.6%
Total	34.1%	5.7%	19.0%	6.7%	12.3%	4.9%	17.3%	457	100%

The above table reveals the importance of food court facilities within shopping centres with 205 (50.6%) of the respondents indicating that the food court facilities are very important. The prevalence of food courts and restaurants at shopping centres is a necessary feature in most shopping centres, since more consumers are regarding dining as a form of leisure or entertainment rather than just an appeasement of their hunger, especially when they are with friends and family.

Table 5.30: The Cleanliness at Shopping Centres

Importance	Pavilion	Musgrave	Gateway	Sanlam Centre	La Lucia	Overport city	Chatsworth centre	Total frequency	Total percent
Least Important	1.2%	.2%		.2%	.5%	.5%	.2%	12	2.9%
Slightly Important	1.0%		1.0%	.2%	.5%			11	2.6%
Important	1.7%		.5%	.7%	.2%	1.2%	.5%	20	4.8%
Moderately Important	3.1%	.7%	2.6%	.7%	1.7%	1.2%	.2%	43	10.3%
Very Important	26.2%	5.0%	14.4%	6.0%	9.4%	1.9%	16.3%	330	79.3%
Total	33.2%	6.0%	18.5%	7.9%	12.3%	4.8%	17.3%	457	100.0%

Table 5.30 show that an overwhelming majority of the respondents that is 330 (79.3%) stated that the cleanliness of shopping centres is very important. The general decline within the CBD's as a result of dirty streets from vendor's offerings has prompted many shoppers to choose shopping centres which have a cleaner appearance and which are managed by the private shopping centre management rather than the municipality.

Table 5.31: Leisure and Entertainment Facilities at Shopping Centres

Importance	Pavilion	Musgrave	Gateway	Sanlam Centre	La Lucia	Overport city	Chatsworth centre	Total frequency	Total percent
Least Important	2.5%	.7%	.5%	.7%	.7%	2.2%	.7%	33	8.1%
Slightly Important	1.2%	.7%	.7%	.5%	.7%	.5%	.5%	20	4.9%
Important	4.2%	1.0%	2.2%	.7%	1.0%	.5%	1.0%	43	10.6%
Moderately Important	7.1%	1.0%	3.7%	1.5%	2.7%	.7%	1.7%	75	18.4%
Very Important	19.2%	2.2%	11.1%	4.2%	6.6%	1.2%	13.5%	236	58.0%
Total	34.2%	5.7%	18.2%	7.6%	11.8%	5.2%	17.4%	457	100.0 %

Leisure and entertainment facilities within the shopping centres are important to 236 (58.0%) of the respondents. These facilities are often used by older children that are teenagers and the youth in general whose main purpose for visiting the shopping centre is entertainment and food rather than shopping in which their parents engage while they are entertained. Increasingly adults too are visiting the shopping centres primarily for entertainment at specific times of the day or weekends.

Table 5.32: Child Care Facilities

Importance	Pavilion	Musgrave	Gateway	Sanlam Centre	La Lucia	Overport city	Chatsworth centre	Total frequency	Total percent
Least Important	11.0%	2.7%	2.2%	2.2%	2.7%	2.7%	3.3%	98	26.8%
Slightly Important	2.2%	.3%	1.4%	.3%	2.2%		.5%	25	6.8%
Important	5.2%	.3%	3.3%	.5%	1.1%	.3%	2.2%	47	12.9%
Moderately Important	4.1%	.3%	4.9%	.8%	1.6%	.8%	3.6%	59	16.2%
Very Important	7.4%	2.2%	8.8%	3.0%	5.2%	.8%	9.9%	136	37.3%
Total	29.9%	5.8%	20.5%	6.8%	12.9%	4.7%	19.5%		100.0 %

Child care facilities within shopping centres are considered to be very important to 136 (37.3%) of the respondents. Parents find that they can shop better without having to mind their children throughout their shopping since children tend to be disruptive.

Table 5.33: Additional Facilities

Importance	Pavilion	Musgrave	Gateway	Sanlam Centre	La Lucia	Overport city	Chatsworth centre	Total frequency	Total percent
Least Important	16.7%		2.4%		2.4%			9	21.4%
Slightly Important	7.1%							3	7.1%
Important	14.3%		2.4%	2.4%	2.4%			9	21.4%
Moderately Important		2.4%	4.8%		2.4%			4	9.5%
Very Important	14.3%	2.4%	9.5%	2.4%	7.1%	2.4%	2.4%	373	40.5%
Total	52.4%	4.8%	19.0%	4.8%	14.3%	2.4%	2.4%	415	79.9%

Additional facilities such as information kiosks, and centre court promotions within the shopping centres are very important to 373 (40.5%) of the respondents.

5.5 Family visits to shopping centres

Q11. Do you visit the shopping centre with your family?

Table 5.34: Visit with family to shopping centre

	Pavilion	Musgrave	Gateway	Sanlam Centre	La Lucia	Overport city	Chatsworth centre	Total frequency	Total percent
Yes	28.2%	4.5%	12.6%	7.2%	9.2%	2.7%	12.8%	343	77.3%
No	5.2%	1.4%	5.2%	2.5%	2.9%	2.3%	3.4%	101	22.7%
Total	33.3%	5.9%	17.8%	9.7%	12.2%	5.0%	16.2%	444	100.0%

An overwhelming majority that is 343 (77.3%) of the respondents visited the shopping centres with family, while 101 (22.7%) of the respondents did not, indicating that shopping has increasingly become a family event, with the shopping centres being frequented mostly over week-end by families.

If yes, please indicate how many members in the family accompany you:

Table 5.35: Accompanied by the number of family members

Number	Pavilion	Musgrave	Gateway	Sanlam Centre	La Lucia	Overport city	Chatsworth centre	Total frequency	Total percent
1	3.0%	1.0%	.5%	.7%	.5%	.2%	.5%	26	6.5%
2	6.0%	.7%	1.2%	1.2%	3.2%	.2%	3.5%	65	16.1%
3	7.2%	1.5%	3.0%	1.5%	1.0%	.7%	3.5%	74	18.4%
4	5.5%	.5%	2.7%	2.0%	2.7%	.7%	4.0%	73	18.1%
5	3.2%	.2%	3.0%	.2%	1.0%		.7%	34	8.4%
6	.7%	.5%	2.0%	.2%	.5%	.5%	1.2%	23	5.7%
7			.5%	.7%			.2%	6	1.5%
8	.5%			.5%			.2%	5	1.2%
Not applicable	4.7%	1.5%	5.7%	2.7%	3.2%	2.5%	3.7%	97	24.1%
Total	30.8%	6.0%	18.6%	9.9%	12.2%	5.0%	17.6%	403	100.0%

Shoppers were accompanied by 3 to 4 members on average when they visited the shopping centre with families. Out of the total number of respondents, 97 (24.1%) of the respondents indicated that they do not visit the shopping centre with their family members.

Q12. Indicate which of the following Shopping Centres you visit with family members.

Table 5.36: Shopping centres you visit with family members

	Frequency	Percent
1. Pavilion	88	19.6
2. Musgrave	11	2.5
3. Gateway	64	14.3
4. Sanlam Centre	22	4.9
5. La Lucia	27	6.0
6. Overport City	5	1.1
7. Chatsworth Centre	18	4.0
8. Other Specify	4	.9
9. Not Applicable	42	9.4
10. All of the above	31	6.9
1 and 2	12	2.7
1 and 3	26	5.8
1 and 4	10	2.2
1 and 7	11	2.5
2 and 3	7	1.6
3 and 5	8	1.8
1, 2 and 3	21	4.7
1, 2 and 6	7	1.6
1, 3 and 4	7	1.6
1, 3 and 5	12	2.7
1, 3 and 7	15	3.3
Total	448	100

Family shopping is more prevalent at the Pavilion and the Gateway Centres than at the other centres in KwaZulu-Natal. The great range of leisure and entertainment facilities leaves no doubt that these centres are designed for families and friends. The results are influenced by the fact that the majority of the respondents are drawn from Pavilion and Gateway.

5.6. Demographic Profile of Respondents

Q15. Gender

Table: 5.37: Gender

	Pavilion	Musgrave	Gateway	Sanlam Centre	La Lucia	Overport city	Chatsworth centre	Total frequency	Total percent
Male	15.0%	1.3%	7.4%	3.8%	4.7%	1.3%	7.4%	183	41.0%
Female	18.6%	4.0%	10.8%	5.8%	7.4%	3.6%	8.7%	263	59.0%
Total	33.6%	5.4%	18.2%	9.6%	12.1%	4.9%	16.1%	446	100.0 %

Table 5.37 reveals the gender dispersion of the respondents in this study. From the sample selected, 183 (41%) males and 263 (59%) females, participated in the study revealing that women are the predominant shoppers.

Q16. Please indicate your age-group.

Table 5.38: Age of Respondents

Age	Pavilion	Musgrave	Gateway	Sanlam Centre	La Lucia	Overport city	Chatsworth centre	Total frequency	Total percent
18 - 24 years	10.9%	1.3%	6.0%	3.8%	4.7%	.7%	5.1%	146	32.6%
25 - 34 years	7.4%	1.8%	6.3%	2.5%	3.8%	.9%	6.0%	128	28.6%
35 - 49 years	11.2%	2.0%	5.1%	2.5%	1.8%	2.0%	3.3%	125	27.9%
50 - 59 years	3.3%	.2%	.4%	1.1%	1.3%	1.1%	1.3%	40	8.9%
Above 60 years	.7%		.2%		.7%	.2%	.2%	9	2.0%
Total	33.5%	5.4%	18.1%	9.8%	12.3%	4.9%	16.1%	448	100%

Table 5.38 reveals the age dispersion of the respondents from the sample: 146 (32.6%) are between 18 – 24 years, 128 (28.6%) are between 25 – 34 years, 125 (27.9%) are between 35 – 49 years, 40 (8.9%) are between 50 – 59 years and 9 (2%) are 60 plus. Therefore, the majority (89.1%) of the shoppers are between 18 and 49 (young and middle aged). Senior citizens constitute a small proportion of shoppers at shopping centres. The present data analysis suggests that age has an impact on the selection of shopping centres.

Q17. Highest Education

Table 5.39: Education levels

Level	Pavilion	Musgrave	Gateway	Sanlam Centre	La Lucia	Overport city	Chatsworth centre	Total frequency	Total percent
Below Std 10	2.0%		.9%	.9%	1.3%	.4%	1.8%	33	7.4%
Std 10	10.3%	1.3%	2.9%	2.5%	3.6%	.9%	3.1%	110	24.7%
Post Matric Certificate	3.6%	.4%	2.5%	1.6%	1.8%	.4%	3.6%	62	13.9%
Diploma	9.0%	1.1%	4.5%	2.9%	2.7%	2.0%	3.1%	113	25.3%
Degree	5.2%	.7%	4.3%	1.6%	2.0%	.4%	2.0%	72	16.1%
Post Graduate Degree	3.4%	1.6%	1.1%	.4%	.4%	.7%	2.5%	45	10.1%
Other Specify		.4%	1.8%		.2%			11	2.5%
Total	33.4%	5.6%	17.9%	9.9%	12.1%	4.9%	16.1%	446	100%

An overwhelming majority of shoppers have at least matriculated with at least 67.9 % having a post matric qualification. Increasing educational levels which have a commensurate increase in income have a major impact on shoppers' lifestyles.

Q18. Gross personal income per month.

Table 5.40: Gross personal income per month

Amount	Pavilion	Musgrave	Gateway	Sanlam Centre	La Lucia	Overport city	Chatsworth centre	Total frequency	Total percent
Under R1000	4.5%	1.2%	4.3%	2.4%	2.4%	.5%	5.7%	88	20.9%
R1001 - R 5000	8.1%	.5%	6.7%	3.6%	4.5%	1.9%	5.9%	131	31.1%
R5001 - R 10000	11.2%	2.1%	4.8%	2.1%	2.4%	1.9%	4.3%	121	28.7%
R 10001 - R 15999	5.2%	1.9%	1.4%	.5%	.7%	.5%	1.2%	48	11.4%
R 16000 - R 20000	2.4%		.7%	.5%	.7%			18	4.3%
Above R20000	1.7%	.2%	1.0%		.2%	.5%		15	3.6%
Total	33.0%	5.9%	18.8%	9.0%	10.9%	5.2%	17.1%	421	100.0%

The distribution of income in table 5.40 shows that the respondents' medium income falls into R1001 – R5000. Only 81 (19.3%) of the respondents earned an income in excess of R10000. The majority 340 (59.8%) of the respondents earned less than R10000.

Q19. Marital status.

Table 5.41: Marital status of Respondents

Status	Pavilion	Musgrave	Gateway	Sanlam Centre	La Lucia	Overport city	Chatsworth centre	Total frequency	Total percent
Married	16.6%	2.9%	7.6%	3.4%	4.3%	2.9%	7.2%	200	44.7%
Single	14.3%	2.2%	9.4%	5.4%	7.4%	1.1%	7.6%	212	47.4%
Divorced	1.1%	.4%	.7%	.9%	.2%	.7%	.9%	22	4.9%
Windowed	.9%		.2%	.2%	.4%	.2%	.4%	11	2.5%
Other specify	.2%		.2%					2	.4%
Total	33.1%	5.6%	18.1%	9.8%	12.3%	4.9%	16.1%	447	100.0 %

Table 5.41 reveals that the majority of shoppers are single persons of whom the majority are unmarried while a small proportion are divorced and windowed. This finding has an impact on the shopping centre marketing mix as well as the retailing mix of individual stores which need to respond to marital status of shoppers since their demands differ from others.

5.7. Central Tendency Statistics

Having presented a descriptive analysis of the salient variables in this study, it would be appropriate to look at the central tendency statistics which were applied to determine the results of this study.

5.8 Correlations

5.8.1 Definition of correlations

Correlation analysis examines the strength of the identified association between variables. Pearson's Correlation Matrix indicates the direction, strength and significance of the bivariate relationship among the variables in the study. Generally, correlations tests are used to find out if any significant relationship exists between variables. Correlation tests are also used to determine which two study variables are dependent or independent of each other and find out if they have the direction and strength of dependency.

Correlation statistical tests are used to explore or describe the strength and direction of the linear relationship between two continuous dependent variables, for example, Likert scale measures. Pearson correlation coefficients (r) can only take on variables from -1 to +1 (Malhorta:2001).

5.8.2 Any correlation can reveal the following conclusions or results:

- Significance of correlation;
- If significant, whether it is positive or negative (direction of correlation); and
- The + sign in the front indicates whether there is positive correlation (as one variable increases, so too does the other) or the – sign in the front indicates a negative correlation (as one variable decreases, the other increases). The size of the absolute value (ignoring the sign) provides an indication of the strength of the relationship.

5.8.3 Interpretation of Questions 10.1 – 10.12

Interpretation Rule:
If r is greater than 0.8, the relationship is strong, if r is between 0.4 and 0.8, the relationship is moderate to strong. If r is less than 0.4, the relationship is weak.

The following table presents values of r that correlate (Question 3) the distance from home to the shopping centre and (Question 10.1 – Question 10.12) the shopping centre factors considered to be important when selecting a shopping centre.

Table 5.42: Correlations of Q3 the distance from home to the shopping centre and Q10 the shopping centre factors considered to be important when selecting a shopping centre.

		Q3
Q10.1: Location	Pearson Correlation	.136**
	Sig. (2-tailed)	.005
	N	424
Q10.2: Physical Surroundings	Pearson Correlation	.070
	Sig. (2-tailed)	.161
	N	403
Q10.3: Accessibility	Pearson Correlation	.060
	Sig. (2-tailed)	.225
	N	407
Q10.4: Facilities for Disabled Persons	Person Correlation	.121*
	Sig. (2-tailed)	.021
	N	366
Q10.5: Parking facilities	Pearson Correlation	.096
	Sig. (2-tailed)	.051
	N	411
Q10.6: Types and Designs of shops	Pearson Correlation	.010
	Sig. (2-tailed)	.847
	N	404
Q10.7: Atmosphere / Ambience	Pearson Correlation	-.015
	Sig. (2-tailed)	.772
	N	395
Q10.8: Design and Layout of the Shopping centre	Pearson Correlation	.040
	Sig. (2-tailed)	.429
	N	395
Q10.9: Shopping centre image	Pearson Correlation	.026
	Sig. (2-tailed)	.611
	N	393
Q10.10: Promotional events	Pearson Correlation	.054
	Sig. (2-tailed)	.290
	N	383
Q10.11: Pricing Strategies among among retailers	Pearson Correlation	-.009
	Sig. (2-tailed)	. 862
	N	389
Q10.12: Merchandise/ Product range	Pearson Correlation	.024
	Sig. (2-tailed)	628
	N	394

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

- Since correlation is the measure of the extent to which 2 variables share variation between them, the results of table 5.42 will be explained in this context. Generally, if the correlation coefficient r is greater than 0.8, the relationship between variables is strong, if it is between 0.4 and 0.8 it is moderate and if it is less than 0.4 the relationship is weak.

- The statements described in detail in Table 5.42 (Q10.1, Q10.4) when correlated with statement Q3, have p values of 0.005 and 0.021, respectively. These p values are less than 0.05; they indicate that Q10.1 and Q10.4 correlated with Q3 are correlation. The positive sign in front of Q10.1 and Q10.4 indicates a positive correlation. Pearson product correlation coefficient r values of 0.136 and 0.121 indicate moderate correlation between Q10.1, Q10.4 and Q3.

- The statements Q10.2, Q10.3, Q10.5, Q10.6, Q10.7, Q10.8, Q10.9, Q10.10, Q10.11, and Q10.12 with Q3 have p values which are above 0.05, which indicates that these statements do not have statistically significant correlations with Q3, that is the distance away from the shopping centre.

5.8.4 Interpretation of Questions 10.13 – 10.23: the shopping centre factors considered to be important when selecting a shopping centre.

Table 5.43. Correlations of Q3 the distance from home to the shopping centre and Q10 the shopping centre factors considered to be important when selecting a shopping centre.

		Question 3
Q 10.13: Security and safety	Pearson Correlation Sig. (2-tailed) N	.024 .625 405
Q 10.14: Consumer traffic / Crowding	Pearson Correlation Sig. (2-tailed) N	.052 .302 394
Q 10.15: Banking Facilities	Pearson Correlation Sig. (2-tailed) N	.052 .302 394
Q 10.16: Food Court	Pearson Correlation Sig. (2-tailed) N	.079 .114 400
Q 10.17: Shopping Centre Newsletter	Pearson Correlation Sig. (2-tailed) N	.080 .119 377
Q 10.18: Friendly staff	Pearson Correlation Sig. (2-tailed) N	.059 .243 396
Q 10.19: Good service	Pearson Correlation Sig. (2-tailed) N	006 .902 400
Q 10.20 One stop shopping	Pearson Correlation Sig. (2-tailed) N	.006 .902 400
Q 10. 21: Cleanliness	Pearson Correlation Sig. (2-tailed) N	.006 .902 400
Q 10.22: Leisure and Entertainment	Pearson Correlation Sig. (2-tailed) N	.007 .895 401
Q 10.23: Child care facilities	Pearson Correlation Sig. (2-tailed) N	.009 .059 361

The correlation results for Table 5.43 reveal that:

- The statements described in detail in Table 5.43 Q10.13 to Q10.23 when correlated with Q3 have p values which are above 0.05. Since these p values are greater than 0.05 they indicate that Q10.13, Q10.14, Q10.15, Q10.16, Q10.17, Q10.18, Q10.19, Q10.20, Q10.21, Q10.22, Q10.23 with Q3 do not have statistically significant correlations, that is, the existence of these facilities does not necessary draw people from great distances away.

5.8.5 Interpretation of Question 14 "How satisfied are you with the following"?

Interpretation Rule:

- If p value is less than or equal to 0.05, statistically there is a significant correlation.
- If p value is greater than 0.05, statistically there is no significant correlation

Table 5.44: Correlation of Question 14: the present shopping centre facilities with Question 3: the distance from home to the shopping centre influences your decision to shop at the shopping centre.

Correlations

		q3
q14.1 : Traffic	Pearson Correlation	.026
	Sig. (2-tailed)	.592
	N	419
q14.2 : Tenant Mix	Pearson Correlation	.091
	Sig. (2-tailed)	.071
	N	396
q14.3 : Seating area	Pearson Correlation	.009
	Sig. (2-tailed)	.856
	N	398
q14.4 : Entertainment	Pearson Correlation	-.028
	Sig. (2-tailed)	.570
	N	409
q14.5 : Food court	Pearson Correlation	.021
	Sig. (2-tailed)	.669
	N	411
q14.6 : Toilets	Pearson Correlation	-.003
	Sig. (2-tailed)	.945
	N	410
q14.7 : Banking	Pearson Correlation	.040
	Sig. (2-tailed)	.418
	N	410
q14.8 : Transport	Pearson Correlation	.119*
	Sig. (2-tailed)	.022
	N	374
q14.9 : Emergency	Pearson Correlation	.044
	Sig. (2-tailed)	.391
	N	378
q14.10 : Lift and Escalator	Pearson Correlation	.056
	Sig. (2-tailed)	.260
	N	408
q14.11 : Wheeler Friendly	Pearson Correlation	.097
	Sig. (2-tailed)	.068
	N	351

*. Correlation is significant at the 0.05 level (2-tailed).

The existence of entertainment and proper toilets facilities are negatively and weakly correlated with the distance to the shopping centres. The other factors are positively, yet weakly correlated, indicating that these facilities do not draw consumers from great distances.

Table 5.44 correlation results reveal:

- The statement Q14.8 when correlated with statement Q3 has a p value of 0.022. This p value is less than 0.05; it indicates that the relationship between Q14.8 with Q3 has a positive correlation with Q3.

- The positive sign in front of Q14.8 indicates a positive correlation. The Pearson product correlation coefficient with an r value 0.119 indicates a moderate positive correlation between Q14.8 and Q3

- The statements Q14.1, Q14.2, Q14.3, Q14.4, Q14.5, Q14.6, Q14.7, Q14.9, 14.10, Q14.11 with Q3 have p values are above 0.05, they indicate the Q14.1, Q14.2, Q14.3, 14.4, Q14.5, Q14.6, Q14.7, Q14.9, Q14.10 and Q14.11 with Q3 do not have a statistically significant correlation.

Table 5.45: Q10 the shopping centre factors considered to be important when selecting a shopping centre

Correlations

		q10.15	q10.16	q10.17	q10.18	q10.19	q10.20	q10.21	q10.22	q10.23
q10.1	Pearson Correlation	.353**	.185**	.061	.349**	.411**	.260**	.291**	.137**	.126*
	Sig. (2-tailed)	.000	.000	.238	.000	.000	.000	.000	.006	.017
	N	398	399	378	397	398	398	405	399	361
q10.2	Pearson Correlation	.314**	.206**	.119*	.329**	.389**	.256**	.336**	.202**	.185**
	Sig. (2-tailed)	.000	.000	.022	.000	.000	.000	.000	.000	.000
	N	393	392	374	390	388	389	397	391	357
q10.3	Pearson Correlation	.279**	.166**	.023	.284**	.373**	.238**	.268**	.211**	.122*
	Sig. (2-tailed)	.000	.001	.657	.000	.000	.000	.000	.000	.022
	N	391	390	373	389	389	391	396	392	356
q10.4	Pearson Correlation	.273**	.272**	.344**	.310**	.275**	.184**	.097	.217**	.535**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.001	.064	.000	.000
	N	360	359	349	356	359	354	364	358	343
q10.5	Pearson Correlation	.359**	.231**	.058	.411**	.418**	.277**	.280**	.258**	.187**
	Sig. (2-tailed)	.000	.000	.265	.000	.000	.000	.000	.000	.000
	N	393	395	375	392	393	392	401	397	358
q10.6	Pearson Correlation	.204**	.277**	.171**	.178**	.236**	.177**	.244**	.263**	.240**
	Sig. (2-tailed)	.000	.000	.001	.000	.000	.000	.000	.000	.000
	N	394	393	374	390	391	391	394	391	357
q10.7	Pearson Correlation	.199**	.278**	.165**	.318**	.369**	.259**	.271**	.319**	.226**
	Sig. (2-tailed)	.000	.000	.001	.000	.000	.000	.000	.000	.000
	N	389	387	371	383	384	387	390	384	352
q10.8	Pearson Correlation	.259**	.285**	.144**	.300**	.356**	.275**	.300**	.321**	.273**
	Sig. (2-tailed)	.000	.000	.006	.000	.000	.000	.000	.000	.000
	N	383	383	365	379	382	382	386	382	347
q10.9	Pearson Correlation	.298**	.234**	.236**	.312**	.340**	.262**	.275**	.324**	.276**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	385	383	367	380	383	384	389	384	351
q10.10	Pearson Correlation	.205**	.343**	.427**	.297**	.259**	.211**	.200**	.352**	.458**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	379	377	364	373	375	376	381	376	348
q10.11	Pearson Correlation	.211**	.246**	.191**	.398**	.353**	.236**	.272**	.287**	.306**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	381	380	366	376	379	383	388	379	350
q10.12	Pearson Correlation	.319**	.278**	.108*	.352**	.415**	.306**	.315**	.254**	.197**
	Sig. (2-tailed)	.000	.000	.039	.000	.000	.000	.000	.000	.000
	N	385	384	369	383	385	388	386	383	351
q10.13	Pearson Correlation	.549**	.365**	.033	.505**	.616**	.326**	.639**	.354**	.157**
	Sig. (2-tailed)	.000	.000	.521	.000	.000	.000	.000	.000	.003
	N	391	391	373	388	391	388	397	390	355
q10.14	Pearson Correlation	.432**	.349**	.121*	.356**	.314**	.266**	.346**	.198**	.184**
	Sig. (2-tailed)	.000	.000	.020	.000	.000	.000	.000	.000	.001
	N	386	387	371	383	386	389	391	387	353

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

The correlation results in Table 5.45 reveal the following:

- The statement Q10.1: Location when correlated with statements: Q10.15 Banking Facilities, Q10.16: Food Court, Q10.17: Shopping Centre Newsletter, Q10.18: Friendly Staffs, Q10.19: Good Service, Q10.20: One Stop Shopping, Q10.21: Cleanliness and Q10.22: Leisure and Entertainment and Q10.23: Child Care Facilities have p values of 0.00. These p values are less than 0.05 which indicates that Q10.1 is positively correlated with Q10.15, Q10.16, Q10.18, Q10.19, Q10.20, Q10.21, Q10.22, and Q10.23. The Pearson product correlation coefficient r values are 0.353, 0.185, 0.349, 0.411, 0.260, 0.291, 0.137, 0.126 which indicate moderate and medium correlation between Q10.1 and Q10.15, Q10.16, Q10.18, Q10.19, Q10.20, Q10.21, Q10.22, and Q10.23;
- The statements Q10.17 and Q10.1 have p value of 0.238. The p value is above 0.05, which indicates that Q10.1: Location, with Q10.17: Food Court do not have statistically significant correlation.
- The statement Q10.2: Physical Surroundings when correlated with statements Q10.15: Banking Facilities, Q10.16: Food Court, Q10.17: Shopping Centre Newsletter, Q10.18: Friendly Staffs, Q10.19: Good Service, Q10.20: One Stop Shopping, Q10.21: Cleanliness and Q10.22: Leisure and Entertainment and Q10.23: Child Care Facilities have valves of 0.000. The p values are less than 0.05. This finding indicates that these variables have positive correlation. The Pearson product correlation coefficient r values of 0.314, 0.206, 0.119, 0.329, 0.398, 0.256, 0.336, 0.202, and 0.185 indicate moderate and medium correlations between variables.
- The statement Q10.3 Accessibility when correlated with statements Q10.15: Banking Facilities (p = 0.0000, Q10.16:Food Court (p = 0.001), Q10.17:Shopping Centre Newsletter (p = 0.000), Q10.18:Friendly Staffs (p = 0.000), Q10.19:Good Service (p = 0.000), Q10.20:One Stop Shopping (p = 0.000), Q10.21:Cleanliness (p = 0.000), Q10.22: Leisure and Entertainment (p = 0.000) and Q10.23: Child Care Facilities (p = 0.022) have p values less than 0.05; they indicate that these variables have a positive correlation. The Pearson product correlation coefficient r values are 0.279, 0.166, 0.284, 0.373, 238, 0.268, 0.211 and 0.122, respetively, which indicate moderate and medium correlation between variables.

- The statement Q10.17: Shopping Centre Newsletter and Q10.3: Accessibility have p value is 0.657. The p value is greater than 0.05, which indicates that there is no statistically significant correlation between Q10.3 with Q10.17.
- The statement Q10.4: Facilities for Disabled Person with statements Q10.15: Banking Facilities, Q10.16: Food Court, Q10.17: Shopping Centre Newsletter, Q10.18: Friendly Staffs, Q10.19: Good Service, Q10.20: One Stop Shopping, Q10.21: Cleanliness, Q10.22: Leisure and Entertainment and Q10.23; Child Care Facilities have p values of 0.000. These p values are less than 0.05; they indicate that these variables have positive correlation. The Pearson product correlation coefficient r values are 0.273, 0.272, 0.344, 0.310, 0.275, 0.184, 0.217, and 0.535 which indicate moderate and medium correlation between variables.
- The statements Q10.21: Cleanliness and Q10.4: Facilities for Disabled Person have a p value of 0.064. The p value is greater than 0.05, which indicates that Q10.4 does not have a statistically significant correlation with Q10.21.
- The statement Q10.5: Parking Facilities with statements Q10.15: Banking Facilities, Q10.16: Food Court, Q10.17: Shopping Centre Newsletter, Q10.18: Friendly Staffs, Q10.19: Good Service, Q10.20: One Stop Shopping, Q10.21: Cleanliness, Q10.22: Leisure and Entertainment and Q10.23: Child Care Facilities have p values of 0.000. The p values are less than 0.05; they indicate that these variables have a positive correlation. The Pearson product correlation coefficient r values are 0.359, 0.231, 0.411, 0.418, 0.277, 0.280, 0,258, and 0.187 which indicate moderate and medium correlation between variables.
- The statement Q10.17: Shopping Centre Newsletter and Q10.5: Parking Facilities have a p value of 0.265. The p value is greater than 0.05, it indicates that Q10.5 with Q10.17 do not have a statistically significant correlation.
- The statement Q10.6: Types and Designs of Shops with statements Q10.15; Banking Facilities, Q10.16: Food Court, Q10.17: Shopping Centre Newsletter, Q10.18: Friendly Staffs, Q10.19: Good Service, Q10.20; One Stop Shopping, Q10.21: Cleanliness, Q10.22: Leisure and Entertainment and Q10.23 Child Care Facilities has p value 0.000. The p value is less than 0.05; it indicates these variables have a positive correlation. The Pearson product correlation coefficient r values are 0.204, 0.207, 0.171, 0.178, 0.236, 0.171, 0.244, 0.263, 0.240, which indicate moderate and medium correlation between variables.

- The statement Q10.7:Atmosphere/Ambience with statements have Q10.15;Banking Facilities, Q10.16:Food Court, Q10.17:Shopping Centre Newsletter, Q10.18: Friendly Staffs, Q10.19:Good Service, Q10.20:One Stop Shopping, Q10.21: Cleanliness, Q10.22:Leisure and Entertainment and Q10.23 Child Care Facilities p have values of 0.000. The p values are less than 0.05, they indicate that these variables have a positive correlation. The Pearson product correlation coefficient r values are 0.199, 0.278, 0.165, 0.318, 0.369, 0.259, 0.271, 0.319, and 0.226 which indicate moderate and medium correlation between variables.
- The statement Q10.8: Design and Layout of the shopping Centre with statements Q10.15: Banking Facilities, Q10.16: Food Court, Q10.17: Shopping Centre Newsletter, Q10.18: Friendly Staffs, Q10.19: Good Service, Q10.20: One Stop Shopping, Q10.21: Cleanliness, Q10.22: Leisure and Entertainment and Q10.23; Child Care Facilities have p values of 0.000. The p values are less than 0.05; they indicate that these variables have a positive correlation. The Pearson product correlation coefficient r values are 0.259, 0.285, 0.144, 0.300, 0.356, 0.275, 0.3000.321, 0.273 that indicate moderate and medium correlation between variables.
- The statement Q10.9: Shopping Centre Image with statements Q10.15: Banking Facilities, Q10.16: Food Court, Q10.17: Shopping Centre Newsletter, Q10.18: Friendly Staffs, Q10.19: Good Service, Q10.20: One Stop Shopping, Q10.21: Cleanliness, Q10.22: Leisure and Entertainment and Q10.23 Child Care Facilities p values of 0.000. The p values are less than 0.05; they indicate these variables have a positive correlation. The Pearson product correlation coefficient r values are 0.298, 0.234, 0.236, 0.312, 0.340, 0,262, 0.275, 0.324, and 0.276 which indicate moderate and medium correlation between variables.
- The statement Q10.10: Promotional Events with statements Q10.15: Banking Facilities, Q10.16: Food Court, Q10.17: Shopping Centre Newsletter, Q10.18: Friendly Staffs, Q10.19: Good Service, Q10.20; One Stop Shopping, Q10.21: Cleanliness, Q10.22: Leisure and Entertainment and Q10.23: Child Care Facilities p values of 0.000. The p values are less than 0.05; they indicate these variables have a positive correlation. The Pearson product correlation coefficient r values are 0.205, 0.343, 0.427, 0.297, 0.259, 0.211, 0.200, 0.352, and 0.458 which indicate moderate and medium correlation between variables.

- The statement Q10.11: Pricing Strategies among Retailers with statements Q10.15: Banking Facilities, Q10.16: Food Court, Q10.17: Shopping Centre Newsletter, Q10.18: Friendly Staffs, Q10.19: Good Service, Q10.20: One Stop Shopping, Q10.21: Cleanliness, Q10.22: Leisure and Entertainment and Q10.23: Child Care Facilities have p values of 0.000. The p values are less than 0.05; they indicate these variables have a positive correlation. The Pearson product correlation coefficient r values are 0.211, 0.246, 0.191, 0.398, 0.353, 0.236, 0.272, 0.287 and 0.306 which indicate moderate and medium correlation between variables.
- The statement Q10.12: Merchandise/Product Range with statements Q10.15: Banking Facilities, Q10.16: Food Court, Q10.17: Shopping Centre Newsletter, Q10.18: Friendly Staffs, Q10.19: Good Service, Q10.20: One Stop Shopping, Q10.21: Cleanliness, Q10.22: Leisure and Entertainment and Q10.23 Child Care Facilities have p values of 0.000. The p values are less than 0.05; it indicates these variables have a positive correlation. The Pearson product correlation coefficient r values are 0.319, 0.278, 0.108, 0.352, 0.415, 0.306, 0.315, 0.254, and 0.197 which indicate moderate and medium correlation between variables.
- The statement Q10.13: Security and Safety with statements Q10.15: Banking Facilities, Q10.16: Food Court, Q10.17: Shopping Centre Newsletter, Q10.18: Friendly Staffs, Q10.19: Good Service, Q10.20: One Stop Shopping, Q10.21: Cleanliness, Q10.22: Leisure and Entertainment and Q10.23: Child Care Facilities have p values of 0.000. The p value is less than 0.05; it indicates these variables have a positive correlation. The Pearson product correlation coefficient r values are 0.549, 0.365, 0.505, 0.616, 0.326, 0.639, 0.354, and 0.257 which indicate moderate and medium correlation between variables.
- The statement Q10.13: with Security and Safety and Q10.17: Shopping Centre Newsletter has p value is 0.521. The p values are above 0.05, it indicates the Q10.13, with Q10.17 does not have statistically significant correlation.
- The statement Q10.14:Consumer traffic/Crowding with statements Q10.15: Banking Facilities, Q10.16:Food Court, Q10.17:Shopping Centre Newsletter, Q10.18:Friendly Staffs, Q10.19:Good Service, Q10.20:One Stop Shopping, Q10.21:Cleanliness, Q10.22:Leisure and Entertainment and Q10.23:Child Care Facilities have p values of 0.000. The p values are less than 0.05; they indicate these variables have a positive correlation. The Pearson product correlation

coefficient r values are 0.432, 0.349, 0.121, 0.356, 0.314, 0.266, 346, 0.198 and 0.184 which indicate moderate and medium correlation between variables.

5.9 T- test

5.9.1 T–test on Gender and Questions 10.1 – 10.8, which refer to the shopping centre factors considered to be important when selecting a shopping centre, are indicated below.

As regards the T-test on Gender in response to Questions 10.1 – 10.8

- If the p value is less than or equal to 0.05, statistically there is a statistically significant difference between the gender groups, and if the p value is greater than 0.05, statistically there is no significant difference between the gender groups.

Table 5.46: T-test Questions 10.1 – 10.8: the shopping centre factors considered to be important when selecting a shopping centre

		F	t	df	Sig. (2-tailed)
q10.1 : Location	Equal variances assumed	.115	.382	421	.703
	Equal variances not assumed		.385	377.725	.700
q10.2 : Physical surroundings	Equal variances assumed	1.295	.235	400	.815
	Equal variances not assumed		.237	362.145	.813
q10.3 : Accessibility	Equal variances assumed	.110	-.734	404	.464
	Equal variances not assumed		-.724	333.576	.470
q10.4 : Facilities for Disabled person	Equal variances assumed	.168	.421	364	.674
	Equal variances not assumed		.420	322.551	.675
q10.5 : Parking facilities	Equal variances assumed	5.978	-1.725	412	.085
	Equal variances not assumed		-1.679	327.451	.094
q10.6 :Types and Designs of shops	Equal variances assumed	4.120	-1.573	402	.117
	Equal variances not assumed		-1.546	331.248	.123
q10.7 :Atmosphere/ Ambience	Equal variances assumed	2.061	-1.491	393	.137
	Equal variances not assumed		-1.466	318.939	.144
q10.8 : Design and Layout of the shopping centre	Equal variances assumed	4.100	-.968	392	.334
	Equal variances not assumed		-.944	316.613	.346

Interpretation:

In the above T- Test results, the p significance values are above 0.05 for Q10.1 to Q10.8 which reveal that there is no statistically significant difference between gender groups (Male and Female) towards the study statements Q10.1: Location, Q10.2: Physical surroundings, Q10.3: Accessibility, Q10.4: Facilities for Disabled person, Q10.5: Parking facilities, Q10.6: Types and Designs of shops, Q10.7: Atmosphere/ Ambience and Q10.8: Design and Layout of the shopping centre. This finding means that males and females have similar perceptions towards the study statements Q 10.1 to Q10.8 and that there are no major differences in male and female opinions about the facilities in shopping centres.

5.9.2. T-test on Gender and Questions 10.9 – 10.16 relating to the shopping centre factors consider to be important when selecting a shopping centre.

Interpretation Rule:

- If the p value is less than or equal to 0.05, there is a statistically significant difference between the gender groups.
- If the p value is greater than 0.05, there is no statistically significant difference between the gender groups.

Table 5.47: T-test Q10.9 – Q10.16: the shopping centre factors considered to be important when selecting a shopping centre

		F	t	df	Sig. (2-tailed)
q10.9: Shopping centre image	Equal variances assumed	7.588	-.830	391	.407
	Equal variances not assumed		-.813	319.534	.417
q10.10 : Promotional events	Equal variances assumed	.218	.216	379	.829
	Equal variances not assumed		.218	340.400	.828
q10.11 : Pricing Strategies among retailers	Equal variances assumed	.743	-1.136	387	.257
	Equal variances not assumed		-1.130	344.500	.259
q10.12 : Merchandise / Products range	Equal variances assumed	.329	-.377	392	.707
	Equal variances not assumed		-.374	338.437	.709
q10.13 : Security and safety	Equal variances assumed	2.246	-.902	403	.368
	Equal variances not assumed		-.885	334.226	.377
q10.14 : Consumer traffic / Crowding	Equal variances assumed	1.273	-2.352	395	.019
	Equal variances not assumed		-2.297	316.232	.022
q10.15 : Banking facilities	Equal variances assumed	11.168	-1.807	397	.071
	Equal variances not assumed		-1.751	309.753	.081
q10.16 : Food court	Equal variances assumed	6.746	-1.357	399	.175
	Equal variances not assumed		-1.325	317.549	.186

Interpretation:

- In above T- Test results, the p significant values are above 0.05 for Q10.9, Q10.10, Q10.11, Q10.12, Q10.13, Q10.15, Q10.16 which reveal that there is no statistically significant difference between males and females in respect of the factors indicated in Table 5.46. This finding means that males and females have similar perceptions towards these factors.
- However, Q10.14 has a p significance value of 0.022, which is less than 0.05 and which indicates that male and female have a statistically significant difference towards consumer traffic and crowding.

5.9.3 T-test on Gender and Q10.17 to Q10.23: the shopping centre factors considered to be important when selecting a shopping centre.

Interpretation Rule:

- If the p value is less than or equal to 0.05, there is a statistically significant difference between the gender groups, and
- If the p value is greater than 0.05, there is no statistically significant difference between the gender groups.

Table 5.48 T-test Q10.17 – 10.23: the shopping centre factors considered to be important when selecting a shopping centre.

Independent T- Test : GENDER

			t-test for Equality of Means		
		F	t	df	Sig. (2-tailed)
q10.17 : Shopping centre newsletter	Equal variances assumed	.007	-.140	376	.889
	Equal variances not assumed		-.140	332.949	.889
q10.18 : Friendly staff	Equal variances assumed	3.356	-.458	395	.647
	Equal variances not assumed		-.451	326.666	.653
q10.19 : Good service	Equal variances assumed	3.091	-.673	399	.501
	Equal variances not assumed		-.661	338.505	.509
q10.20 : One stop shopping	Equal variances assumed	11.393	-2.583	394	.010
	Equal variances not assumed		-2.476	290.962	.014
q10.21 : Cleanliness	Equal variances assumed	11.080	-2.001	409	.046
	Equal variances not assumed		-1.919	308.536	.056
q10.22 : Leisure and Entertainment	Equal variances assumed	.850	.072	401	.943
	Equal variances not assumed		.071	341.451	.943
q10.23 : Child care facilities	Equal variances assumed	.067	.125	359	.900
	Equal variances not assumed		.125	302.651	.901

Interpretation:

- In the above T- Test results, the p significant values are above 0.05 for Q10.17, Q10.18, Q10.19, Q10.21, Q10.22, and Q10.23 which reveal that there is no statistically significant difference between males and females towards the study statements indicated in Table 5.47. This finding means that male and females have similar perceptions about these aspects in a shopping centre.
- However, Q10.20 has a p value of 0.014; which is less than 0.05, which reveals that there is statistically significant difference between the males and females in respect

of one stop shopping. This finding means that males and females have different perceptions about one-stop shopping.

5.9.4 T-test on Gender and Question 3

Table 5.49: T-test Question 3

		F	t	df	Sig. (2-tailed)
q3 : Please indicate whether the distance from home to the shopping centre	Equal variances assumed	.535	.347	435	.729
	Equal variances not assumed		.344	370.225	.731

Interpretation:

In the above T-test results, the p value is above 0.05 for Q3. The p value is 0.729, which reveals that there is no significant difference between males and females towards the study statement Q3. This finding implies that males and females have similar perceptions regarding the distance from home to the shopping centre.

5.9.5. T-test on Gender and Questions 14.1 – 14.6: the present shopping centre facilities.

Interpretation Rule:

- If p value is less than or equal to 0.05, there is a statistically significant difference between the gender groups.
- If p value is greater than 0.05, there is no statistically significant difference between the gender groups.

Table 5.50: T-test Q14.1 – 14.6: the present shopping centre facilities

Independent T- Test : GENDER

			t-test for Equality of Means		
		F	t	df	Sig. (2-tailed)
q14.1 : Traffic	Equal variances assumed	3.702	-.632	420	.528
	Equal variances not assumed		-.622	348.813	.534
q14.2 : Tenant Mix	Equal variances assumed	4.611	1.332	396	.184
	Equal variances not assumed		1.355	368.847	.176
q14.3 : Seating area	Equal variances assumed	.997	-.240	399	.811
	Equal variances not assumed		-.238	347.229	.812
q14.4 : Entertainment	Equal variances assumed	1.476	.088	410	.930
	Equal variances not assumed		.089	376.228	.929
q14.5 : Food court	Equal variances assumed	.385	.625	411	.532
	Equal variances not assumed		.630	368.664	.529
q14.6 : Toilets	Equal variances assumed	7.338	-.670	411	.503
	Equal variances not assumed		-.654	325.120	.514

Interpretation:

- For the T- Test results, the p values are above 0.05 for Q14.1, Q14.2, Q14.3, Q14.4, Q14.5, Q14.6, which reveal that there is no statistically significant difference between males and females towards the study statements in Table 5.49. This finding means that males and females have similar perceptions about the present shopping centre facilities.

5.9.6 T-test on Gender and Questions 14.7 – Q14.11 the present shopping centre facilities.

Table 5.51: T-test Q14.7 – Q14.11

		F	t	df	Sig. (2-tailed)
q14.7 : Banking	Equal variances assumed	1.028	-.720	409	.472
	Equal variances not assumed		-.713	347.917	.476
q14.8 : Transport	Equal variances assumed	8.867	-2.758	372	.006
	Equal variances not assumed		-2.679	283.246	.008
q14.9 : Emergency	Equal variances assumed	.490	-1.072	376	.284
	Equal variances not assumed		-1.066	322.383	.287
q14.10 : Lift and Escalator	Equal variances assumed	3.107	-1.643	408	.101
	Equal variances not assumed		-1.625	344.859	.105
q14.11 : Wheeler Friendly	Equal variances assumed	.584	-1.778	351	.076
	Equal variances not assumed		-1.762	295.481	.079

Interpretation:

- No significant difference in gender perceptions exist for most of the variables in Question 14.7 – 14.11, except transport.
- In the above T- Test results, the p values are above 0.05 for Q14.7, Q14.9, Q14.10, and Q14.11 which reveal that there is no statistically significant difference between gender groups (Male and Female) towards the study statements. This finding means that males and females have similar perceptions towards the study statements in Table 5.50 regarding the present shopping centre facilities.
- However, Q14.8 has a p value of 0.08; which is less than 0.05 and reveals that there is a statistically significant difference between gender groups towards transport.

5.10 Chi-Square Test

Interpretation Rule:

- If the p value is less than or equal to 0.05, there is a statistically significant relationship.
- If the p value is greater than 0.05, there is no statistically significant relationship.

5.10.1 Q8 versus Q11

Table 5.52: Chi-Square Test: Q8: personal circumstances versus Q11: visit the shopping centre with your family

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.231	1	.022
Continuity Correction	4.708	1	.030
Likelihood Ratio	5.144	1	.023
Linear-by-Linear Association	5.219	1	.022
N of Valid Cases	434		

Interpretation

In table 5.51 Chi-square (χ^2) test result indicates a p value of 0.022, which is below 0.05. This finding reveals that there is a statistically significant relationship between statements Q8: Do your personal circumstances influence the choice of shopping centre? and Q11: Do you visit the shopping centre with your family? These two variables correlate with each other.

5.11 Conclusion

This chapter presented the results of this study using both descriptive and inferential statistics. A variety of statistics provided a description and interpretation of the results of this study. The results identify significant relationships and differences between the variables of the study and also point out areas that require further attention. These findings have been contextualised within the broader framework of this study.

The final chapter will highlight the theoretical underpinnings and assess the achievements of the research objectives; as well as present recommendations; and determine the possibility of further research.

CHAPTER SIX

SUMMARY, RECOMMENDATIONS AND CONCLUSIONS

6.1 Introduction

The proliferation and expansion in shopping centre activities are characterized by social reforms, extended marketing mix, configurations, and an acknowledgement of the dynamics of consumer buying behaviour as well as the ever changing consumers' needs and wants in response to technological changes. The study focused essentially on how one selects shopping centres in the greater Durban area and provides a customer assessment on whether the shopping centre facilities are adequate for their shopping and entertainment needs. This chapter serves to encapsulate the salient aspects of the theoretical principles of consumer behaviour, specifically related to shopping centres, and provides a discussion on the findings of the empirical study as well as recommendations for the marketing of shopping centres to ensure superior customer services in the shopping centre industry.

The purpose of this study was to advance the understanding of consumer behaviour in shopping centres through an identification of how consumers reacted to several situations, particularly physical surroundings, and the impact of these antecedents on consumer behaviour.

6.2 Summary of the Theoretical Underpinnings of the Study

The issue under investigation in this study is also to determine the extent to which shopping centre management has embarked on customer service practices which are consistent with the generally accepted theory presented in the literature review. A fundamental observation is that shopping centres operate in a competitive environment, and are constantly adapting to the dynamics of the marketing environment in order to ensure competitive sustainable advantages.

The study examines aspects of situational influences such as physical surroundings and antecedent states that impact on shopping centre development and management.

Kopper et al. (2006:108) state that the situation influences consumers buying behaviour. This influence is not a lasting situation. It is temporary and affects just the actual place and time in which consumers find themselves, for example pedestrians who use the shopping centre as a thoroughfare. People's immediate situations often affect the way consumers behave. The following two situational influences were considered for the study:

- Physical surroundings which include décor, lighting, facilities and store configurations of merchandise or other materials surrounding the desired object are widely recognized as a type of situational influence where consumers have strong preferences for particular retail designs. These preferences can be identified by consumer research and should be incorporated into the design and ambience of shopping centres. The ability of physical surroundings to shape consumer behaviour has also been evident in shopping centre environments. Consumers exploit, on the one hand, and adapt, on the other hand, to aspects of the environment in order to achieve their goals.

- Antecedent states are where temporary moods and conditions which colour the perceptions and evaluation of the shoppers have to be considered. According to Hawkins et al. (2004:485), antecedent states are features of the individual person that are not lasting characteristics. Moods or conditions are fickle, for example, most consumers experience states of depression or excitement from time to time that are normally part of their individual make-up, but which dictate their actions under varying circumstances. Increasingly, retail therapy has become a response to their states of discomfort.

A detailed study of the consumer decision-making process is reflected in the identification of the five steps which consumers encounter in the decision-making of the selection of shopping centres. These steps, adapted from Hawkins et al. (2004:506), are:

1. Problem recognition where situational influences, namely, physical surroundings and their antecedents, affect the consumers' current situation regarding shopping centres;
2. Information search, where consumers search for and acquire information about the facilities, services and product offerings of different shopping centres, with a view to fulfilling the consumption and purchase situations that exist;

3. Evaluation of alternatives where the information collected by consumers is carefully analysed before a final selection of the shopping centre is made for a shopping and entertainment experience;
4. The Purchase Experience where consumers experience the actual shopping centres' facilities, their tenant mix and product offerings and services together with the promotional activities within the shopping centres; and
5. The Post – purchase evaluation where it is believed that after visiting the shopping centre, the consumer might experience some level of satisfaction or dissatisfaction that requires further action. Marketers, managers and stakeholders of shopping centres must be cognizant of the post - purchase behaviour and consider it as an opportunity to reinforce preference for the shopping centre by dealing with it in a favourable manner in order to generate shopping centre loyalty.

The post- purchase evaluation step can be regarded as the beginning of a new decision – making process. Will the consumer consider re-visiting the shopping centre? This consideration is fundamental in ensuring that consumer loyalty is developed by routine visits to a particular shopping centre. According to Arnould et al. (2004:660), consumers are adaptive decision makers. Consumers use many different strategies for making decisions: some simple, some complex, some based primarily on cognitions and others based more on feelings and emotions. Most consumers, rather than making optimal choices, gain some level of satisfaction by making acceptable choices.

6.3 Discussion on Critical Questions and Key Findings based on the study

The critical questions that are, addressed in this study are restated as they are in chapter one.

1.6.1 The key question namely, what factors influence the consumers' decision-making process in the selection of shopping centres is substantially answered in the literature survey as well as the empirical study.

The essential features considered by shoppers when selecting a shopping centre were one-stop shopping (cited by 59.8%), promotional events (30.8%), pricing strategies among retailers (43.8%), product range (53.5%), crowding (53.5%), cleanliness (79.3%), types and designs of shops (44.5%).

The finding reveals that location, accessibility, facilities for the disabled and frail, parking, types and designs of shops, shopping centre image, promotional events, price levels, product range, security and safety, consumer traffic, banking facilities, food courts, staff, service level, one-stop shopping, cleanliness, leisure and entertainment and child care facilities are important factors considered in the consumers' decision-making process in the selection of shopping centres. Therefore the 7 p's or the extended marketing mix has an impact on the patronage of the various shopping centres.

1.6.2 How does the internal and external environment of shopping centres impact on consumers' choice of shopping centre?

The external (consumption site, shopping site, physical dimensions) and internal (design and layout of the shopping centre, traffic flow, lighting, air conditioning, lifts and tenant mix) environment of shopping centres impact on consumers' choice of shopping centre. This finding provides critical information to retailers, marketers, stakeholders and management of shopping centres, which would serve as a useful guideline in developing the shopping centres' policies to meet the needs, wants and desires of consumers.

A consumer's purchase decision and choice of shopping centres are influenced by numerous individuals and environmental factors. Some of the individual predispositions which influence the purchase decisions and choice of shopping centres are personal motivation, perception, levels of education, attitudes and personality. Each of these factors is interdependent and each plays a vital role in the ultimate choice of shopping centres. An understanding of these factors as well as the demographic, cultural, technological, economic and security factors are, therefore, required to predict consumer behaviour more accurately, and to then respond to environmental factors optimally.

1.6 3 For what purposes do consumers visit the various shopping centres?

A significant proportion of consumers (42.9%) visit the various shopping centres mainly for shopping. While some consumers (15.9%) visit the various shopping centres for both shopping and entertainment, such as going to the cinema and dining. Therefore, the various shopping centres serve as multiple purposes for consumers' needs, wants and desires.

1.6.4 How satisfied are customers with the various shopping centres?

The majority of shoppers are satisfied with the various shopping centres' facilities and product offerings. From the finding, shoppers (36.3%) visit the shopping centre as required while 32.4% of shoppers visit once a week.

The provision of fast and efficient service and friendly staff within the shopping centre together with an effective marketing mix or extended marketing mix have resulted in shopping or leisure and entertainment becoming a personally rewarding activity rather than a chore.

1.6.5 What marketing strategies are employed to meet consumer's needs and desires?

This question was adequately answered in the secondary data survey where several other authors felt that the extended marketing mix, namely place, promotion, product, price, people, processes and physical evidence, when brought together in an optimal combination, can successfully meet consumer's needs, wants and desires. Efficient design and layout present an image of the shopping centre which may suggest an upmarket or sophisticated environment and it also promotes free flow of shoppers without congestion at strategic nodes. The results also reveals that 178 (44.8%) of the respondents stated that the shopping centre image are very important, since image suggests an attraction by people with different lifestyles. Shopping centres with a tenant mix which is perceived as having lower prices are frequented more often by the majority who are price conscious. Patronage at shopping centres is highly dependent upon the merchandise / product offerings.

1.6.6 How does private transportation impact on patronage of shopping centres?

The majority (72.8%) of the respondents have the use of private vehicles for shopping, entertainment and / or meeting friends at shopping centres. With the shift of shoppers from the crime-ridden CBDs, adequate safe and secure facilities, including, parking facilities within the shopping centres will become vitally important features when selecting shopping centres. However, the use of private vehicles generally renders other shopping centres in the greater Durban area more accessible. The current research identified that 54.5% of the respondents who visit shopping centre do so because accessibility to the shopping centres is the key variable. The higher the mobility of the shoppers, the greater the exposure of shopping centres alternatives or shopping mixes. This study has revealed that patronage of shopping centres is highly dependent on accessibility, location, security and safety, parking facilities, designs and layout of the shopping centre, physical surroundings, atmosphere/ambience and shopping centre image.

1.6.7 How does one stop shopping centre contribute to family experiences?

An overwhelming majority of shoppers (77.3%) visited the shopping centre with family predominantly over the weekends. They are accompanied on average by 3-4 family members. The Pavilion Shopping Centre (19.6%) and Gateway (14.3%) were the most popular amongst shoppers in the greater Durban area and were more popular meeting places for family, for recreation and entertainment, than other shopping centres;

Modern "one stop" shopping centres or lifestyle centres are planned with the aim of providing for the convenience, needs and wants of shoppers, such that it is possible for patrons to do their shopping in comfort and in a secure environment. Shopping and family outings become a pleasure by utilizing the shopping centre marketing mix and the entertainment options as well.

1.6.8 Do males and females differ in their preferences for the various facilities within the shopping centre?

The t-test for p significance valves are above 0, 05 revealing that there is no difference between male and females regarding the various facilities within the shopping centre. There are no major differences in male and female opinions about the facilities in shopping centres. Women are the predominant shoppers within shopping centres and they are often accompanied by their children.

Also an analysis of the findings revealed that:

- The majority of patrons of shopping centres are between 18 and 49 years old with at least a matriculation and a gross income of less than R10000-00 per month;
- There appears to be a statistically significant positive correction between the distance from home to the shopping centre and the location of the shopping centre; and
- The majority of shoppers are single persons, being either unmarried, divorced or windowed.

6.4 Recommendations

The following are recommendations based on the findings:

- Shopping centre developers and managers must strive towards an optimum tenant mix, desirable product offerings and services which are key factors for the viability of shopping centres in the competitive shopping centre industry;
- Due to the lack of interest in shopping centre newsletters, creative promotional configurations could add to the attractions of shopping centres as well as other elements of promotion such as public relations, advertising, sponsorships and sales promotion;
- The tenant mix of shopping centres must be reviewed and adapted regularly in order to meet the ever changing needs and wants of modern consumers;
- Shopping centre research must be an on-going process to improve the shopping centre marketing mix and meet the requirements of shopping centre management, stakeholders and consumers; and
- Since consumers expect knowledgeable and professional staff, on-going training for shopping centre staff is vital to establish strong relationships and build customer loyalty.

Recommendations for future study

1. This study only investigated certain shopping centres in the greater Durban area. Future research can be undertaken amongst other shopping centres in

the Kwa Zulu-Natal province and determine whether similar results and shopping trends are likely to be observed.

2. An investigation into the perception of patrons of shopping centres towards retailers, stakeholders and shopping centre management is necessary to align their product offerings and services with the expectation of their shoppers and thereby maximize profitability.
3. The impact of teen shoppers within the shopping centres and the influence they have on directing their parents to the shopping centres is a worthy topic for future research.

6.5. Conclusion

The success or failure of the shopping centre depends on consumers, the satisfaction of their wants and desires and their willingness to patronize these shopping centres. Hence, it was important to investigate consumers' behaviour. It is the consumer who weighs the advantages and disadvantages of shopping centres in terms of what they can obtain for the price, time and energy that they spend. Physical surroundings, leisure and entertainment facilities within shopping centres, centre court promotions, parking, crowding, image, and the shopping centres' product offerings become meaningful motivational forces for patronizing shopping centres. Thus, consumer behaviour is essentially a compromise adaptation to attracting and repelling forces evaluated within the framework of consumers' attitudes, norms and values towards shopping centres. The task of shopping centre managers and developers, therefore revolves, around the fundamental objective of creating differential advantages for shopping centres in order to ensure their continued viability.

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ANNEXURE - A

This questionnaire is part of a study designed to find out how one selects a shopping centre in the greater Durban area and if the facilities are adequate for shopping and entertainment needs.

<u>QUALIFYING QUESTION</u> Are you over the age of 18. Yes, proceed.
No, thank the person

All information you provide will be treated confidentially.

The knowledge gained as a result of the completion of this questionnaire may assist stakeholders, marketers and managers of shopping centres to improve the shopping centre product and service offerings. Your kind co-operation would be highly appreciated. Thank you for completing the questionnaire. Please tick the correct one.

1. At which Shopping Centre is the interview being conducted?

Pavilion		1
Musgrave		2
Gateway		3
Sanlam Pinetown		4
La Lucia		5
Overport City		6
Chatsworth Centre		7
Other Specify		8

2. How often do you visit the shopping centre of your choice?

	Daily	Once a Week	Once a Fortnight	As required	Other Specify	
Pavilion						1
Musgrave						2
Gateway						3
Sanlam Centre						4
La Lucia						5
Overport City						6
Chatsworth Centre						7
Other Specify						8

3. Please indicate whether you 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral or undecided, 4 = Agree, 5 = Strongly Agree whether the distance from home to the various Shopping Centre influences my decision to shop at the shopping centre indicated.

	1	2	3	4	5	
Pavilion						1
Musgrave						2
Gateway						3
Sanlam Centre						4
Lu Lucia						5
Overport City						6
Chatsworth Centre						7
Other Specify						8

4. How much time do you spend in the various shopping centres indicated?

	Less than 1 Hour	1 – 2 Hours	3 – 4 Hours	More than 4 Hours	
Pavilion					1
Musgrave					2
Gateway					3
Sanlam Centre					4
La Lucia					5
Overport City					6
Chatsworth Centre					7
Other Specify					8

5. How do you travel to the various shopping centre indicated?

	Private Vehicles	Taxi	Bus	Other Specify	
Pavilion					1
Musgrave					2
Gateway					3
Sanlam Centre					4
La Lucia					5
Overport City					6
Chatsworth Centre					7
Other Specify					8

6. For what purposes do you visit the various shopping centres indicated?

	Shopping	Movies	Games	Meet Friends/Family	Other Specify	
Pavilion						1
Musgrave						2
Gateway						3
Sanlam Centre						4
La Lucia						5
Overport City						6
Chatsworth Centre						7
Other Specify						8

7. How often do you meet your friends at the various shopping centres indicated? Please tick your choice.

	Daily	Once a week	Once a fortnight	As required	Other Specify	
Pavilion						1
Musgrave						2
Gateway						3
Sanlam Centre						4
La Lucia						5
Overport City						6
Chatsworth City						7
Other Specify						8

8. Do your personal circumstances influence the choice of shopping centre?

Yes		1		No		2

9. Yes, please tick the applicable circumstances

My state of mind / mood		1
Funds Access / Credit Facilities		2
Image of the shopping centre		3
Personal Inclination		4
Level of interest in the product offerings		5
Other Specify		6

10. Which of the following shopping centre factors, do you consider to be important when selecting a shopping centre? Please rate all of the following in order of importance to you. Please note 1- is least important and 10 are very important.

	1	2	3	4	5	6	7	8	9	10	
Location											1
Physical Surroundings											2
Accessibility											3
Facilities for Disabled Person											4
Parking Facilities											5
Types and Designs of Shops											6
Atmosphere / Ambience											7
Design and Layout of the Shopping Centre											8
Shopping Centre Image											9
Promotional Events											10
Pricing Strategies among Retailers											11
Merchandise/Products Range											12
Security and Safety											13
Consumer traffic/Crowding											14
Banking Facilities											15
Food Court											16
Shopping Centre Newsletter											17
Friendly Staff											18
Good Service											19
One Stop Shopping											20
Cleanliness											21
Leisure and Entertainment											22
Child Care Facilities											23
Other Specify											24

11. Do you visit the shopping centre with your family?

Yes		1		No		2

If yes, please indicate how many members in the family accompany you: ....

12. Indicate which of the following Shopping Centre you visit with family members

Shopping Centre		
Pavilion		1
Musgrave		2
Gateway		3
Sanlam Centre Pinetown		4
La Lucia		5
Overport City		6
Chatsworth Centre		7
Other Specify		8

13. If you do not visit with family members, please indicate why. Tick as many as possible.

Security		1
Distance		2
No Transport		3
Too Crowded		4
Poor Service		5
Type of Retailers / Tenant Mix		6
Shopping Centre Product and Service Offerings		7
Store Image		8
Lack of Child Care Facilities		9
Prefer not to take young children to Shopping Centre		10
Lack of Free Parking		11
Other Specify		12

14. How satisfied are you with the present shopping centre facilities? Please rate from 1 to 10 where 10 most satisfied and 1 least satisfied.

	1	2	3	4	5	6	7	8	9	10	
Traffic											1
Tenant Mix											2
Seating Area											3
Entertainment											4
Food Court											5
Toilets											6
Banking											7
Transport											8
Emergency											9
Lift and Escalator											10
Wheeler Friendly											11
Other Specify											12