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PROFILING SHOPPING MALL COSTUMER BASED ON DEMOGRAPHICS AND SHOPPING MOTIVATION

Rahmawati, Rahmawati ✉

Faculty of Economics and Business, University of Islam Malang, Indonesia

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Abstract

Nowadays malls play a major role in consumer's lifestyle. This research aims to (1) Identify the segments from shopping mall customer (2) Describe the profiles of shopping mall segments formed (3) Explain the differences each characteristic between segments are formed. This research is using confirmatory factor analysis and cluster analysis. This study revealed six factor shopping motivation such that gratification seeking, social shopping, value shopping, brand loyalty, utilitarian, and hedonic shopping. The result suggests that there is two shopper segment, hedonic shopper and utilitarian shopper. Each segment was profiled in terms of shopping motivation and demographics.

Abstrak

Berbelanja di mal telah menjadi gaya hidup konsumen. Penelitian dilakukan dengan tujuan untuk (1) Mengidentifikasi segmen dari konsumen yang berbelanja di mal, (2) Menjelaskan profil dari segmen konsumen yang berbelanja di mal yang telah terbentuk, (3) Menjelaskan perbedaan setiap segmen konsumen yang berbelanja di mal yang telah terbentuk. Penelitian ini menggunakan analisis factor-konfirmatori dan kluster. Hasil penelitian ini menunjukkan bahwa terdapat enam faktor motivasi konsumen dalam berbelanja seperti motivasi yang disebabkan alasan pencarian gratifikasi, sosial, value, loyalitas merek, kemanfaatan, dan hedonis. Peneliti menyimpulkan bahwa dari keenam faktor pembentuk motivasi konsumen dalam berbelanja, konsumen yang gemar berbelanja di mal dapat dibagi hanya menjadi dua segmen yaitu konsumen yang berbelanja karena alasan hedonis dan kemanfaatan.

✉Correspondent :
rahma.w104@gmail.com

INTRODUCTION

A growing number of emerging new malls in various regions in Indonesia are in line with macro-economic growth of Indonesia. And there will be growing again by the construction still goes by the malls in various areas such as Bandung, Makassar, Attack, Malang, Bintan, and other cities. The big company such as the Lippo Group, Trans Corp, Sun, Ciputra continue expanding into different potential areas in Indonesia. This trend will continue considering economic growth and higher consumer purchasing power, thus making local investors, foreign investor and not be tempted to plunge into the retail business in Indonesia.

Nowadays, with changing socioeconomics behavior and lifestyle people, shopping malls play a major role in urban scenario (Meena, Patil, & Mondal, 2019). There are three types of consumers motivation that involves their decision to shop in mall which is pure economic motives, emotional motives, and combination motives. Pure economic motives is one of which is the goal to shop to meet basic needs. Shopping orientation consumer might offer insight into how and why they go to stores and, more specifically, why they visit certain types of retail outlets, including malls (McKinney, Legette-Traylor, Kincade, & Holloman, 2004). Shopping malls have expanded their activities to includeof entertainment, social and leisure activities, in order provide a meeting place for customers who wish to socialize and enjoy leisure (El-Adly & Eid, 2015).

There are many researchers that try to examine market segmentation for consumer goods and services. However, research segmentation in retail especially in shopping mall customer segmentation is very rare (El-Adly, 2007). Shopping mall customer heterogeneity in a context of hard times has altered previous mall customer segmentations. Mall customers cannot be seen as a homogenous group. Segmentation studies have been developed to describe the different customer typologies using different criteria (Calvo-Porral & Lévy-Mangin, 2019). Segmentation approach according to Kotler & Keller (2018) market segment consists of a group of customers who share a similar set of needs and wants. There is two broad groups of variables to segment consumer markets, first define segments by looking at descriptive characteristics—geographic, demographic, and psychographic—and asking whether these segments exhibit different needs or product responses. Second is behavioral consideration such as consumer responses to benefits, usage occasions, or brands, then seeing whether different characteristics are associated with each consumer response segment. Demographic variables are the most popular basis for differentiating customer groups.

From the background that has been described above, the researchers chose this object is in line with the macroeconomic growth in Indonesia will be followed by an increasing level of public welfare. The high level of welfare will impact on increasing aggregate consumption, both consumption of primary goods, consumption of secondary goods and luxury goods.Shopping centers that provide one stop shopping facilities will be the choice to meet those needs.

Another reason underlying this object was chosen is the change in consumer behavior and lifestyle of modern society. Lifestyle will affect consumer behavior both socially, personally, psychologically and situationally. Today's modern society tends to be instant and wants something fast-paced by meeting needs simultaneously.Mall is a major player in the lifestyle of modern consumers. Today, malls are not only as shopping centers but also as social centers and recreational activities.Outlets, food courts, restaurants, theaters, children's play areas, interactive entertainment, social areas, relaxation areas and promotional media are the main components of the Mall.

LITERATURE REVIEW

Demographic

Kotler & Keller in the book Marketing Management (2018) segmentation divides the market into four parts: (a). Geographic segmentation, Geographical segmentation of markets requires that the division into units of different geographical, such as country, state, territory, province, city, or home environment. (b) Demographic segmentation, in demographic segmentation, the market is divided into groups based on variables such as age, family size, family life cycle, gender, income, employment, education, religion, race, generation, nationality, and social class. Demographic variables are the most popular basis for distinguishing customer groups. (c) Psychographic segmentation, In psychographic segmentation, buyers are divided into

different groups based on life style or personal it or values. The people in the same demographic group can show a very different picture of psychographics, (d) Behavioral segmentation, in behavioral segmentation, buyers are divided into groups based on knowledge, attitudes, usage, or their response to a specific product.

Tsiptsis & Chorianopoulos (2009) statement that customer segmentation is the process of classify customers into distinct, meaningful, and homogeneous subgroups based on various attributes and characteristic. However, for a market segment to justify attention, six conditions typically need to be satisfied. The segment must be: measurable, accessible, substantial, unique, appropriate, and stable.

Most of the studies have also used demographics to characterize segments, and many studies found demographic differences between groups of shoppers (Calvo-Porral & Lévy-Mangin, 2019; El-Adly, 2007; Kabadayi & Paksoy, 2016). However, the differences in gender, age, status, education, and income vary widely between countries, with no specific demographic profiles being consistently identified for a specific group of shoppers.

Demographic plays prominent role in international segmentation since there are many researches concludes that marketing strategy with consumer attitude and value focus has a bigger chance to success in market. On another hand, two psychographic factors that also plays significant role in market segmentation are national/ethnic culture and global-oriented disposition (Cleveland, Papadopoulos, & Laroche, 2011).

In demographic segmentation, the market is divided into groups based on variables such as age, family size, family life cycle, gender, income, employment, education, religion, race, generation, nationality, and social class. Demographic variables are the most popular basis for distinguishing customer groups (Kotler & Keller, 2016).

Shopping Motivation

Mall motivation research have identified motives to shopping such as utilitarian, goal oriented, time saving, convenience, safety, hedonic, recreational, experiential, freedom, product acquisition, choice optimization, negotiation, deal seeking, bargain hunting, shopping enjoyment, browsing, entertainment, and social meetings (Kabadayi & Paksoy, 2016).

According to Calvo-Porral & Lévy-Mangin (2019) their result study is finding 3 segment such that first *Serious* shoppers go to the mall to accomplish planned purchase. Second is *Recreational* shoppers go to the mall for leisure time and fun. *Enthusiasts* enjoy all aspects of the mall. And third *Pragmatic* shoppers go to the mall to accomplish their mission and to find deals. The segments differ in their demographics.

Shopping values utilitarian and hedonic play an important role in the customer's life style by creating and delivering discussed factors and related items of both the shopping values efficiently and effectively helps in producing satisfaction in mall shoppers (Kesari & Atulkar, 2016).

A shopping style that puts emphasis on certain activities or shopping motivation. This projective approach uncovered six shopping orientation (Hawkins & Mothersbaugh, 2010).

a) Chameleons, indicated that their shopping styles are situation-specific or constantly changing. Their shopping is based on product type, shopping impetus and purchase task,
b) Collectors/gatherers are characterized by their propensity to stock pile items and to purchase large quantities to either save money or alleviate the need for shopping,
c) Foragers are particular and are motivated to purchase only the desired items,

d) Hibernates are indifferent toward shopping. Their shopping patterns are opportunities rather than need driven and they will often postpone even required purchase,

e) Predators are purposive and speed oriented in their shopping. They plan before shopping and like to shop alone. They don't enjoy shopping and tend to shop outlets where they are assured of getting the items they need quickly,

f) Scavengers enjoy shopping both to make purchase and as an activity. They like to go to sales and consider shopping to be entertainment. They make numerous unplanned purchase.

Meanwhile, according to Millan & Howard (2007) shopper types consist of five types, namely:

a) Utilitarian shoppers. Utilitarian shopper shopping as needed. They believe that shopping should fulfill its primary purpose. This type of shopper does not want a new experience,

b) Hedonic shoppers. Hedonic shopper looking at shopping as a way to get entertainment and new experiences. For the hedonic shopper, there are two types of shopping and social shopping is a shopping idea,

c) Shoppers based on the value. Shoppers based on the value to be very careful in the shop, by checking the accuracy of prices and value on product quality,

d) Indecisive shopper. Usually the consumer with no experience will falter and hesitate on overall goods market with diverse offerings, and

e) Impulsive shopper. Impulsive shopper usually does not have a spending plan. Despite having a plan, they often do the unexpected expenditure or spontaneous.

METHODS

Segmentationin this study is conducted by Post-hoc approach. This study is a kind of exploratory research followed by a descriptive study. Samples used in the study of 100 respondents who are mall customer. This study is mainly based on a questionnaire survey. It was divided into two sections. The first section addressed twenty-one shopping motivation items which were scaled on a five-point scale ranged from very important to not important at all to determine the relative importance of each items. The second section included the demographic characteristics of all respondents.

Confirmatory factor analysis is used to analysis data. Confirmatory factor analysis is to confirm the statistical models that have been built before. After factor analysis, we performed a cluster analysis with hierarchical, and Ward's method with the squared euclidean distance (as a measure of similarity) was used to identify the number of clusters within the sample of participants. Cluster analysis was conducted on the resultant factor scores with the purpose of subdividing the sample into homogeneous segments.

RESULT AND DISCUSSION

Factor Analysis

Due diligence carried out by trials KMO MSA and Anti-image Matrices. The items making up the indicator is feasible to be tested by factor analysis if obtained greater than 0.5 KMO and Bartlett's test at a significance value less than 0.05. If seen from the anti-image matrices, items that deserve to be tested by factor analysis are items that have anti-image correlation values greater than 0.5. However, if the value of KMO and anti-image correlation is less than 0.5, then the item is removed and not included in the factor analysis.

Table 1. Factor Loadings and Shopping Motivations Attributes

Indicator	Item	Loading Factor	Variance (%)
Gratification Seeking	When I am in down mood, I go shopping to make me feel better	0.807	64.99
	To me shopping is a way to relieve stress	0.887	
	I go to shopping when I want to treat myself to something special	0.737	
	While shopping I can normally forget may problems	0.787	
Social Shopping	I like shopping with my friends or my family to socialize	0.802	71.59
	I enjoy socializing with others when I shop	0.909	
	Shopping with others is a bonding experience	0.823	
Value Shopping	For the most parts, I go shopping when there are sales	0.832	73.18
	I enjoy looking for discounts when I shop	0.878	
	I enjoy hunting for bargains when I shop	0.856	
Brand Loyalty	I have favourite brands I buy over and over	0.790	58.23
	Once I find a product or brand I like, I stick with it	0.847	
	I go to the same store each time I shop	0.554	
	I like to buy the same brand	0.826	
Utilitarian	I make shopping trips fast	0.871	65.94
	While shopping, I try to accomplish just what I want to as soon as possible	0.841	
	While shopping, I try to find just the items that I am looking for	0.717	
Hedonic Shopping	Going shopping is one of the enjoyable activities for me	0.796	59.65
	I enjoy shopping just for the fun of it	0.822	
	I enjoy shopping more than most people do	0.699	
	I love to go shopping when I can find time	0.767	

Based on the results of testing the feasibility of using the value of KMO (Table 1), in each indicator obtained a KMO value of 0.5. In addition, anti-image correlation value of each item is more than 0.5. Thus, from these tests can be concluded that the question items in each of the indicators have met the eligibility to be analyzed using factor analysis.

Several variables are eligible to obtain, continue to the core activities off actor analysis, namely factoring process will extract one or more factors of the variables that have passed the test of the previous variables. From the results off actor analysis, can be explained that the items making up the indicator has been reduced to produce each single factor can explain the variable indicators Shopping Motivation. Factor loading values to explain how big the item can explain the indicator. While the% variance explained how the indicators that form could explain the constituent items.

Cluster Analysis

This study uses a hierarchical cluster, where the number of clusters are formed based on the input data has been processed with SPSS software. If viewed from the agglomeration schedule, consumer segments based on shopping motivation is formed of two segments (Table 2). Segment 1 consisted of 51 respondents (51%) and segment 2 consisted of 49 respondents (49%).

To determine the level of significance between variables, this study used t-test. The reason used t-test because the segments are formed consisting of two segments. Purpose

of t-test was to compare two variables (differentiate) whether two clusters is same or different. By using the t-test significance value above obtained α=0.05 is said to be significant.

Table 2. Shopping Motivation (t-test)

Shopping Motivation	Cluster 1	Cluster 2	Sig. (<0.05)
Gratification Seeking	-0.587	0.611	0.000
Social Shopping	-0.631	0.657	0.000
Value Shopping	-0.478	0.497	0.000
Brand Loyalty	-0.299	0.311	0.002
Utilitarian	0.065	-0.068	0.508
Hedonic Shopping	-0.535	0.556	0.000

Based on table 2 profiling customer based on shopping motivation, can be explained that the first segment has a score of gratification, social shopping, value shopping, brand loyalty, and hedonic shopping lower than segment 2. Obtained by using the t-test significance value less than α=0.05. However, in terms of utilitarian, segment 1 segment 2 is greater than the significance value is greater than α=0.05. Thus, from these test scan be concluded that segment 2 has a score of gratification seeking, social shopping, value shopping, brand loyalty, and hedonic shopping is higher than segment 1. In terms of utilitarian, segment 1 and segment 2 does not have significant differences.

In this study, cross tabulation carried out to determine the demographic characteristics of the variables gender, age, marital status, occupation, education, income and family size of each segment is formed. Cross-tabulation off frequency distribution of respondent scan be seen from demographic items on segment that has been formed.

Table 3. The Demographics Characteristics of The Segment

Demographics		Total freq.	%	Cluster Segment 1 freq.	%	Segment 2 Freq.	%
Gender	Male	47	47.00	30	58.82	17	34.69
	Female	53	53.00	21	41.18	32	65.31
Age	< 25 years	64	64.00	36	70.59	28	57.14
	25 – 35 years	19	19.00	8	15.69	11	22.45
	> 35 years	17	17.00	7	13.73	10	20.41
Marital Status	Single	72	72.00	41	80.39	31	63.27
	Married	26	26.00	9	17.65	17	34.69
	Never been Married	2	2.00	1	1.96	1	2.04
Jobs	Employees	27	27.00	13	25.49	14	28.57
	Civil Servant	10	10.00	2	3.92	8	16.33
	Entrepreneur	7	7.00	5	9.80	2	4.08
	Student	50	50.00	28	54.90	22	44.90
	Housewife	2	2.00	0	0.00	2	4.08
	Other	4	4.00	3	5.88	1	2.04

Table 3. (cont.)

Demographics		Total freq.	%	Cluster Segment 1 freq.	%	Segment 2 freq.	%
Education	Junior High	3	3.00	1	1.96	2	4.08
	Senior High	54	54.00	31	60.78	23	46.94
	Diploma	3	3.00	1	1.96	2	4.08
	S1	34	34.00	16	31.37	18	36.73
	Academy	3	3.00	1	1.96	2	4.08
	Other	3	3.00	1	1.96	2	4.08
Revenue	< Rp 1.000.000	46	46.00	28	54.90	18	36.73
	Rp 1.000.000 – Rp 2.500.000	29	29.00	13	25.49	16	32.65
	Rp 2.500.000 – Rp 5.000.000	18	18.00	7	13.73	11	22.45
	> Rp 5.000.000	7	7.00	3	5.88	4	8.16
Family Life Cycle	0 – 3 people	25	25.00	10	19.61	15	30.61
	4 – 7 people	71	71.00	39	76.47	32	65.31
	> 7 people	4	4.00	2	3.92	2	4.08

Discussion

Segment 1 of this study consisted of 51 respondents to the composition of 30 male respondents and 21 female respondents. Segment 1 is called utilitarian customer. While the second segment consisted of 49 respondents, with the composition of 17 male respondents and 32 female respondents is called hedonic customer.

According to Babin, Darden, & Griffin (1994) shopping motivation scan be categorized in two aspects: utilitarian and hedonic aspects. Utilitarian shopping behavior is a characteristic associated with the individual tasks that must be met, product-oriented, rational, and driven by extrinsic motivation. Shopping values utilitarian and hedonic play an important role in the customer's life style by creating and delivering discussed factors and related items of both the shopping values efficiently and effectively helps in producing satisfaction in mall shoppers (Meena, 2019). Here is an explanation per segment:

1. Utilitarian Shopper
   - Demographics. In terms of gender, segment 1 is dominated by men with the number respondents 30 and female 21. Demographic variables consist of age, in this segment with majority under 25 years of age. This indicated that segment is still dominated by young age. Meanwhile, over 35 years of a last of these segments. Terms of marital status, majority status is single. Type of work majority is students. This is consistent with the assumption that factor of the location where researchers doing is very close to the location of education, so it is possible that visitors are educated. Of educational background, this segment is dominated by recent high school education or equivalent. Total revenue in this segment 1, which occupied the first is less than Rp 1.000.000. If viewed from the family life cycle, number of family members of the majority between 4 – 7 people.
   - Shopping Motivations. On shopping motivation variables, segment 1 has only one variable that affects from 6 variables used in this study, namely utilitarian. This variable consists of three items, each of which explains the process tend to be quick shopping, and just look for specific items needed. If the terms of demographic variables, this segment is dominated by men. By Chebat, Gélinas-Chebat, & Therrien (2005) utilitarian shopper mostly done by men. A shopper utilitarian an efficient individual shopper, know what they want and eliminate

the hassle of shopping. Utilitarian buyers hypothesized to have certain behaviors, such as fast moving, do not change the way they are, do not stop, and limit their contact with the environment of people and things important to solve their problems.

Research conducted Babin et al. (1994) identified that consumer behavior can be described as utilitarian rational approach that involves the purchase is made efficient, even if expenditures themselves may not give pleasure. Utilitarian value is derived when the consumption experience is considered successful, fast, or comfortable, successful comparative information for making purchasing decisions better subjective or perceived needs.

Utilitarian shoppers hopping as needed. They believe that's hopping should fulfill its primary purpose. This type of shopper does not want a new experience. They know what items they would buy and have a purchase plan. Quite often they also know the destination store of purchase efficient time shopping done as possible (Millan & Howard, 2007).

2. Hedonic Shopper

- Demographics. Segment 2 is dominated by women with amount of number is 32 and male respondents numbered 17. In terms of age, this segment is dominated by young age range under 25 years. Second place is occupied 25-35 years, and then final sequence with over 35 years of age.

  Marital status in this segment is most respondents who are single. In terms of employment are also the majority are students, then the second is the private sector employees. Background of education this segment is high school/equivalent. Income that dominates this segment with segment 1, which is less than Rp 1.000.000. And also, there are some respondents who had incomes above Rp 5.000.000 which is a minority of these segmented. Ii can be seen in terms of revenue from these two segments a real most equal, can reach all segments. The number of families is 4 – 7 people majority of this segment.

- Shopping Motivations. Shopping motivations that dominate the segment 2 is female. Shopping is the activity of the stereotypes of women. Women were more likely than men to shop for specific items such as groceries and clothing, while men are responsible for spending a special item (e.g., life insurance, auto, home maintenance) (Chebat et al., 2005). Shopping motivation of the six variables used in this study, variable gratification seeking, social shopping, value shopping, brand loyalty, and hedonic shopping is a form of variables that affect this segment. These five variables are components that make up the consumer behavior with the type of shopper with a pattern of hedonism. Gratification seeking, idea shopping, and role play were found to be the key hedonic motivations contributing to compulsive buying, whereas in emerging markets the main motivation was adventure seeking

  Deb (2012) argued that hedonic shopping motivation is considered entertainment, exploration, place attachment and social status factors for hedonic shopping values. Hedonism is a notion which is owned by a person under a sheer pleasure that is focused to meet the satisfaction of the person's mind. Hedonic Shopping is a desire for someone to get some pleasure for himself that can be met by spending time to visit the shopping center or mall or enjoy the atmosphere in the shopping center itself although they do not buy anything or just look-see.

  Meanwhile, according to Arnold & Reynolds (2003), the concept of hedonic shopping motivations is grouped into six dimensions

  a) Shopping for a trip (adventure shopping) the expenditure is made for adventure and experience the world differently.

b) Spending for social purposes (social shopping) is a concept shop because they can feel pleasure while shopping with friends and family, shopping and socializing when interacting with others while shopping.
c) Shopping for satisfaction (gratification shopping) where the shopping was done in order to relieve stress, relieve boredom, and to please yourself.
d) Shopping for an idea (idea shopping) that the concept of this shop because it follows the new trend and fashion as well as to see new products and innovations.
e) Shopping for a role (role shopping) are done shopping because they want something for someone else. Thus, in the shopping pleasure derived from someone else that affects the activity of feeling and mood, as well as excitement and joy that is felt when finding a gift for someone else.
f) Shopping for a value (value shopping) means shopping is done because consumers are looking for discounts and low prices.

CONCLUSION AND MANAGERIAL IMPLICATIONS

The study was purposed to determine profile of mall customer and know the different characteristics of each segment, using the data analysis tools to reduce item factor analysis and cluster analysis of variables making up to form a segment of the visitor. Results of this study indicate that form of two segments has been done, that is utilitarian shopper and hedonic shopper. When viewed from the testing of different characteristics of each demographic variable, these results indicate only that distinguish the sexes is significant. Socio-demographic characteristics like age, gender and occupation are also found to be critical in the mode choice behavior for shopping mall trips.

The assumption in this case is motivation for shopping mall customer who makes a difference is by gender, male or female customer. Judging from results of these studies, mall can specify outlet-stores that show the products that can be consumed by men and women customer. Existing out let’s may be selling products for women, and men's products. It also allows the outlets, which sells men products and women products.

This study is limited in small scope in several malls in other city. Thus, findings may not be representative of Indonesian customer in general. In the future research with more variables to know the other segments that may not be identified in this study as variable small attractiveness, factor income to the hedonic shopper, atmosphere in the mall, visitors psychographic, and other variables that can form a new segment. Given the diversity of these variables will form a variety of segments, and it will be very useful for determining the retail marketing strategy.

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