Mall shopping motivations among South African black Generation Y students

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2016

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DECLARATION

I declare that:

"Mall shopping motivations among South African black Generation Y students"

is my own work and that all the sources I have used or quoted have been indicated and acknowledged by means of complete references, and that this dissertation has not previously been submitted by me at any other university.

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SOUTH AFRICAN BLACK GENERATION Y STUDENTS

by

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ABSTRACT

Mall shopping motivations among South African black Generation Y students

KEY WORDS: motivations, shopping mall, black Generation Y students, South Africa

Globally, shopping malls are growing rapidly both in number and in size. South Africa, viewed as the gateway to Africa, has moved increasingly towards mall-based retailing. Currently, in 2016, there are 1 785 shopping malls in the country. The role of shopping malls in consumers' lifestyles is significant and has changed over time from selling needed products to providing one-stop convenience shopping and entertainment to increasingly more empowered, sophisticated and demanding consumers. As a distinct form of consumer behaviour, consumers' motives for shopping at a mall differ significantly from one individual to another. As such, shopping mall management and marketers are compelled to continuously develop marketing strategies, to meet the changing consumer demand in order to retain current and attract new customers. The Generation Y cohort, born between 1986 and 2005, account for approximately 37 percent of South Africa's population and are characterised as high spenders and influential pacesetters who spend a significant amount of time and money at shopping malls. More specifically, when segmenting this cohort, black Africans account for 84 percent of the Generation Y cohort. Owing to the significant size, the black Generation Y cohort makes for an attractive and lucrative market segment, specifically those involved in higher education, as they are linked with higher future earning potential and a higher social status, which together are likely to make them opinion leaders amongst their peers. Understanding black Generation Y students' mall shopping motivations makes an important contribution in that it will help guide the development of specific targeting and positioning strategies for this specific target market.

As such, the primary objective of this study was to determine black Generation Y students' mall shopping motivations within the South African context, in order to guide the formation of marketing strategies for effectively targeting this market.

For the purpose of this study, the sampling frame consisted of the 26 registered South African public Higher Education Institutions (HEIs). A judgement sample of two

institutions in the Gauteng province was selected from the initial list of 26 registered institutions. A convenience sample of 400 full-time undergraduate black Generation Y students was then conveniently selected in order to conduct this study. The relevant primary data were obtained using a self-administered questionnaire. The statistical analysis of the collected data included exploratory factor analysis, descriptive statistical analysis, correlation analysis, a one-sample t-test and a one-way analysis of variance (ANOVA).

The findings of this study suggest that aesthetic stimulation, escape activity, preference for flow, desire for exploration, need to enact a role, desire for social interaction and desire for shopping convenience are strong motivators for black Generation Y students in South Africa to visit a shopping mall. Moreover, they find the convenience offered by shopping at a mall to be the most important mall shopping motive. The aesthetic stimulation of a mall was found to be the second most significant positive motivation for shopping at malls amongst black Generation Y students in South Africa. In addition, Black Generation Y students reported that the desire for flow – having the opportunity to lose sense of time because of the pleasurable state of absorption – is the third most important mall shopping motivator. Insights gained from this study will aid shopping mall managers and marketers seeking to profile and target the lucrative Generation Y consumer shopping market in South Africa.

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CHAPTER 1

INTRODUCTION AND PROBLEM STATEMENT

1.1 INTRODUCTION AND BACKGROUND

Shopping malls, along with antibiotics and personal computers, are one of the best 50 innovations that have changed the lives of people worldwide, subsequently having a significant influence on consumers' shopping behaviour (Consumer Reports, 1986). Shopping malls are growing rapidly throughout the European geography both in number and in size (Gilboa, 2009:136). Correspondingly, developing countries across Africa and Asia are experiencing optimistic growth from shopping mall developments and are benefitting economically from this innovation (Hinson *et al.*, 2012:98). According to research done by Urban Studies, shopping mall retail outlets contributed 43 percent towards the total income of R450 billion of the retail industry in South Africa in 2012, making the shopping mall retail industry a very lucrative market (Prinsloo, 2013).

A shopping mall is a large retail development comprising different types of retail outlets, restaurants and busines establishments, housed in a single large building or a series of connected or adjacent buildings (Levy & Weitz, 2012:175). Ahmed *et al.* (2007:333) opine that shopping malls are the most recognised site for shopping and are characterised as a distinct type of shopping environment where people engage in buying as well as activities, such as socialising with friends. The role of shopping malls in consumers' lifestyles is significant (Ahmed *et al.*, 2007:334; Bloch *et al.*, 1994:24; Terblanché, 1999:141) and has changed over time (Kirkup & Rafiq, 1999:120; Michon *et al.*, 2008:457; Terblanché, 1999:141) from selling needed products to providing one-stop convenience shopping and entertainment (Hinson *et al.*, 2012:98) to increasingly more empowered, sophisticated and demanding consumers (Venkatachalam, 2014). Initially conceptualised and created in the mid-1950s, shopping malls has become fixtures in most major markets by the early 1970s (Feinberg, 1991:426), with department stores and large supermarkets traditionally fulfilling the role of anchor tenants (Terblanché, 1999:141). Owing to changes in the market, such as increased competition (Moolman, 2011:129), an increase in consumers' time and money resources, coupled with an increase in consumers' willingness to travel further to shop, the need for more entertainment-oriented malls was aroused (Kirkup & Rafiq, 1999:119; Martin & Turley, 2004:465). As a result, leisure and entertainment opportunities at

shopping malls have increased significantly (Moolman, 2011:129). Therefore, food courts, restaurants, theatres, children's play areas, exhibition zones, recreation and meeting spaces are fulfilling the role of anchor tenants in shopping malls (Bloch *et al.*, 1994:24; Martin & Turley, 2004:465; Terblanché, 1999:141).

Shopping motivations are behavioural impulses motivating consumers to visit the marketplace to satisfy their needs (Jin & Kim, 2003:399). Consumers' shopping motivations are a distinct form of consumer behaviour and often differ significantly from one individual to another; hence, two consumers can have different motives for shopping at the same store. Consumers shop for various reasons, such as seeking the best value for money, socialising, escaping from the routine of daily life (Tiwari & Abraham, 2010:11), the influence of individual and psychological consumer characteristics (Hinson *et al.*, 2012:102), cultural (Dhurup, 2008:65), social and environmental influences, promotional strategies (Hinson *et al.*, 2012:102), as well as for experiential and emotional reasons (Singh & Sahay, 2012:237). Notably, Tiwari and Abraham (2010:12) point out that, while consumers visit shopping malls for different reasons, they all expect an exceptional experience from visiting a mall.

From an extensive search of the literature, eight dimensions pertaining to consumers' motivations for visiting shopping malls have been identified, including aesthetic stimulation, escape activity (Ahmed et al., 2007:335; Bloch et al., 1994:34), search of diversion (Tauber, 1972:47), preference for flow, desire for exploration, role enactment, social interaction (Ahmed et al., 2007:335; Bloch et al., 1994:34), and shopping convenience (Ahmed et al., 2007:335; Hinson et al., 2012:114-115; Terblanché, 1999:142). According to Wakefield and Baker (1998:520), aesthetic stimulation pertains to the architectural and interior design of the mall, including the layout and the design features, such as high ceilings, the use of colours and music. Escape activity entails getting away from the demands and stress at work or home (Yoon & Uysal 2005:50). Desire for diversion refers to consumers' visiting a mall to break away from their repetitious routine daily lives as well as to avoid bad weather or traffic congestion (Jin & Kim, 2003:406; Nicholls et al., 2000:107). Preference for flow is associated with the pleasurable sense of engagement, which is related to losing track of time (Bloch et al., 1994:34). According to Tiwari and Abraham (2010:2), the desire for exploration refers to learning about new products and gathering information. Role enactment pertains to the satisfaction derived from shopping for other people instead of for oneself (Arnold &

Reynolds, 2003:80). Social interaction involves socialising with others, such as meeting with friends or making new acquaintances (Guido, 2006:64). Shopping convenience refers to the mall's operating hours, the location of the mall and the expansive assortments of products and stores to facilitate one-stop shopping (Tiwari & Abraham, 2010:2).

Mall shopping motives is a valuable marketing tool that can be used for market segmentation and developing strategies for targeting a particular market segment and are therefore essential to marketers and shopping mall managers (Bloch *et al.,* 1994:23). Owing to shopping malls being viewed as planned developments that are managed and marketed as a unified whole (Kirkup & Rafiq, 1999:119), the positive impact of the environment on consumers' shopping behaviour is increasingly recognised by mall management and retailers (Laroche *et al.*, 2005:157). While there has been a significant increase in consumer shopping mall spending, in order to stay competitive, mall-management and retailers need to invest resources to create attractive and entertaining mall surroundings to retain current customers and attract new customers (Bloch *et al.*, 1994:24; Terblanché, 1999:142).

Generation Y is a valuable market segment with ample time and sufficient money to spend (Bakewell & Mitchell, 2003:95). Generational studies, indicated that Generation Y includes those individuals born during the years from 1986 to 2005 (Markert, 2004:21). The Generation Y cohort accounted for around 37 percent of South Africa's population, of 55.91 million in 2016. The African segment of this cohort accounted for 84 percent of the total Generation Y cohort in 2016 (Statistics South Africa, 2016). The considerable size of the Generation Y market segment renders them important to marketers as well as those engaged in marketing shopping malls (Bakewell & Mitchell, 2003:97; Martin & Turley, 2004:466). Compared to previous generations, Generation Y members have adjusted to a culture of materialism and consumption due to the influence of television and technological innovations (Bakewell & Mitchell, 2003:97). Generation Y consumers have specific wants and needs, are tolerant and open-minded, early-adopters, trend-setters and aim at upholding high living standards. Furthermore, this cohort receives significant attention from retailers due to their being raised in a consumption-driven society (Noble *et al.*, 2009:617), where product and retail outlet choices are in abundance (Foscht *et al.*, 2009:219). Bakewell and Mitchell (2003:98) concur, stating that members of the Generation Y cohort have been brought up in dual-income

households and have learnt to make purchase and brand choices earlier in their lives, when compared to previous generations. Noble *et al.* (2009:618) further denote that even though Generation Y is a large consumer group and an important market segment, this group's motivation for consumption and support is still undiscovered.

1.2 PROBLEM STATEMENT

Shopping mall management and retail outlets are compelled to continuously develop marketing strategies, to meet the changing consumer demand in order to retain current and attract new customers (Du Preez *et al.*, 2007:7). The increased role of the media and technology in consumers' lives, such as the threat of internet-based shopping (Hemalatha & Ravichandran, 2009:169), makes strategic planning challenging to the shopping mall marketer and retailer, especially to those targeting the Generation Y cohort (Du Preez *et al.*, 2007:5). Serving the shopping mall needs of the Generation Y market segment essentially depends on having insight into their mall shopping motivations, as well as understanding their shopping mall behaviour (Cardoso & Pinto, 2010:555). Ahmed *et al.* (2007:331) advise that mall management and retailers will benefit significantly from understanding consumers' mall behaviour, orientation and consumption motivations (Bakewell & Mitchell, 2003:95).

Although a growing body of academic literature relating to shopping malls does exist (Gilboa, 2009:135), empirical research on consumers' shopping mall motivations and behaviour is limited (Du Preez *et al.*, 2007:7) considering the importance it holds for consumers (Bloch *et al.*, 1994:24) especially to the Generation Y market segment (Martin & Turley, 2004:464). This study focuses specifically on black Generation Y students, as Africans account for an estimated 84 percent of the country's Generation Y cohort (Statistics South Africa, 2016), and those involved in higher education are likely to play a significant trend-setting role in the cohort's consumer behaviour (Bevan-Dye *et al.*, 2009:174). To date, little is known about the mall shopping motivations of South African black Generation Y members, and through exploring the shopping motivations that influence this market segment's shopping mall behaviour, this research will contribute to developing targeting and positioning strategies for this specific target market.

1.3 OBJECTIVES OF THE STUDY

The following objectives were formulated for the study:

1.3.1 Primary objective

The primary objective of this study was to determine black Generation Y students' mall shopping motivations within the South African context, in order to guide the formation of marketing strategies for effectively targeting this market.

1.3.2 Theoretical objectives

In order to achieve the primary objective, the following theoretical objectives were formulated for the study:

- Review the literature on shopping malls.

- Review the literature on consumer decision making.

- Conduct a review of the literature regarding consumer motivation.

- Conduct a review of the literature on mall shopping motivation.

- Conduct a review on the literature pertaining to the Generation Y cohort.

1.3.3 Empirical objectives

In accordance with the primary objective of the study, the following empirical objectives were formulated:

- Determine black Generation Y students' preference for aesthetic stimulation as a mall shopping motivation.

- Determine black Generation Y students' desire for escape activity as a mall shopping motivation.

- Determine black Generation Y students' desire for diversion as a mall shopping motivation.

- Determine black Generation Y students' preference for flow as a mall shopping motivation.

- Determine black Generation Y students' desire for exploration as a mall shopping motivation.

- Determine black Generation Y students' drive to enact a role as a mall shopping motivation.

- Determine black Generation Y students' desire for social interaction, as a mall shopping motivation.

- Determine black Generation Y students' desire for shopping convenience as a mall shopping motivation.

- Determine if there is a difference between different age groups concerning black Generation Y students' mall shopping motivations (aesthetic, escape, diversion, flow, exploration, role enactment, social, and convenience).

1.4 HYPOTHESES

Subsequent to the literature review in Chapter 2, the following nine hypotheses were formulated for the study:

$H_0 1$:   Black Generation Y students do not exhibit a significant positive preference for aesthetic stimulation as a mall shopping motivation.

$H_a 1$:   Black Generation Y students do exhibit a significant positive preference for aesthetic stimulation as a mall shopping motivation.

$H_0 2$:   Black Generation Y students do not exhibit a significant positive desire for escape activity as a mall shopping motivation.

$H_a 2$:   Black Generation Y students do exhibit a significant positive desire for escape activity as a mall shopping motivation.

$H_0 3$:   Black Generation Y students do not exhibit a significant positive need for diversion as a mall shopping motivation.

$H_a 3$:   Black Generation Y students do exhibit a significant positive need for diversion as a mall shopping motivation.

$H_0 4$:   Black Generation Y students do not exhibit a significant positive preference for flow as a mall shopping motivation.

$H_a 4$:   Black Generation Y students do exhibit a significant positive preference for flow as a mall shopping motivation.

$H_0$5:   Black Generation Y students do not exhibit a significant positive desire for exploration as a mall shopping motivation.

H_a5:   Black Generation Y students do exhibit a significant positive desire for exploration as a mall shopping motivation.

$H_0$6:   Black Generation Y students do not exhibit a significant positive drive to enact a role as a mall shopping motivation.

H_a6:   Black Generation Y students do exhibit a significant positive drive to enact a role as a mall shopping motivation.

$H_0$7:   Black Generation Y students do not exhibit a significant positive desire for social interaction, as a mall shopping motivation.

H_a7:   Black Generation Y students do exhibit a significant positive desire for social interaction, as a mall shopping motivation.

$H_0$8:   Black Generation Y students do not exhibit a significant positive desire for shopping convenience as a mall shopping motivation.

H_a8:   Black Generation Y students do exhibit a significant positive desire for shopping convenience as a mall shopping motivation.

$H_0$9:   There is no difference between different age groups of black Generation Y students' mall shopping motivations (aesthetic, escape, diversion, flow, exploration, role enactment, social, convenience).

H_a9:   There is a difference between different age groups of black Generation Y students' mall shopping motivations (aesthetic, escape, diversion, flow, exploration, role enactment, social, convenience).

The following section describes the research design and methodology used within the study.

1.5 RESEARCH DESIGN AND METHODOLOGY

The study comprised a literature review and an empirical study. Quantitative research, using the survey method, was used for the empirical portion of the study. A descriptive research design with a single, cross-sectional sample was followed.

1.5.1   Literature Review

The empirical portion of this study was supported by reviewing South African and international literature. Secondary data sources that were used included relevant textbooks, journal articles, business articles, newspaper articles, the Internet and online academic databases including EBSCOhost, Google Scholar and Emerald Insight.

1.5.2   Empirical study

The empirical portion of this study comprised the following methodology dimensions:

1.5.2.1 Target population

The target population, relevant to this study were black Generation Y full-time undergraduate students, aged between 18 and 24, registered at South African higher education institutions (HEIs) in 2014. The target population was defined as follows:

- Element: Black Generation Y full-time undergraduate students aged between 18 and 24 years.

- Sampling unit: South African registered public HEIs.

- Extent: Gauteng, South Africa.

- Time: 2014.

1.5.2.2 Sampling frame

The sampling frame consisted of 26 registered South African public HEIs, as listed by Higher Education South Africa. Of these, there are 11 universities, six comprehensive universities and 9 universities of technology (Higher Education in South Africa, 2015). From this initial sampling frame, non-probability judgement sampling was used to narrow the sampling frame to two HEI campuses located in the Gauteng province, one a traditional university and the other a university of technology. In South Africa, the largest portion of the South African population resides in the Gauteng province, namely 24 percent (Stats SA, 2016). As such the Gauteng province was selected as the main sample of this study. The two HEIs were chosen due to their close geographic proximity, thereby decreasing cost and time, which makes the research more manageable.

1.5.2.3 Sample method

The sampling method that was applied in this study was a non-probability, convenience sample of full-time undergraduate black Generation Y students, between the ages of 18 and 24 years. The questionnaires were distributed equally between the two selected HEIs.

1.5.2.4 Sample size

The sample size selected for this study was 400 full-time undergraduate black Generation Y students. This sample size was considered to be sufficiently large and correlates with previous studies of this nature, such as Laroche *et al.* (2005) (sample size of 351), Millan and Howard, (2007) (sample size of 355), Hemalatha *et al.* (2009) (sample size of 300), Bevan-Dye *et al.* (2012) (sample size of 400). The sample size of 400 full-time undergraduate black Generation Y students was divided equally between the two selected HEI campuses, with a sample size of 200 per campus.

1.5.2.5 Measuring instrument and data collection method

For the purpose of this study, a structured self-administered questionnaire was used to collect the required data. The questionnaire employed in this study, includes items from existing scales that were used in previously published research. The measuring scale in the questionnaire included scale items that were adapted from previous published research (Ahmed *et al.,* 2007; Bloch *et al.*, 1994; Tauber, 1972). The participants were requested to complete a questionnaire comprising three sections. In the first section (Section A), the participants' demographic data were requested. The second section (Section B, 5 items), measured the students' mall shopping habits. The third section (Section C) included the 31-item scale measuring the students' mall shopping motivations. This scale comprised eight dimensions, namely aesthetics (4 items), escape (5 items), diversion (3 items), flow (4 items), exploration (3 items), role enactment (3 items), social (4 items) and convenience (5 items). The students' responses were measured based on their agreement or disagreement with the statements that relate to the various shopping motivation dimensions. A six-point Likert scale ranging from 1=strongly disagree, to 6=strongly agree was used to indicate the participants' degree of agreement or disagreement with the statements that relate to motives for visiting malls.

In the questionnaire was a letter explaining the purpose of the study, providing instructions on how to complete the questionnaire as well as requesting participation. In order to attain reliability by means of convenience sampling, the questionnaire was piloted on a sample of 48 students on a South African HEI campus that does not form part of the sampling frame of the main study. The results obtained from the pilot test were coded and tabulated accordingly.

In this study, a structured format was applied. Lecturers at the HEI campuses that formed part of the sampling frame were contacted and permission was requested to carry out the survey. The questionnaire together with the ethics clearance certificate obtained from the Ethics Committee of the Faculty of Economic-Sciences and Information Technology at the North-West University (Vaal Triangle Campus) were shown to these lecturers. Thereafter, the hand-delivered, self-administered questionnaire was handed out for completion to the students during the scheduled class times of the full-time undergraduate students. The participating lecturers were given strict instructions to inform their students that participation in the survey was on a voluntary basis and that no student was to be coerced into completing the questionnaire. This was done for the two HEI campuses, which participated in the study in 2014.

1.5.3   Statistical analysis

The captured data were analysed using the statistical package IBM SPSS Statistics, Version 23. The following statistical methods were used on the empirical data sets:

- Frequency analysis

- Exploratory factor analysis

- Reliability and validity analysis

- Descriptive statistical analysis

- Correlation analysis

- One-sample t-test

- One-way analysis of variance (ANOVA).

1.5.4 Ethical considerations

This research study complied with the ethical standards of academic research. The participants were guaranteed confidentiality. The necessary approval was obtained from the heads of departments where the survey would be conducted. Participation in the survey was voluntary.

The questionnaire and a description of the research methodology for the study were viewed by the North-West University's Ethics Committee in order to ensure that the measurement instrument did not request any sensitive information from the participants, In addition, members of the committee viewed the measurement instrument to confirm that the target population and sampling frame from which the sample of participants was selected did not involve any individuals who could be categorised as being vulnerable. The following ethical clearance number was issued after the questionnaire had successfully passed the Committee's standards: Econit-Econ-2014-019.

1.6 CHAPTER CLASSIFICATION

In accordance with the gap in the literature relating to the mall shopping motivations among South African black Generation Y students, one primary objective, five theoretical objectives and nine empirical objectives were formulated in this chapter, Chapter 1. In order to address these objectives, the remainder of this dissertation incorporates the following chapters:

In Chapter 2, a detailed discussion on consumer behaviour and consumer decision-making process is given. The chapter presents an overview of shopping malls. Furthermore, the chapter presents a literature review regarding consumer motives for shopping. It includes a definition of motivation, with a short explanation of Maslow's hierarchy of motivation. Issues regarding shopping mall management and identifying characteristics of the Generation Y cohort are addressed.

The focus of Chapter 3 is on the research design and approach used in collecting and analysing the data captured in the study. The sampling strategy, data collection method, pre-testing of the questionnaire, administration of the questionnaire and data preparation are discussed. The population, sample frame, sample method and data collection method are discussed. Data analysis, statistical techniques and the problems

experienced are outlined, and the data analysis and statistical procedures used in the study are discussed.

Chapter 4 comprises an analysis and interpretation of the research findings, a report of the pilot test and the main survey, an analysis of the exploratory factor analysis including a report on the internal-consistency reliability of the measurement instrument utilised in the main study. The results of the descriptive statistical analysis, correlation analysis and the empirical testing of the mall shopping motivations of South African black Generation Y students are reported. The chapter concludes with a discussion of the one-way ANOVA results.

Chapter 5 provides a review of the entire study and makes conclusions drawn from the research study, together with the recommendations based on the findings of the study. Suggestions for further research are also given in this chapter.

CHAPTER 2
CONSUMER MALL SHOPPING MOTIVATIONS

2.1 INTRODUCTION

In accordance with the theoretical objectives outlined in Chapter 1, this chapter discusses the shopping mall motivations of the black Generation Y student consumer segment. Therefore, the purpose of Chapter 2 is to review the literature that relates to shopping malls, consumer behaviour, shopping motivations and the Generation Y cohort.

Consumers are driven and confronted by an endless number of needs that are not always clearly known or defined to them. Furthermore, the manner in which any two consumers will go about to satisfy these needs, will differ. As such, the main purpose of marketing is not only to successfully identify these needs, but also to find innovative and sustainable ways in which to satisfy them (Aljewari, 2015; Joubert, 2010:64). In addition, conventional marketing can only be successfully applied when researchers discover what these needs are and why these needs exist (Solomon *et al.*, 2013:7).

As indicated in Chapter 1, the primary objective of this study is to determine the shopping mall motivations of black Generation Y students. As such, the aim of this chapter is to provide a theoretical outline of the study to accomplish the study's primary objective. Therefore, in Section 2.2, an overview of shopping malls is given, outlining a definition, background and the value of shopping malls. Section 2.3 introduces consumer behaviour, with specific reference to the definition of consumer behaviour and the consumer decision-making model. In Section 2.4, consumer motivation is reviewed, particularly with regard to the definition of motivation, Maslow's hierarchy of needs and a brief discussion on consumer shopping motives are provided. The possible variables influencing mall shopping motivation are discussed in Section 2.5. This chapter concludes with a discussion of the Generation Y segment, the target market of this study, in Section 2.6. The following section provides an overview of shopping malls.

2.2 OVERVIEW OF SHOPPING MALLS

While the literature contains several definitions for the term shopping mall, there are a number of noticeable similarities. Rajasekar and Chadar (2016:80) define a shopping

mall as a large shopping area with a wide array of shops and a parking area for customer convenience situated in a building or a set of buildings, which are interconnected with walkways. In addition, Rajasekar and Chadar (2016:80) describe a mall as a "market for all" as it aims to serve numerous target markets. Dawson and Lord (2013:1) as well as (Merriam-Webster Online Dictionary 2013) define a shopping mall as a collection of different retail outlets that are designed, planned, marketed and managed as one unit. Carter (2009:165) posits that shopping malls are usually enclosed, with a temperature-regulating pathway between two fronting strips of stores. Therefore, for the purpose of this study a shopping mall is defined as one or more buildings comprising a variety of shops, with joint walkways that offer access and flexibility of movement to consumers (Abdy, nd:4).

Initially triggered by suburbanisation, higher economic growth and mass ownership of cars, following the end of World War II, the need for shopping malls was recognised (Carter, 2009:165). The shopping mall concept was first introduced in the 1950s in the United States of America (USA), with the development of the North Gate Mall, Thornton Creek in Seattle (Rajasekar & Chadar, 2016:80). The shopping mall phenomenon is more than 50 years old globally and has become an essential part of consumers' daily lives (Varman & Belk, 2012:63). The significant increase in the number of shopping malls globally, together with the growth in population size, income, and expenditure levels, has resulted in consumers becoming accustomed to larger shopping malls, resulting in a significant increase in the total size of shopping malls' floor area from 4 million square metres to more than 23 million square metres (Prinsloo, 2013). In recent decades, the notion of the shopping mall has proliferated globally, with the five largest malls in the world residing in Asia of which China's New South China Mall in Dongguan is the largest, comprising 2.9 million square metres (Fantoni *et al.*, 2014).

South Africa, viewed as the gateway to Africa, has moved increasingly towards mall-based retailing and has various major shopping malls from which consumers can choose to shop (Terblanche, 2013:138). South Africa's shopping malls are situated throughout the country with the highest concentration of malls in, or in close proximity to, the metropolitans and city centres, of which 75 percent are located in the Gauteng, Western Cape and KwaZulu-Natal provinces (BusinessTech, 2016). Currently, in 2016, there are 1 785 shopping malls in the country of which the Gateway mall, in Durban, is the largest mall in South Africa and in Africa, comprising a floor capacity of 220,000

square metres followed by the recently developed Mall of Africa, opening in April 2016, being the second largest at 131 000 square metres (BusinessTech, 2016). Shopping malls in South African cater for consumers' entertainment needs, such as modern movie theatres, and have pleasant food courts and a variety of restaurants within a secured and enclosed environment. Furthermore, the majority of shopping malls are conveniently situated near major highways and have ample parking available. Moreover, shopping malls have high security, offering shoppers peace of mind while shopping (Van Melsen, 2013). In terms of the average number of visitors in total to shopping malls in the country, this number varies between 40 000 and 60 000 visitors during weekdays, and between 70 000 and 80 000 visitors on weekends, making mall shoppers a lucrative target market for marketers and retailers (BusinessTech, 2016).

In contrast to alternative shopping locations, such as markets, separate autonomous stores and online stores, shopping malls play a significant role in consumers' lives and offer the consumer several advantages (Levy & Weitz, 2012:175). Various authors agree that shopping malls are not only a place to engage in buying activities, but also for social and recreational activities (Ahmed *et al.*, 2007:333; Chithralega, 2013:146; El-Adly, 2007:936; El Hedhli *et al.*, 2013:857), such as interacting with other people, or simply to break away from everyday life (Ahmed *et al.*, 2007:332). Levy and Weitz (2012:175) opine that shopping malls have become a leisure destination offering consumers a unique shopping environment by combining shopping and entertainment. Avello *et al.* (2011:16) concur, stating that shopping malls offer consumers an inexpensive form of entertainment while shopping. In addition, shopping malls offer diverse products, such as clothes and household goods, a variety of services, such as banking and entertainment, from different types of stores, including supermarkets and boutiques, and different service providers, such as banks and cinemas, all in one location (Zolfani *et al.*, 2013:711).

Rajasekar and Chadar (2016:82) highlight various factors attracting consumers to shopping malls, such as a quality shopping experience, a large quantity and variety of product choices, ambience, recreational and entertainment facilities. El Hedhli *et al.* (2013:857) explain that a shopping mall can add considerably towards consumer happiness. This may be attributed to a shopping mall being able to provide consumers with the needed goods and services, such as hair styling (Ahmed *et al.*, 2007:333) and dining (Rajasekar & Chadar, 2016:82), as well as other venues to entertain, meet,

interact and socialise with other people, including friends and relatives (El Hedhli *et al.*, 2013:857). Another advantage outlined by Levy and Weitz (2012:175) is that due to shopping malls being enclosed, climate-controlled areas, visitors can visit throughout the year without being concerned about the weather conditions, such as hot summers and cold winters.

However, in contrast to alternative shopping locations, shopping malls also pose various challenges for marketers and retailers. These include high mall occupancy costs, strict mall management control, intense competition amongst stores in the shopping mall and distant parking areas (Levy & Weitz, 2012:175). As a result, Hu and Jasper (2007:18) posit that, while the increasing number of shopping malls offers consumers more options to shop at, it also drives the intense competition amongst different shopping malls. As such, it is important that shopping mall managers create a unique experience to ensure customer attraction and continuous retention. Therefore, as the number of shopping malls continues to grow, and the competition among the different shopping malls continues to intensify, it is important that shopping malls differentiate themselves from one another to remain competitive (Breytenbach, 2014:15; El Adly, 2007:936).

Being knowledgeable about the benefits consumers want when visiting shopping malls can assist mall management and marketers to rethink their shopping environments in order to meet their target market's needs better, thus increase customer satisfaction, ensure repeat visits, and positive word of mouth (Ahmed *et al.*, 2007:333). Joubert (2010:1) concurs, stating that consumer behaviour is of significant importance to shopping mall marketers and retailers. Through understanding consumers' behaviour, particularly the consumer decision-making process, shopping mall management can offer a conducive shopping environment. Therefore, in order to gain better insight into mall shopping motivations amongst black Generation Y university students in South Africa, a discussion pertaining to the theory of consumer behaviour is outlined in the following section.

2.3 INTRODUCTION TO CONSUMER BEHAVIOUR

Cant (2010:23) defines a consumer as an individual who recognises a need or desire, purchases a product or service, and subsequently uses the acquired product or service to satisfy the identified need or desire (Solomon *et al.*, 2013:18; Kardes, *et al.*, 2015:7). Cant (2010:23) furthermore states that consumers, with their specific demands and

adequate financial resources, represent the core resources within the market milieu. Their behaviour, therefore, plays an essential role in the dynamics of any community. As such, it is important to take heed of consumer actions and measures employed to guide these behaviours (Solomon *et al*., 2013:5; Haghshenas *et al*., 2013:20)

Consumers are challenged with selecting products from a wide assortment. This, coupled with the immense market competition, should alert researchers, marketers and business owners to the importance of understanding consumer behaviour in all its facets (Lawrence, 2012). Understanding consumer behaviour can be difficult, as it is not simple, organised or automated (Hawkins & Mothersbaugh, 2013:24). Therefore, sufficient time and effort should be afforded in order to fully and clearly comprehend the behaviour of consumers.

Hawkins and Mothersbaugh (2013:3) suggest that if marketers and retailers can successfully explain and understand consumer behaviour, including that of the shopping mall consumer, it will be less complicated to develop and put into action effective marketing strategies. Webb (2010:9) emphasises that lucrative enterprises of the future, such as shopping malls, will be those that best fulfil the needs of consumers. Consequently, it is valuable for marketers to have a clear insight into consumer behaviour, as this will assist them with satisfying consumer needs accordingly. Dhurup (2008:65) agrees that retailers need to identify consumers' motives for shopping to make sound marketing decisions. For this reason, Hawkins and Mothersbaugh (2013:126) opine that rigorous conventional marketing tactics and campaigns have been established, based on palpable or entrenched views about consumer behaviour.

In order to conceptualise consumer behaviour and lay the foundation for an in-depth discussion on consumer motivation, it is necessary to define consumer behaviour and describe the consumer decision-making process. Because this study pertains to consumer motivation, which is a psychological motive of consumer behaviour (Joubert, 2010:67), it is essential to understand what consumer behaviour entails.

2.3.1   Defining consumer behaviour

Consumer behaviour is defined as the actions individuals perform to fulfil their needs (Hawkins & Mothersbaugh, 2013:6; Webb, 2010:4). According to East *et al.* (2013:3), consumer behaviour involves the way in which consumers buy and consume products

and services, and focuses on what consumers' reactions are towards marketing activities such as price, promotion and aesthetic arrangements, as well as the drivers behind these reactions. Parumasur and Roberts-Lombard (2012:2) define consumer behaviour as the group of actions that originate prior to, throughout, and once the product or service has been purchased or consumed. From these definitions, the conclusion could be made that consumer behaviour involves much more than just the approach a consumer deploys to purchase a product or service. Cognisance should also be taken of the consumer's usage of a service or product, as well as the availability of choice during the acquisition process (Hoyer *et al.*, 2013:3). Therefore, for the purpose of this study, consumer behaviour is defined as individuals' decision-making behaviour when seeking, purchasing, consuming and evaluating products and services in order to satisfy specific needs and desires (Schiffman *et al.,* 2013:2). This definition underpins the fundamental building blocks for the consumer decision-making model to be discussed.

A review of the literature revealed that the consumer decision-making model is a widely used model for understanding consumers' behaviour. This theoretical model aids marketers and retailers to comprehend the nature of the consumer decision-making process and identifies the internal and external factors influencing this process, hence consumer behaviour (Hawkins & Mothersbaugh, 2013:461; Webb, 2010:23).

2.3.2 Model of consumer decision-making

According to Hawkins and Mothersbaugh (2013:461), it is essential for marketers to be knowledgeable about the factors that influence consumers' decision-making. The consumer decision-making process consists of three interrelated stages namely the input, the process and the output stages. These stages influence the activities involved from recognising a consumption-related need to evaluate the product or service purchased (Schiffman *et al.*, 2013:36). Owing to consumers having to choose amongst more than one option or alternative to satisfy their needs and desires, consumer decision making takes place (Solomon *et al.,* 2013:296). Hawkins and Mothersbaugh (2013:490) explain that, during the consumer decision-making process, a consumer takes time and makes the effort to assess the qualities of different products, brands, or services and logically chooses the alternative that resolves a noticeable and predictable need at the minimum cost. The consumer decision-making can therefore in essence be

described as the avenues consumers explore in purchase decision-making, as well as the influence feelings and emotions can have on consumer behaviour and decision-making (Hoyer *et al.*, 2013:222). Figure 2.1 illustrates a model of the consumer decision-making process.

External Influences

1. Culture
2. Subculture
3. Demographics
4. Social Status
5. Reference Groups
6. Family
7. Marketing Activities

Input

Consumer decision making

Decision Process

Problem Recognition

Information Search

Alternative Evaluation
and Selection

Outlet Selection
and Purchase

Post -purchase Processes

Internal Influences

1. Perception
2. Learning
3. Memory
4. Motives
5. Personality
6. Emotions
7. Attitudes

Process

Experience and Acquisitions

Post-decision behaviour

Output

Purchase

1. Trial
2. Repeat purchase

Post-purchase Evaluation

Figure 2.1   A simplified consumer decision-process framework (Schiffman *et al.*, 2013:36)

As illustrated in Figure 2.1, the consumer decision-process model has three main components, including the input stage, the process stage and the output stage. The process component of the decision-process model is focused on the way in which consumers make decisions. This stage starts when the consumer recognises a problem or need. In order for a consumer to take action during the problem recognition phase, the consumer has to acknowledge the existence of a problem or need (Schiffman & Kanuk, 2010:484). Perreau (2013:24) concurs and states that without a recognised need there will be no action taken by the consumer, hence problem recognition only takes place when there is a gap between the consumer's tangible status quo and his/her envisioned one. According to Hawkins and Mothersbaugh (2013:493), consumers recognise several problems or needs daily that can be addressed by purchasing products and services.

When a consumer identifies a need that can be fulfilled by purchasing and consuming a product, the pre-purchase search starts (Schiffman & Kanuk, 2010:485). As a result, consumers search for information on products and services that may possibly satisfy their needs and wants. According to Perreau (2013:27), consumers' search for information, will depend on the complexity of the alternatives available and the level of consumer involvement. It is important that marketers and retailers provide relevant and accurate information, as Hawkins and Mothersbaugh (2013:531) is of the view that the information consumers receive about products and brands, directly influence their purchasing decisions.

Once sufficient information has been collected, the consumer enters the third stage of the process, namely evaluating potential alternatives (Hawkins & Mothersbaugh, 2013:543). During this stage consumers evaluate the different alternatives available, by comparing different products, brands or services, followed by selecting the alternative that is most suitable to satisfy their need or want (Perreau, 2013:28). Hawkins and Mothersbaugh (2013:577) point out that, consumers select a specific retail outlet to purchase a product of service from. The nine most important factors consumers consider when purchasing from a particular retail outlet include the store image, product assortment, other consumers, physical amenities, store convenience, promotional activities, store atmosphere, store status and fulfilment of needs.

After the product or service offering has been purchased and used, consumers will have a certain level of satisfaction or dissatisfaction (Lancaster & Massingham, 2011:53). During this last phase of decision-making, referred to as post-decision behaviour, the consumer analyses whether the product purchased suits the original need and whether the right choice has been made by purchasing or not purchasing the product (Perreau, 2013:30).

As part of the consumer decision making process, there are certain psychological and external factors that influence consumers' decisions. The consumer will be swayed by whichever influence is the most predominant (Lawrence, 2012; Perreau, 2013:27). Parumasur and Roberts-Lombard (2012:28) describe the psychological factors, also referred to as internal factors, influencing the consumer decision-making process as the factors which inspire consumer behaviour, including the individual's motivation, perceptions, learning, personality and attitudes (Schiffman & Kanuk, 2010:37). Perreau (2013:27) adds that psychological influences exist in the consumer's memory and stem from previous interactions with a product or brand, and the subsequent opinion formed of this product or brand.

The origin of external influences on the consumer decision-making process stems from sources noticeable from a consumer's immediate surroundings/environment. The external influences that direct the decision making process include the marketing efforts from the organisation as well as factors in the consumer's sociocultural environment, namely family, reference groups, non-commercial information sources, social class, culture and subculture (Joubert, 2010:130). Parumasur and Roberts-Lombard (2012:28) as well as Perreau (2013:27) agree that consumers' decision making processes are influenced by the opinions of friends or family and those of other consumers, as well as the reviews provided by the press or targeted advertising. Hawkins and Mothersbaugh (2013:35) explain that this may be because consumers are social beings preferring to be part of a group when external factors are at play. For this reason, consumer behaviour takes place within a group setting (Lawrence, 2012).

The focus in this study is on aspects in the consumer's psychological field, namely mall shopping motivations. Hawkins and Mothersbaugh (2013:6) emphasise that, although understanding and accurately interpreting consumers' needs, wants and motivations is valuable, it is challenging to marketers. As such, it is important to determine and

understand the factors that motivate consumers to behave in a certain way. Therefore, in accordance with the primary objective of this study, a complete discussion on consumer motivation follows in the subsequent section.

2.4 CONSUMER MOTIVATION

Consumer motivation is fundamental to the nature and behaviour of humans as it drives them to action (Breytenbach, 2014:154). Given that this study is concerned with mall shopping motivations, it is necessary to give an overview of consumer motivation. As such, the following section will comprise a definition of motivation, followed by a discussion of psychologist Abraham Maslow's needs hierarchy theory of motivation, followed by a discussion pertaining to important factors that play a role in consumer motivation. This section also lays the foundation for shopping mall motivation to be discussed. As such, this section concludes with an overview of consumer motives for shopping.

2.4.1 Defining motivation

Motivation emanates from the Latin word *movere*, which means to move (Botha *et al.*, 2013:36). Forgas and Harmon-Jones (2014:4), point out that standard dictionaries define motivation as the need to act, or a drive, whereas psychologists define motivation as the process that stimulates, endures and controls behaviour. Webb (2010:130) describes motivation as a dynamic energy within individuals, which necessitates action generated by a state of pressure or stress that occurs because of an unsatisfied need. Forgas and Harmon-Jones (2014:4) highlight that motivation is a mechanism that directs and energises action. Webb (2010:130) as well as Hawkins and Mothersbaugh (2013:284) concur that this dynamic energy serves as an encouraging force that drives consumers to act and therefore influences their behaviour.

Cant (2010:23) posits that knowledge of consumers' needs and wants is significant and essential for the successful targeting of any market in an increasingly competitive retail landscape. According to Webb (2010:135), there appears to be a general order of consumer needs, which is consistent with what Maslow postulates in his hierarchy of needs theory. To better understand and classify consumer motivation, this study focuses on Maslow's hierarchy of needs, since it offers macro theory designed to encompass human behaviour in universal terms (Joubert, 2013:69), provides a useful

framework for marketers to segment the market (Parumasur & Roberts-Lombard, 2012:171) and helps to order consumers' needs and motivations (Kotler, 2000:172).

2.4.2 Maslow's hierarchy of needs

Maslow classifies consumer motives in terms of needs and explains that consumers are not only driven by needs, but also by their values (Heckhausen & Heckhausen, 2010:56). According to Parumasur and Roberts-Lombard (2012:169-170), the reason why marketers and retailers use Maslow's needs hierarchy, is because it assists them to clearly identify the specific product benefits consumers are looking for during a particular stage in their personal development cycle and when confronted with particular environmental circumstances. Moreover, Maslow's hierarchy of needs helps to order consumers' needs and motivations and is one of the most frequently cited theories of motivation in marketing theory. Furthermore Breytenbach (2014:154) suggests that Maslow's hierarchy explains why people are driven by specific needs at specific times in their lives. In addition, Maslow's theory helps marketers to recognise how different products fit into strategies, objectives, and the lives of consumers. Figure 2.2 presents Maslow's hierarchy of needs.
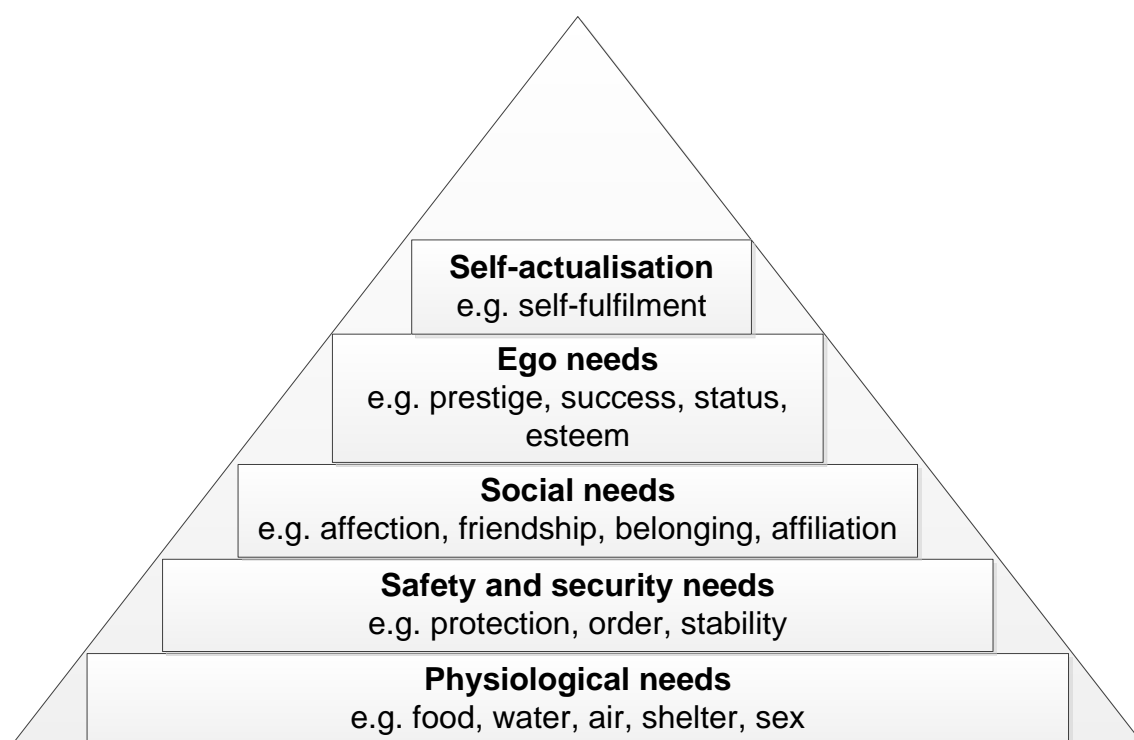
Figure 2.2   Maslow's hierarchy of needs (Webb, 2010:135)

According to Parumasur and Roberts-Lombard (2012:169), Maslow was one of the first psychologists who developed a broad-spectrum structure in which specific human motives are identified and classified. Perreau (2013:26) states that Maslow's hierarchy of needs is the most well-known and widely used classification structure and best represents the myriad of human needs. Parumasur and Roberts-Lombard (2012:169) indicate that Maslow's hierarchy is based on inherent legacy, communal relations and influence motives. This theory postulates that a consumer has certain basic needs that have to be satisfied before the next category of needs can be satisfied. However, Maslow also explicates that even if a specific set of needs was not completely satisfied, consumers could still be motivated by the needs of a higher category. This is because consumers are often motivated by more than one level of needs simultaneously and as a result, they assign fluctuating rankings to their range of needs, depending on their circumstances. In addition, Webb (2010:136) highlights that consumers may change the urgency of satisfying a need or desire over time.

The first and most essential human needs are physiological needs. These needs have to be satisfied in order for individuals to live and survive their daily lives, as well as to add meaning to their environment (Breytenbach, 2014:154; Thielke *et al.*, 2012: 475). The need for safety and security are recognised as the second level of human needs. These needs stem from individuals' behaviour and do not only include physical safety, but amongst others, order, constancy and routine (Webb, 2010:76). For example, commercials produced by car manufacturing companies will normally emphasise the safety and durability qualities of their products in an attempt to encourage consumers to purchase their cars (Special report 248:81). The third level of needs is known as social needs, or the need to belong. Consumers normally buy gifts or participate in group activities, because they have a need to belong and be loved (Webb, 2010:76). The fourth level of needs comprise ego needs or the need for self-esteem. Needs on this level of the hierarchy can only be fulfilled once the social needs or the need to belong has been satisfied (Thielke *et al.*, 2012:473). The need for self-acceptance, independence and personal fulfilment are inwardly focused, whereas the need for respect, status, position and acknowledgement from others are outwardly focused (Perreau, 2013:16). The need for self-actualisation is the fifth and highest level on Maslow's hierarchy of needs. These higher-order needs refer to the need to give back to society, relating to fulfilling one's full potential in life (Botha *et al.*, 2013:37).

While motivation is based on various theories, such as indicated in Maslow's hierarchy of needs, other elements play a role in the motivation of the consumer (Oliver, 2015:143). Therefore, a discussion on specific factors that may influence consumer motivation follows.

2.4.3   Important factors in consumer motivation

Various factors may influence a consumer's motivation, including individual differences, rational and emotional motives, intrinsic and extrinsic motives, conscious and unconscious motives, and positive and negative motives (Botha *et al.*, 2013:47).

- **Individual differences**

Consumers are different as they have different personalities, values and demographics, which influence their behaviour (Vainikka, 2015:21). As a result, consumers interpret promotional activities differently based on their personal needs, desires, experiences and expectations (Hawkins & Mothersbaugh, 2013:163). For the purpose of market segmentation and understanding consumers' behaviour, marketers and retailers need to have a sound understanding of consumers' individual characteristics (Vainikka, 2015:14).

- **Rational versus emotional motives**

According to Schiffman *et al.* (2013:82), when a consumer makes a final buying decision, he/she is influenced by two types of motives, namely rational and emotional buying motives. The rational motivational approach is when the consumer's decision is based on the objective criteria such as the product's weight, price, profit, health and security (Mouna & El Asbi, 2013). In contrast, the emotional motivation approach focuses on subjective criteria (Mouna *et al.*, 2013) when the consumer selects a product based on emotions such as pride, fear, happiness, desire for individuality, affection, status and vanity (Schiffman *et al.*, 2013:82). In order to appeal to consumers' rational motives, marketers and retailers should focus on emphasising the product's quality and price. In order to appeal to consumers' emotions, marketers may use a variety of techniques such as giving attention to the tone, lighting, colour scheme, of for instance a shopping mall (Misonzhnik, 2007).

- **Intrinsic and extrinsic motives**

Extrinsic motivation and intrinsic motivation are both important drivers of consumer behaviour. Motivation may arise from either inside (intrinsic) or outside (extrinsic) the individual (Botha *et al.*, 2013:46). Intrinsic motivation implies being engaged in a specific behaviour because it is personally rewarding, while extrinsic motivation occurs when motivation to perform a particular behaviour happens to receive a reward or to avoid punishment (Cherry, 2016). The internal influences that influence consumer behaviour comprise an individual's perception, learning, memory, motives, personality, emotions and attitudes (Hawkins & Mothersbaugh, 2013, 274-275). According to (Webb *et al.*, 2013:60), it is more sustainable to target intrinsically motivated behaviour, as consumers experiencing the pleasure of involvement with an activity ensures longer interest and participation in the activity compared to extrinsically motivated behaviour.

- **Conscious and unconscious motives**

While consumers may be conscious of certain needs, they also may be completely oblivious to other needs (Botha *et al.*, 2013:47). Miller (2010) concurs, stating that, while consumers' behaviour is motivated by conscious motives, the power of their unconscious motives may drive them to ignore their conscious motives. For example, a consumer visits the mall to purchase stationery at the bookshop, but after seeing a display of reading books, which triggered his or her unconscious need to relax, is prompted to buy a book. In order to appeal to consumers' conscious and unconscious motives, marketers and retailers should create products and brands that fulfil consumers' needs, as well as make use of marketing phenomena, such as promotional themes, displays and images to influence consumers' behaviour (Chebat *et al.*, 2010:735).

- **Positive and negative motives**

Huzefa (2009) opines that a motivation can influence a consumer to act in a positive or negative manner. Consumers may sense a strong positive driving force towards an object or state, or a strong negative driving force away from an object or state. According to PsychMechanics (2016), a consumer is positively motivated to perform an activity when a reward is expected. The expectation of receiving a reward is what drives the consumer to act positively. In contrast, negative motivation is the driving force that

motivates a consumer to avoid an activity, as it may have negative consequences. In order to appeal to consumers' positive motives, directing them towards the products or service, marketers and retailers should accentuate the positive aspect of a product or service (Botha *et al.*, 2013:47).

2.4.4   Consumer motives for shopping

Ghani (2011:2) views shopping as an everyday activity that entails consumers' need to socialise. Shopping involves various senses, including sight, smell, taste, touch and hearing. These senses form the foundation for selecting or declining specific brands, products, and, more generally, retail environments (Ahmed *et al.*, 2007:332; Apparel, 2014). In addition, shopping is not only about responsibility and about action, but also relates to disposal and pleasure (Sadeghi & Bijandi, 2011:566). Ghani and Hamid (2011:2) conclude that shopping is an everyday activity, which amongst others, concerns social relations (Ghani & Hamid, 2011:2).

A consumer's motivation to shop is the force that drives him/her to purchase products or services (Jamal *et al.*, 2006; Patney, 2010:12). Wagner and Rudolph (2010:415) indicate that marketing scholars do not agree about the definition of shopping motivation.

Prior to the 1950s, studies of consumers' motivations for shopping mainly focused on consumers' needs for actual products and the reasons for preferring one store over the other (Angell *et al.*, 2012:259). However, since the 1950s, shopping motivation research has aimed at understanding consumers' motivations behind the act of shopping (Mikalef *et al.*, 2013:19). One of the first works in this field was developed by Stone (1954), who analysed urban consumers' shopping orientations and their social relationships. Stone (1954) carried out in-depth interviews to collect information from a sample of department store female shoppers to identify shopper categories (Angell *et al.*, 2012:260). Two decades later, Tauber (1972) makes a notable departure from previous studies seeking to understand shopper preferences by focusing on the reason why people shop, rather than simply to assume the need for a product as the only reason for shopping (Wong *et al.*, 2012:241). From this seminal work on shopping motivations of Tauber (1972), various reasons other than buying have been identified, which can be divided into two categories, namely personal motives and social motives for shopping

(Terblanche, 2013:52; Mikalef *et al.*, 2013:19). Figure 2.3 illustrates the personal and social motives for shopping.
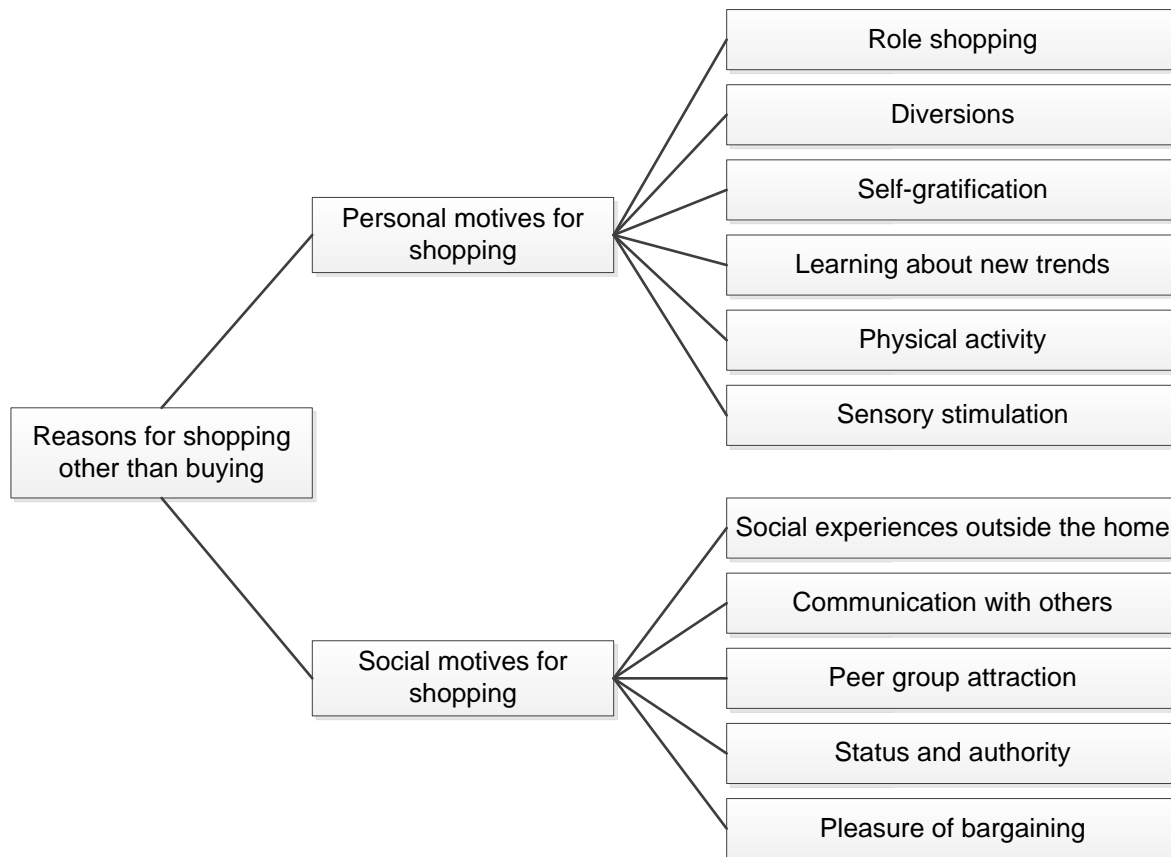
Figure 2.3   Personal and social motives for shopping (adapted from Terblanche, 2013:52)

Personal motives for shopping are derived from a consumer's inner needs, and differ from those needs that are fulfilled when buying a product or service (Terblance, 2013:53). Personal motives include the need to play a specific role, seeking diversions, seeking self-gratification, wanting to learn about new trends, partaking in physical activity and seeking sensory stimulation from the retail environment (Farrag *et al.*, 2010:111). Role-play pertains to consumers being motivated to shop as a result of learned behaviour from fulfilling a specific role in society, such as the role of a mother, housewife, husband or a student (Tauber, 1972:47). Consumers may also be motivated to shop because they are looking for diversions from their everyday routine or to relax

and get away from it all (Terblanche, 2013:54). Another motivation to shop is the consumer's need for self-gratification, which is concerned with the consumer's need to alleviate emotional stress (Terblanche, 2013:53), loneliness or boredom (Chebat, *et al.*, 2014:77). Learning relates to the consumer's need to be knowledgeable about current fashion and trends and to get ideas (Terblanche, 2013:53). Consumers may also be motivated to shop as an opportunity to walk for exercise (Scharoun, 2012:84). Seeking sensory stimulation from the retail environment is the sensory impetus that makes shopping more attractive, relating to the consumer's need to have physical interaction with the products and shopping environment, such as through light, colours and fragrances (Hawkins & Mothersbaugh (2013:590).

According to Cardoso and Pinto (2010:540), consumers are motivated to go shopping to interact socially with friends outside their residence or to meet new people. Social motives for shopping include the consumer's desire to interact with other individuals or groups, such as social interaction outside the residence, communicating with others, socialising with peer groups, fulfilling status and authority needs, the pleasure of bargaining and negotiation (Hawkins & Mothersbaugh, 2013:590). Consumers may be motivated to shop to gain social experiences away from their home, such as meeting with friends or observing other shoppers (Hemalatha *et al.*, 2009:176). Consumers may also be motivated to shop because they want to spend time communicating with others who share similar interests, such as a hobby or a sport (Cardoso & Pinto, 2010:540). Socialising with peers pertains to consumer's needs to shop, to spend time with reference groups, such as teenagers spending time at a Cinema (Sit, 2003:303). Fulfilling status and authority needs relates to the consumer's need to have a sense of being assisted or served by the store employees (Chang *et al.*, 2006:936). The pleasure of bargaining and negotiation pertains to the consumer's psychological and personal needs, which are derived from shopping around to obtain the best deal (Tiwari & Abraham, 2010:11).

A background pertaining to consumer behaviour, consumer motivation and consumer motives for shopping was provided in this section. The following section provides insights into the possible motives for consumers to shop at a mall.

2.5 POSSIBLE MOTIVES FOR MALL SHOPPING

Several factors influence consumer behaviour in that they shape consumer decision making, and subsequently, motivation to shop at a mall. For the purpose of this study, shopping mall motivations include aesthetics, escape, diversion, flow, exploration, role enactment, the social dimension and convenience. The following sections comprise a discussion of each of these motives in order to gain insight into how it affects mall shopping behaviour.

2.5.1 Aesthetics stimulation

Mall aesthetics, also known as atmospherics, refers to the overall ambience of the mall as seen by visitors; that is, whether consumers perceive the mall as depressing or cheerful, uninteresting or attractive (Ahmed *et al.*, 2006:335). Various authors (Breytenbach, 2014:29; Chithralega, 2016:1460; Chebat *et al.*, 2010:739) agree that the atmosphere of a mall has a significant impact on mall shoppers' behaviour and customer satisfaction. According to Hong Yu *et al.* (2008:458), consumers who are motivated by the aesthetic features of a shopping mall value all the physical aspects of the mall, such as the ambience of the mall and the mall's environment, including the lighting, music played, displays and colours used. Other aesthetic features that might influence consumers' mall shopping motivation include sounds, such as noisiness or soft background music, as well as scents (Tauber, 1972:47). Chithralega (2016:1460) adds that the physical aspects of a mall also include the air conditioning, toilets, layout, aisle placement and width, floor cover and architecture. The seminal work done by Tauber (1972:47) reports that atmospheric features are likely to have a positive influence on those consumers' shopping behaviour. A mall with excellent atmospherics will motivate shoppers to stay longer, extend the amount of time they shop, and entice visitors to visit the mall for leisure, social, and community activities (El Hedhli *et al.*, 2013:858). In order for shopping mall managers and marketers to differentiate themselves from other malls, and to influence consumers' motivation to shop, attention should be given to the malls' aesthetic design. By defining the role of the shopping mall's environment in the strategic goals, the planned atmosphere can be developed to augment the shopping mall's image and to distinguish it from those of competitors (Ahmed *et al.*, 2007:335).

2.5.2 Escape activity

From the seminal work of Tauber (1995:59), it is evedent that consumers find shopping to be fun, exciting and a means to escape from their problems and be relieved from stress. Terblanche (2013:53) concurs that consumers visit shopping malls to alleviate emotional stress and to relax. According to Ahmed *et al.* (2007:336), mall shopping is a form of recreation as it offers the consumer something to do when he/she is bored and lonely. Moreover, Ghee and Ahmad (2010:16) report that shopping malls have a positive effect on a consumer's mood. The shopping mall environment offers consumers an opportunity to relax by experiencing high levels of sensory stimulation including seeing different products such as clothes and jewellery, smelling different products such as bread from the bakery, and hearing music and other people talking (Anning-Dorson *et al.*, 2013:370). In addition, visitors to a shopping mall can enjoy low cost family entertainment, browsing as well as interacting with and observing other people (Ahmed *et al.,* 2006:336; Tauber, 1972:47). Ahmed *et al.* (2007:336) further explain that visiting a mall not only provides for family entertainment but also offers budget entertainment, as shopping malls offer free entry. In order to appeal to consumers searching for a means to escape from their stress and to relax, shopping mall marketers and managers should therefore enhance the entertainment aspects of the mall.

2.5.3 Searching for diversion

Diversion refers to consumers visiting a mall to get away from their daily life routine (To & Sung, 2014:2223). A shopping excursion can offer a consumer the chance of diversion away from the routine of daily life and, as such, is a form of recreation (Budisantoso, 2006:21). Tiwari and Abraham (2010:14 explain that shopping malls give consumers a sense of relief from their habitual routine of work and personal responsibilities, due to their exciting, extravagant and stylish shopping environment. Arnold and Reynolds (2012:399) report that consumers who are motivated to shop because of their need for diversion seek out opportunities to avoid undesirable situations, such as bad weather and traffic congestion. As such, Anning-Dorson *et al.* (2013:370) opine that shopping malls offer visitors with a need for diversion, an opportunity to abscond from their hectic daily life and seek much needed solace, such as being away from work and congested traffic. Telci (2013:2521) concurs and states that shopping malls offer consumers who are in need of diversion and an opportunity to

break free from their daily routine. Therefore, shopping mall marketers and managers are positioned to offer mall shoppers a unique experience to escape from daily life, if only briefly (Arnold & Reynolds, 2012:399).

2.5.4 Preference for flow

Bloch *et al.* (1994:34) define flow as a rare and desirable state, where a consumer loses sense of time because of the pleasurable state of absorption he/she experiences while doing an activity. Ahmed *et al.* (2007:336) explain that flow pertains to the consumer being completely focused and involved in a specific activity, such as shopping (Ahmed *et al.*, 2007:336). The main characteristic of flow is a sense of spontaneous pleasure, even euphoria, while doing a task. Flow has been defined as an ideal psychological state achieved while engaging in an activity, such as participating in a sport, writing, working, playing a game, and practising a hobby (Novak *et al.*, 2000). Consumers who are motivated by the flow dimension will browse or wander through shopping malls (Tauber, 1995:59). Marketers and mall management are encouraged to create a shopping experience that will make consumers feel welcome and happy to be in the mall. Ahmed *et al.* (2007:336) compare a consumers' state of mind when in a shopping mall as similar to being for example in a Las Vegas themed casino which is famous for their elaborate décor and displays where visitors become unaware of cues such as the time and weather. Thus, one may think that the achievement of flow whilst in a shopping mall may persuade and encourage visitors to stay longer (Tiwari & Abraham, 2010:15). Therefore, shopping mall marketers and managers should offer mall visitors a pleasant, attractive and entertaining environment to ensure a desirable state of mind, thereby enticing visitors to spend more time in the mall, such as cinema theatres, restaurants, game arcades and exhibitions (Khare, 2011:111).

2.5.5 Desire for exploration

Consumers are constantly looking for new and improved products. This desire for seeking and learning about new fashions, trends and technology, can only be met by exploring what is currently available on the market (Ahmed, 2007:336; Anning-Dorson *et al.*, 2013:370; Kaufman & Lane, 1996:11). The seminal work of Tauber (1972) revealed that consumers are attracted to shopping malls because of the opportunity to learn about new fashion and trends; hence, to explore. According to Hemalatha and Ravichandran (2009:176), mall shopping offers consumers a unique opportunity to

explore new trends and improved products, as they provide consumers with a sense of entering a different universe of exciting sights, smells, and sounds which motivate them to explore. Tiwari & Abraham (2010:15) opine that consumers who visit shopping malls to explore are likely to make a purchase. El-Adly (2007:946) explains that because of this exploring in search of possible new fashion, trends and technology, certain shoppers, especially trend setters, are likely to purchase new items. In light of this, shopping mall management and marketers are advised to create a pleasant shopping experience for those consumers wanting to explore, touch, smell, and hear new things. Therefore, in order to meet the needs of different types of consumers, it is essential that shopping mall marketers and managers should offer visitors a variety of store, product and service options for an enhanced mall experience (Kaufmann & Lane, 1996:9; Ahmed *et al.*, 2007:336).

2.5.6   Role enactment

Consumers often partake in activities that they consider essential to their roles in life (Sadeh & Samadi, 2014:328). According to Ahmed *et al.* (2007:337), many consumer activities are learned behaviours that are usually anticipated or recognised by a specific role in society. A consumer internalises these behaviours as necessary, which motivates them to take part in the required activities. Khare (2011:111) opines that this role a consumer has to play in society influences his/her shopping motives. For example, it is expected by Malaysian society that the homemaker has to do the food shopping (Ahmed *et al.*, 2007:337). Karande and Merchant (2012:60) explain that consumers who feel they have to enact a role engage in shopping because they need to purchase products and services to fulfil this role; therefore have little or no inherent satisfaction from the shopping activity itself. Therefore, while many consumers enjoy shopping for other people and enjoy the positive feelings they experience from finding the perfect gift for someone (Arnold & Reynolds, 2003:81), various consumers visit malls because they are propelled by motives for enacting social roles (Khare, 2011:111). As such, shopping mall marketers and managers should cater for different kinds of consumers who visit the mall for different reasons, such as offering price bargaining and sales.

2.5.7 Social interaction

Shopping at a mall provides consumers the opportunity to socialise with friends, peer groups or new acquaintances as well as to communicate with people who have similar interests and hobbies (Tauber, 1995:59; Green, 2001:xi). Karande and Merchant (2012:63) concur that some consumers like to look at and meet other people while shopping, and find delight in being part of a crowd. Furthermore, Hemalatha *et al.* (2009:176) found that consumers enjoy purchasing gifts for friends and family members, and in doing so, fulfil a social need. Shopping excursions commonly end in planned or unplanned encounters with friends. Hence, the social benefit of connection with other people makes shopping malls an appealing place to visit for leisure purposes. Malls offer visitors various recreational options, such as going to the theatre, eating at restaurants and playing games. In addition, since shopping malls offer free entry for visitors, they provide affordable entertainment facilities for families (Ahmed *et al.*, 2007:337). Therefore, Zhuang *et al.* (2005:39) highlight that shopping mall marketers and managers can extend social shoppers' visiting time at a mall by providing a wide variety of entertainment facilities.

2.5.8 Shopping convenience

A key motivation for rather shopping at a mall than at alternative outlets is the convenience if offers consumers, namely saving time, energy and travelling costs to travel to different stores (Breytenbach, 2014:191). In addition, mall shopping also offers the consumer the convenience of selecting and evaluating between different product-assortments available in one location. Moreover, in response to changing consumer needs, shopping malls offer one-stop shopping convenience with the inclusion of service outlets and entertainment facilities, such as food courts, restaurants, game arcades, movie theatres and hair salons (Ahmed *et al.*, 2007:334). As such, to attract consumers who are motivated to shop at a shopping mall for convenience, shopping mall marketers and managers should focus their marketing strategies on promoting one-stop shopping, easy access and sufficient parking (Tiwari & Abraham 2010:14). Lloyd *et al.* (2014:36) suggest that shopping mall developers and management should cluster similar or complementary product category stores together and install moving walkways and escalators to save consumers even more time and effort.

Evidence from the literature suggests that the location of a shopping mall is essential in shopping mall preference, as consumers wish to shop as near as possible to their place of residence in order to save travelling time as many consumers are pressured for time due to busy lifestyles and schedules (Loudon & Bitta, 1993; Grewal *et al.*, 2012:443). As such, convenience is essential, especially for those consumers who do not like to shop, and prefer to make few mall visits and few purchases (Loudon and Bitta, 1993). Anti-shoppers see shopping as demanding and, therefore, consider it a chore to be completed as quickly as possible (Ahmed *et al.*, 2007:338). Shopping mall marketers and managers offering a convenient, climate controlled indoor shopping environment away from extreme weather conditions, will motivate consumers to shop at a mall compared to alternative shopping environments (Beals, 2011). In addition, convenient shopping hours could influence consumers' perception about the attractiveness of a shopping mall (Breytenbach, 2014:193)

2.6 GENERATION Y COHORT

There are five main generational cohorts alive today, including the seniors, the Baby Boomers, Generation X, Generation Y, Generation Z and one currently unnamed generation (Schroer, 2015). The focus of this study is on the second youngest of the four generational cohorts, namely Generation Y. While researchers do not agree on the beginning and end dates of the Generation Y cohort. Eastman and Liu (2012:94) as well as Markert, (2004:21) classify the youth of today as Generation Y and define them as those individuals born between 1986 and 2005. Hence, in 2016, the Generation Y members include those aged between 12 and 31 years old, and in marketing terms, is known as the largest consumer segment in the world (Foscht *et al.*, 2009:223, Fry, 2015). Previously published studies (Cui *et al.,* 2003; Kumar & Lim, 2008) define tertiary Generation Y students as those individuals aged between 18 and 24 years.

Generation Y individuals have grown up in a period of economic growth, social media and reality television; of adopting modernist values, supported by internationalisation and the strong influences from different cultures (Parment, 2013:3). Compared to previous generations, Generation Y members have adjusted to a culture of materialism and consumption due to the influence of television and technological innovations (Nordenståhl & Viklund, 2013:14). Generation Y consumers are very specific about what they want and need, tolerant and open-minded to new-ideas, early-adopters,

trend-setters and aim at upholding high living standards. As self-proclaimed citizens of a global community, they are driven to make significant changes to make the world a better place to live (Yarrow & O'Donnell, 2009:xi). Furthermore, compared to previous generations, members of this cohort strive to think and do things differently and do not settle for a one size-fits-all solution to a problem. They are susceptible to new ideas and use new products easier (Webb, 2010:189).

Compared to previous generations, Generation Y individuals are more media savvy (Webb, 2010:178). Growing up in the digitally-connected world of the internet, mobile technology and social networking sites such as Facebook, Twitter and Instagram, they are continuously engaged in communicating and searching for information (Acquino, 2012), and as a result thereof marketers find it challenging to keep their attention (Webb, 2010:178). This unlimited access to information has made this generation extremely demanding and questioning (Aquino, 2012). Moreover, Madden (2011:4) opines that members of the cohort have become increasingly more sceptical of marketing efforts and have very little trust in both advertisements and salespeople. Even so, they are known as the "instant gratification" generation (Webb, 2010:189) due to being raised in a consumption-driven society (Noble *et al.*, 2009:617), where product and retail outlet choices are in abundance (Foscht *et al.*, 2009:219). Furthermore, members of this generation were brought up in a time of dual-income households and learnt to shop and make brand choices from an early age, hence making them salient to marketers (Muller, 2011:25). However, Noble *et al.* (2009:618) denote that even though Generation Y is a large consumer group and an important market segment, this group's motivation for consumption and support is still undiscovered; hence they keep the attention of marketers that are interested in gaining a deeper understanding about them (Webb, 2010:189). Muller (2011:24) agrees that marketers strive to understand how to attract and retain this prominent group's attention.

According to Yarrow and O'Donnell (2009:xii), Generation Y consumers are characterised as high spenders and influential pacesetters in a progressively youth and technology-focused society. As a lucrative and growing market segment (Yarrow & O'Donnell, 2009:xi; Nordenståhl & Viklund, 2013:8) with ample time and sufficient money to spend, they like to indulge in luxury products such as technology, holidays, exclusive fashion brands, and to socialise (Webb, 2010:189). According to Shim *et al.* (2011:290), Generation Y consumers visit shopping malls on a regular basis where they

spend a significant amount of time and money. As such, their impact on shopping is prevalent worldwide. Lachman and Brett (2013:11) posit that Generation Y members enjoy and frequently visit shopping malls looking for the latest trends, new sensory experiences and entertainment.

As indicated in Chapter 1, in South Africa, the Generation Y cohort accounted for approximately 37 percent of South Africa's population of 55.91 million in 2016, where the black African segment of this cohort currently accounts for 84 percent of the total Generation Y cohort (Statistics South Africa, 2016). The significant size of South Africa's black Generation Y cohort makes them salient to marketers, including shopping mall marketers and managers. Those with a tertiary qualification are likely to play a significant trend-setting role amongst the wider black Generation Y cohort (Bevan-Dye *et al.*, 2009:174). This is because tertiary education is associated with a high earning potential and a higher social standing in the community (Schwalbe, 2009). As such, understanding black Generation Y students' mall shopping motivations will have important implications on guiding the development of specific targeting and positioning strategies for this specific target market.

2.7 SYNOPSIS

The purpose of this chapter was to lay the theoretical foundation of the study in accordance with the theoretical objectives formulated in Chapter 1. As such, this chapter provided a discussion pertaining to the overview of shopping malls. An introduction to consumer behaviour was given and the dynamics of consumer behaviour were deliberated on. Consumer motivation, referring to Maslow's hierarchy of needs, and important factors in consumer motivation and motives for shopping were discussed. Possible motives for mall shopping were evaluated. The chapter concluded with a discussion pertaining to the Generation Y cohort.

CHAPTER 3
RESEARCH METHODOLOGY

3.1 INTRODUCTION

Marketing research is the documenting, gathering, investigating, distributing and using of information. As an analytical and objective process, marketing research assists marketers and managers in recognising problems or opportunities in the market and are therefore essential (Malhotra, 2010:39). The previous chapter, Chapter 2, presented a literature review on consumer decision making, consumer motivation, mall shopping motivations and the characteristics of the Generation Y cohort. The purpose of this chapter is to discuss the research methodology followed in this study.

As stated in Chapter 1, the primary objective of this study was to determine black Generation Y students' mall shopping motivations. This primary objective was then deconstructed into nine empirical objectives (refer to Section 1.3.3), which directed the collection of the following data:

- Black Generation Y students' preference for aesthetic stimulation as a mall shopping motivation.

- Black Generation Y students' desire for escape activity as a mall shopping motivation.

- Black Generation Y students' need for diversion as a mall shopping motivation.

- Black Generation Y students' preference for flow as a mall shopping motivation.

- Black Generation Y students' desire for exploration as a mall shopping motivation.

- Black Generation Y students' drive to enact a role as a mall shopping motivation.

- Black Generation Y students' desire for social interaction, as a mall shopping motivation.

- Black Generation Y students' desire for shopping convenience as a mall shopping motivation.

- The difference between different age groups of black Generation Y students' mall shopping motivations (aesthetic, escape, diversion, flow, exploration, role enactment, social, convenience).

The purpose of this chapter, Chapter 3, is to describe the research methodology followed in collecting and analysing the data for the empirical part of this study, which is divided into nine sections. The first section, Section 3.2, describes the research design process for the study. Section 3.3 describes the research approach followed in this study. The sampling strategy is discussed in Section 3.4. Section 3.5 describes the data collection method, comprising the questionnaire design, question format and the questionnaire layout. In Section 3.6, the pre-testing and the pilot testing of the questionnaire used for this study are described. Section 3.7 provides an overview of the operational procedures by which the questionnaire was administered. The preliminary data analysis, also known as data preparation, is outlined in Section 3.8. In the last section, Section 3.9, the statistical analysis techniques applied in this study, specifically the reliability and validity analysis, descriptive analysis and tests of significance, are explained.

In the next section, Section 3.2, the research design is described.

3.2 RESEARCH DESIGN

In order to address the research objectives and hypothesis, a well-structured plan, a research design, is essential (Cohen *et al.*, 2011:118). The selection of the appropriate research design is directed by the research objective and information requirements of the study (Phophalia, 2010:15). There are three types of marketing research designs, including exploratory-, causal- and descriptive research (Sarstedt & Mooi, 2014:14).

An exploratory research design is used to acquire insights and ideas on research problems (Iacobucci & Churchill, 2010:60) as well as to develop questions and hypotheses for more specific investigation (Sahu, 2013:27). This type of research requires information that is characterised as loose, flexible and unstructured. The methods used to conduct exploratory research involve secondary data analysis, expert surveys, pilot studies and case studies (Cohen *et al.*, 2011:131-134). Causal research is a research design used to explore cause-and-effect relationships established among multiple variables. The purpose of causal research is to assess, by means of experiments, the extent to which one or more variables result in a change in other variables, including evaluating the association among the causal variables and the effect (Malhotra, 2010:113).

Descriptive research is a form of conclusive research that is used to measure a marketing phenomenon and provide answers to questions on who, what, when, where and how, as well as to project a study's outcome to a larger population sample (Burns & Bush, 2014:103). Sahu (2013:27) states that this type of research is used to define the characteristics and behaviour of a population. According to (Phophalia, 2010:16), descriptive research is an effort to describe rather than explain a market situation, problem, occurrence, attitudes, beliefs and opinions. This research design can be further divided into two categories, namely longitudinal and cross-sectional research designs (Iacobucci & Churchill, 2010:86). Longitudinal research designs are investigations encompassing the repeated collection of data of the same sample of participants over a specific period of time (Babbie & Mouton, 2009:92-93). In contrast, cross-sectional research designs pertain to collecting data from a single sample of the population only once (Burns & Bush, 2014:103). A cross-sectional research design can be divided further into multiple cross-sectional design and single cross-sectional design. While in a multiple cross-sectional design data are collected from two or more samples of participants, in a single cross-sectional design data are collected from a single sample of participants only once (Malhotra, 2010:103).

In this study, a descriptive research design was adopted, as this study sought to determine the mall shopping motivations that drive black Generation Y students to visit malls. A single cross-sectional approach was used, as advised by Malhotra (2010:108), as the information was attained once from only one sample. A discussion on the research approach used in this study follows in the next section.

3.3 RESEARCH APPROACH

Quantitative and qualitative research are two basic research approaches that may be used for collecting primary data in a research study (Mackey & Gass, 2016:4). Qualitative research attempts to uncover the participants' underlying motivations and is associated with exploratory research designs (Zikmund *et al.*, 2013:97). The objective is to unfold and comprehend the participant's experience of a particular occurrence or incident (Babbie & Mouton, 2009:53). Sahu (2013:6) agrees that the aim of a qualitative research design is to analyse the participants experience in order to gain greater understanding of their thoughts, motivations and feelings.

In contrast to qualitative research, quantitative research uses numerical data to understand the relationships amongst variables. Therefore, the nature of quantitative studies is commonly associated with descriptive and causal research designs, either descriptive or experimental, comprising a large number of participants (Burns & Bush, 2014:146), and data are gathered by means of formal instruments such as questionnaires (Cohen *et al.*, 2011:377)

As this research lends itself to statistical analysis of large number of representative cases, for the purpose of this study, a quantitative research approach was chosen. The sampling strategy is described in the section that follows.

3.4 SAMPLING STRATEGY

The sampling strategy refers to the process pursued in carrying out the sample design and sample methods (Terre Blanche *et al.*, 2011:85). According to Sarstedt and Mooi (2014:38), sampling pertains to the process of selecting a set of elements or objects possessing the specific characteristics or information needed for the marketing research problem. The size of the sample and the technique that is used to select the sample is referred to as the sampling strategy; hence, encompassing all the decisions relating to the sample design (Malhotra, 2010:375). The information that is needed can be collected from a census or a sample (Hair *et al.,* 2010:38). While in the case of a census, data are collected from all the elements within the population, with a sample, only a particular segment of the elements within the population is selected to participate in the research study (Malhotra, 2010:370). In contrast to a sample, a census can be time-consuming and very costly (Iacobucci & Churchill, 2010:282), therefore, it is not always feasible to conduct (Wiid & Diggines, 2015:182). Cohen *et al.* (2011:151) concur, and advise making use of a sample of the population of interest.

The following sub-sections outline the sampling strategy employed to select the sample for this study, which includes a discussion of the target population, the sample frame, the sample methods and the sample size.

3.4.1   Target population

The sampling process starts with defining the target population (McDaniel & Gates, 2007:380). Hair *et al.* (2010:129) indicate that the target population includes the total group of elements or objects, such as individuals, who have similar characteristics,

which are significant, and whose information is used for the research study. Berndt and Petzer (2011:171) warn that an accurate definition of the target population is fundamental for delivering usable information, as an incorrect description may have a negative impact on solving the research problem. As such, it is essential for the sample to be an accurate representation of the whole population in order to ensure accurate and reliable results.

For this study, the target population was defined as black Generation Y students aged between 18 and 24 years, who were enrolled full-time at registered public South African HEIs during 2014.

3.4.2   Sampling frame

The sampling frame is defined as a list of the target population from which a sample may be selected (Cohen *et al.*, 2011:153). An example of a sampling frame is a list of automobile dealers or a list of shoppers who bought at a stipulated retail outlet at a specific time or a list of accountants (Burns & Bush, 2014:240). The sampling frame for this study comprised the 26 registered South African public HEIs, comprising 11 traditional universities, six comprehensive universities and nine universities of technology (Higher Education in South Africa, 2015)). This sampling frame of 25 HEIs was narrowed down using judgement sampling to include two HEIs in the Gauteng province, of which one of the HEIs is a traditional university and the other HEI is a university of technology. The Gauteng province was selected because it includes the largest portion of the South African population (Statistics South Africa, 2016). A convenience sampling method was then used to select a single group of participants, namely full-time registered students.

3.4.3   Sample method

The sampling method represents the approach used in selecting a sample (Babbie & Mouton, 2009:164). Sampling methods can be categorised into two classifications, is probability and non-probability sampling (Cohen *et al.*, 2011:153). In probability sampling, every member of the target population has a fixed chance of being included in the sample (Malhotra, 2010:376). On the other hand, in non-probability sampling the population elements are chosen based on convenience (McDaniel & Gates, 2007:396) and every population element of the population has an equal and recognised chance of

being selected as part of the sample (Burns & Bush, 2014:242). Probability and non-probability sampling comprise several techniques, as represented in Figure 3.1.
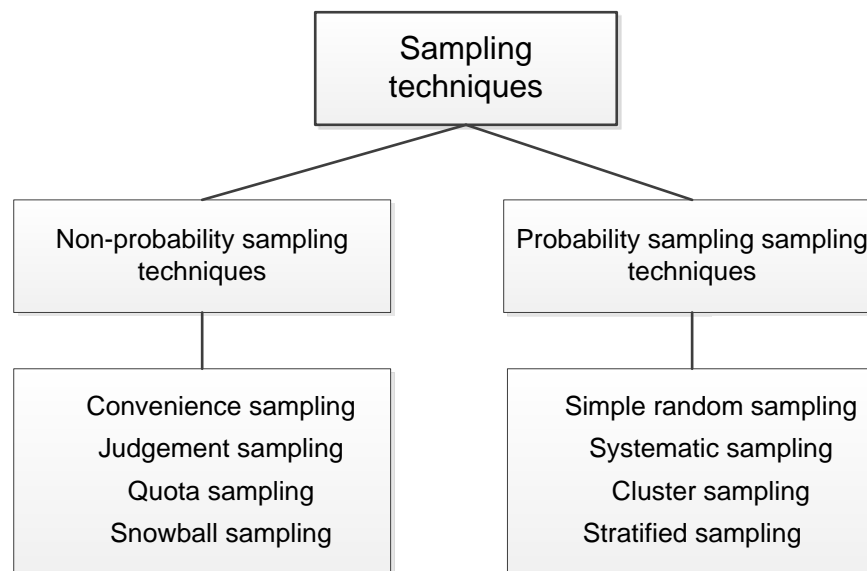
Figure 3.1   Sampling techniques (Adams *et al.*, 2007:87-91; Babbie & Mouton, 2009:164-166)

As illustrated in Figure 3.1, there are four diverse types of probability sampling techniques, namely simple random sampling, systematic sampling, cluster sampling and stratified sampling. Simple random sampling entails that every element of the population is chosen independently and directly by using a random process in order to guarantee that each population element in the sample frame has the same possibility of being chosen into the sample (Hancock & Mueller, 2010:400). Systematic sampling refers to the way every element is selected from a sample frame according to prearranged intervals (Bradley, 2010:161). The cluster sampling method ensures that the population elements are sited into mutually exclusive and collectively comprehensive subpopulations, referred to as clusters, before being selected separately (Adams *et al.* 2007:89). According to Malhotra (2010:384), the stratified sampling method comprises two steps. First, the heterogeneous population is separated into equally exclusive and comprehensive homogeneous strata, and secondly the subsamples are then randomly selected from each group.

There are four different types of non-probability sampling methods: convenience sampling judgement sampling, snowball sampling and quota sampling. The judgement sampling method entails the deliberate and subjective selection of sample elements grounded on the researcher's expert judgement of choosing the most suitable participants needed for the sample (Struwig & Stead, 2010:111). Similar to this technique, convenience sampling pertains to a technique where the sample elements are conveniently accessible, whereby the researcher selects and employ willing individuals as participants (Maree, 2007:176-178). This method is perceived as convenient because the participants can be intercepted at a high-traffic location (Burns & Bush, 2014:255), such as mall intercepts (Malhotra, 2010:377). According to (Bradley, 2010:167), the snowball sampling method involves the researcher selecting a group of sampling elements that correspond with the predetermined criteria; thereafter, those sampling elements are asked to suggest additional participants with specific characteristics, who may partake in the research. The quota sampling method entails selecting prospective participants based on a set of predetermined criteria, such as demographic characteristics and specific attitudes and/or behaviours (Cohen *et al.*, 2011:156).

For the purpose of this study, a non-probability convenience sampling of black Generation Y full-time undergraduate students, registered at two South African HEI campuses, aged between 18 and 24 years between April 2014 and May 2014, was drawn from the sample frame. The questionnaires were divided equally between the two HEI campuses.

3.4.4 Sample size

A sample size is described as the entire number of sample elements chosen to take part in the research (Malhotra, 2010:374). Struwig and Stead (2010:120) advise selecting a sample size in the range of similar studies in order to do comparisons with other researchers' findings. A sample size of 400 black Generation Y full-time undergraduate students was chosen for this study. This sample size is in line with previous studies done of a similar nature such as Laroche *et al.* (2005:159) (sample size of 351), Millan and Howard (2007:477) (sample size of 355), Hemalatha and Ravichandran (2009:173) (sample size of 300), Bevan-Dye *et al.* (2012:5582) (sample size of 400) and, therefore, was deemed sufficiently large. This sample size of 400

black Generation Y full-time undergraduate students was divided evenly between the two selected HEI campuses, thus allowing a sample size of 200 students per HEI campus.

This section provided a discussion of the sampling procedure applied in this study. In the succeeding section, the process undertaken to collect the required data from this sample of 400 black Generation Y full-time students is discussed.

3.5 DATA COLLECTION METHOD

The data collection method refers to the method that the researcher uses to collect the required research data (Berndt & Petzer, 2011:202). Data collection is an essential part of research. The success of the data collection will determine if the research questions are answered and if the research objectives are met (Adams *et al.*, 2007:107). According to Adams *et al.* (2007:107-111) and Malhotra (2010:211), data can be collected by making use of different methods, depending on the data to be collected. There are two key methods for collecting quantitative data, namely the observation method and the survey method (Malhotra, 2010:209). The observation method includes a systematic collection of actual behavioural patterns of individuals, objects and/or occurrences (Malhotra, 2010:230). The survey method involves collecting information from a large population of participants by means of a structured questionnaire (McDaniel & Gates, 2007:116).

The survey method is the most preferred method for collecting primary data, as it is easy to manage, analyse, code and interpret (Adams *et al.*, 2007:128). Different methods can be used to administer this survey, such as personal interviews, telephone surveys, mail surveys, online interviews, self-administered questionnaires and drop-off surveys (Hancock & Mueller 2010:402). The drop-off survey in particular involves the physical drop off of the questionnaire at a location which is convenient for the participant. The completed questionnaire is then collected at a specific time as agreed upon (Burns & Bush, 2014:288). According to Malhotra (2010:211), this survey method is a valuable method for obtaining a higher response rate.

A questionnaire can be self-administered or administered by an interviewer. With self-administered questionnaires, the questionnaire can be distributed to the participants in various manners, such as via postal services, online or personally by the researcher

(Cohen *et al.*, 2011:404**)**. Sahu (2013:68) points out several advantages of using a self-administered questionnaire survey, such as no interviewer-participant bias, participant control, cost effectiveness and the fact that because the participants' identity is not revealed, they are more comfortable in providing honest responses.

The method of data collection chosen for this study was the drop-off survey method.

The reason for selecting the survey method was due to the advantages this method provides in screening potential participants. A standardised self-administered questionnaire was utilised to collect information pertaining to mall shopping motivations of black Generation Y students. The questionnaire was submitted for approval and ethics clearance to the Ethics Committee of the Faculty of Economic Sciences and Information Technology at the North-West University (Vaal Triangle Campus). Once the ethics clearance certificate had been issued (Ethics Clearance Number: **ECONIT-ECON-2014-019**), lecturers at each of the two selected HEI campuses who agreed to participate in the study were contacted telephonically in order to obtain their consent for the distribution of the questionnaires to their students. Thereafter, the questionnaires were hand-delivered to the lecturers who distributed the questionnaires to their students for voluntary participation and completion of the questionnaire during a class, which was convenient for them. The research instrument in this study, namely the questionnaire, will be discussed in the next section.

3.5.1   Questionnaire design

A questionnaire is a structured data collection tool comprising specific questions designed to gather information from participants with the primary purpose of achieving the study's research objectives (Berndt & Petzer, 2011:198). A questionnaire is a formal document that consists of questions and scales to gather primary data. It must be compiled in such a manner that every question is directed in precisely the same way for every single participant (Zikmund *et al.*, 2013:171).

Babbie and Mouton (2009:239) opine that a successful questionnaire necessitates clear and concise instructions regarding the completion of the questionnaire, as well as a professional physical appearance. In order to gather information that focuses on the research, it is important for the participants to interpret the questionnaire items correctly. As such, the wording of the questionnaire design should be clear and easy to

understand for the participants; therefore, attention should be given to using simple direct questions and familiar terms (Babbie & Mouton, 2009:233). Furthermore, to avoid questions that could result in ambiguity, questions should be specific, therefore avoid asking about two issues in a single question (Adams *et al.*, 2007:131; Maree, 2007:160). Moreover, Adams *et al.* (2007:135) propose placing easy questions in the beginning of the questionnaire and sensitive questions at the end. A self-administered questionnaire should comprise a cover letter introducing the study, stipulating the purpose of the questionnaire and provide relevant contact details (Cohen *et al.*, 2011:400). According to Adams *et al.*, (2007:130) and Maree (2007:160), the administration of questionnaires should not exceed 20 minutes, as the participants may view an extensive questionnaire as unappealing, which can negatively affect the response quality.

The questionnaire of this study consists of simple and brief objectives, as guided by the abovementioned recommendations. In order to assist the participants in understanding the questions correctly, the questions where phrased in a clear manner, using unambiguous and simple words. The questionnaire used in this study could be completed within ten minutes, which makes the length of the questionnaire acceptable. The questionnaire was accompanied by a cover letter, explaining the aim of the research as well as relevant contact details. The cover letter, together with the final questionnaire, is presented in Annexure A.

3.5.2   Questioning format

The questionnaire utilised in this study, was developed in accordance with attaining the empirical objectives of the research study. In accordance with the data required to achieve these objectives, the measuring scale in the questionnaire used to determine black Generation Y students' mall shopping motivations included scaled items that were adapted from previous published research (Ahmed *et al.,* 2007; Bloch *et al.*, 1994; Tauber, 1972). These items comprised eight dimensions, namely aesthetics (four items), escape (five items), diversion (three items), flow (four items), exploration (three items), role enactment (three items), social (four items) and convenience (five items). The students' mall shopping motivations were measured on a six-point Likert scale (1 = strongly disagree, 6 = strongly agree) based on the participants' extent of agreement or disagreement to the statements that related to the dimensions of shopping motivations.

There are two main types of question formats, namely unstructured (open-ended) and structured (closed). An unstructured questionnaire consists of open-ended questions where participants are allowed to answer the questions in their own words, phrases or comments (Terre Blanche *et al.*, 2011:486). Generally used in exploratory research, unstructured questions aim at gaining an understanding of the participants' opinions and outlook (Adams *et al.*, 2007:132; Maree, 2007:9). In contrast, a structured questionnaire comprises closed questions, such as multiple-choice questions, dichotomous questions or scaled questions, stipulating a set of pre-determined responses from which the participants may select one or more options (Malhotra, 2010:344 and Zikmund *et al.*, 2013:285). Multiple-choice questions comprise either questions or statements with a selection of answers, of which the participant must choose one or more responses (Terre Blanche *et al.*, 2011:489). Conversely, dichotomous questions require the participant to select one alternative from only two alternatives given (Cohen *et al.*, 2011:383). Scaled questions, which are formulated to capture the participants' attitudes and perceptions, require the participant to rate his/her degree of agreement or disagreement with a specific scale item (Maree, 2007:166).

After the research design has been determined, measurement and scaling procedures follow. The procedure of gathering numerical values to characteristics of the object being measured is referred to as measurement (Burns & Bush, 2014:204). As an addition to measurement, scaling involves employing a scale in the measuring instrument in order to measure the specified characteristics (Leedy & Ormrod, 2010:189). Different measurements influence the interpretation and analysis of the data produced, therefore it is important for the researcher to understand and apply the correct scaling technique.

An itemised rating scale comprises brief descriptions of numerical values connected to each category (McDaniel & Gates, 2007:300). The participants are requested to indicate their degree of agreement or disagreement to a series of items, thereby rating the object according to the perceived attitude or opinion (Malhotra, 2010:308). The three most frequently used scales are the semantic differential scale, the Staple scale and the Likert scale (Malhotra, 2010:308). The semantic differential scale comprises a number of statements or bipolar adjectival phrases concerning the object being measured, which are placed at opposite ends of the scale (Malhotra, 2010:310). The staple scale is an adaptation of the semantic differentiation scale, given that the descriptive phrases,

each comprising one term, are measured individually. The scale usually consists of ten numerical categories, ranging from +5 to -5, with no neutral point (McDaniel & Gates, 2007:306). Owing to this scale being confusing and difficult to apply, it is not a commonly applied technique for measuring attitudes (Malhotra, 2010:311). Developed by Rensis Likert, the Likert scale comprises a set of statements that expresses a favourable or unfavourable attitude towards the object being measured (Cohen *et al.*, 2011:386). Numerical numbers are attached to each statement, ranging from agree to disagree, whereby participants indicate their agreement or disagreement to a series of scaled items (Babbie & Mouton, 2009:644). This scale is widely used because it is easy to develop (Maree, 2007:9).

The aforementioned techniques and effects were taken into consideration in formulating the questions. For the purpose of this study, an undisguised, structured, self-administered questionnaire was used. The questions employed in obtaining the participants' demographic information (Section A) comprised three dichotomous questions, where the participants had to indicate their university, country of origin and gender. In addition, there were six multiple-choice questions, where the participants had to indicate their province of origin, ethnic group, mother tongue language, age, monthly income and main source of monthly income. The questions that were used in obtaining the participants' mall shopping habits (Section B of the questionnaire) comprised five multiple-choice questions where the participants had to indicate the number of hours they spent at a mall during a single mall visit; the amount of different stores they visit; the number of different malls had visited in the last month; their mall shopping frequency, and the percentage of their monthly income spend in malls. Section C of the questionnaire comprises the questions relating directly to the topic of the study in the form of a multi-item scale. A six-point Likert scale, ranging from strongly disagree (1) to strongly agree (6) was used to measure the participants' rate of agreement or disagreement with each specific statement pertaining to the participants' attitudes towards mall shopping motivations. This is consistent with other similar studies measuring shopping motivations (Ahmed *et al.*, 2007; Ammani, 2013; Dhurup, 2008; Du Preez *et al.*, 2007; Hemalatha & Ravichandran, 2009; Martin & Turley, 2004).

3.5.3   Questionnaire layout

The layout of the questionnaire pertains to the logical positioning of each section of the questionnaire (Malhotra, 2010:351). A questionnaire that is well organised and professionally arranged will eliminate confusion among the participants and, as such, will result in a higher response rate (Cant *et al.,* 2003:156). Questions pertaining to a specific topic should be placed together in a section of the questionnaire (Cohen *et al.*, 2011:399) and the questionnaire should begin with questions that are easy for the participant to complete. According to Kolb (2008:206), the demographical questions, that relate to classification information, such as age, gender and the participants' marital status, are usually placed at the beginning of the questionnaire, because they are non-threatening and easy to answer.

The questionnaire (refer to Annexure A) comprised a cover letter explaining the aim of the research study, and also promising confidentiality. The questionnaire utilised in this study consisted of three sections. Section A (A1-A9) gathered the participants' demographical data. In order to ascertain that the participant met the required ethnic group and age requirement of the sample, two filter questions concerning demographic information were included in Section A. The first requirement included the participants' ethnic group, which was included to ensure that only black Generation Y participants' information was analysed and interpreted. The second requirement comprised the participants' age to ensure that the participants were part of the defined target population, namely 18 to 24 years of age. The second part of the questionnaire, Section B (B1-B4), was employed to gather information relating to the participants' mall shopping habits. Section C (C1-C31) of the measuring instrument was used to measure the participants' mall shopping motivations. This section comprised eight dimensions measuring the participant's motivations, namely aesthetic, escape, diversion, flow, exploration, role enactment, social and convenience.

The different items in the eight dimensions of mall shopping motivations address the different research objectives, as stated in Chapter 1 (Section 1.3.3). Although these mall shopping motivations, as discussed in Chapter 2, were specifically adapted from Ahmed *et al.* (2007), Bloch *et al.* (1994) and Tauber (1972), numerous other authors have also researched these motivations. Table 3.1 presents the eight dimensions in the measurement of mall shopping motivations.

Table 3.1   Mall shopping motivations

Dimensions	Authors
Aesthetic	Ahmed *et al*. (2007); Arnold & Reynolds (2003); Cardoso & Pinto (2010); Guido (2006); Jamal, *et al.* (2006); Kaur and Singh (2007); Kodaz & Ozen (2012); Wagner & Rudolph (2010)

Dimensions	Authors
Escape	Anning-Dorson *et al.* (2013); Hinson *et al.* (2012); Singh (2006); Terblanche (2013)
Diversion	Arnold and Reynolds (2012); Clayman (2010); Cardosso and Pinto (2010); Ahmed *et al* (2007)
Flow	Koufaris, 2002; Novak *et al.* (2000); Telci (2013); To & Sung (2014);
Exploration	Baumgartner & Steenkamp (1996); Guinn & Faber (2014) Santos & Boote (2000); Shaw *et al*. (2005)
Role enactment	Bagozzi *et al*. (2002); Bloch *et al*. (1994); Delener (1994) Farrag *et al*. (2010); Martin & Turley (2004); Ward (2014), El Hedhli, *et al.* (2016)
Social	Dholakia (1999); El-Adly (2007); Karande & Merchant (2012); Kim *et al*. (2005); Noble *et al*. (2009); Wesley *et al*. (2006)
Convenience	Ammani (2013); Burns & Warren (1995); Du Preez *et al*. (2007); Singh & Sahay (2012)

This section has given insights to the method utilised to collect the required data. The subsequent section comprises a discussion on the methods utilised in the pre-testing of the questionnaire.

3.6   PRE-TESTING OF THE QUESTIONNAIRE

A pre-test is the administration of the questionnaire on a small sample of participants to ensure that the instructions and questions of the research instrument are understood in the manner that was intended (Zikmund *et al.*, 2013:183). In order to identify and eliminate potential problems, researchers employ various methods of pretesting, such as debriefing pre-test and pilot testing (Hancock & Meuller, 2010:399). As part of the pre-test, debriefing involves asking a small number of participants to complete the questionnaire, after which the participants are asked to provide feedback regarding the interpretation of the questions and point out any difficulties they may have experienced in completing the questionnaire (Adams et al., 2007:147). After the debriefing pre-test,

the questionnaire may be subject to pilot testing where the questionnaire is tested on an actual group of participants. This is an essential method for identifying possible questionnaire errors as well as to confirm that the survey instrument is reliable, prior to administering the main survey (Burns & Bush, 2014:354).

Once the questionnaire for this study had been designed, the questionnaire was subjected to pre-testing, using the debriefing and pilot testing approaches. First, two experienced researchers in the field evaluated the questionnaire for possible mistakes and potential problems. Thereafter, four staff members, one of which was a first language English speaker and the other three, second language English speakers, were asked to participate in the debriefing process to pre-test the questionnaire. The main objective of using this approach to the study was to determine if the questionnaire could be understood by first language English and non-first language English speaking participants. This is in accordance to the multilingual context of the South African environment. It took the participants approximately 10 minutes to complete the questionnaire, which was sufficient, according to McDaniel and Gates (2007:352). The feedback received from the pre-testing was used to refine the items in the questionnaire.

The questionnaire was subjected to pilot testing after the applicable adjustments and refinements had been made to the questionnaire, as identified in the pre-testing phase. In order to establish its reliability and validity, the pilot questionnaire was tested on a convenience sample of 48 Generation Y students on a South African HEI campus that did not form part of the sampling frame of the final study. The results of the pilot test were coded and tabulated, and are reported on in Chapter 5. Prior to administering the questionnaire for the main survey, the feedback received from the pilot survey was corrected. Thereafter, the final questionnaire combined with a cover letter (refer to Annexure A), was distributed for the main survey.

3.7 ADMINISTRATION OF THE QUESTIONNAIRE

The administration of the questionnaire pertains to the collection of the data (Cohen *et al.*, 2011:407). Following the completion of a successful pre-test and pilot test, the administration of the questionnaire was carried out. The main survey was conducted between April and May 2014. The relevant academic staff members responsible for the full-time undergraduate students were contacted telephonically in order to gain

permission to distribute the self-administered questionnaire to the participating students. After permission had been solicited, the non-probability convenience sample of 400 black Generation Y full-time undergraduate students was applied. The questionnaires were hand-delivered to the participating academic staff members to be distributed to the students for voluntary completion. The completion of the questionnaire took 10 minutes, therefore one class period was sufficient. The questionnaires were collected from the relevant academic staff members after two weeks. The preliminary data analysis is discussed in the next section.

3.8 PRELIMINARY DATA ANALYSIS

A comprehensive data analysis plan is important to ensure a strong focus on the objectives of the study. Three steps are typically followed in data analysis, namely data editing, coding and tabulation (Iacobucci & Churchill, 2010:350). Data editing involves inspecting the collected data to ensure that the data are accurate, precise and complete (Adams *et al.*, 2007:171). Coding is the process assigning a measurement symbol to each specific question asked in the questionnaire (Adams *et al.*, 2007:160), whereas tabulation is the process of counting the number of responses and orderly presenting and arranging the collected data in a systematic manner, classified into certain categories (Malhotra, 2010:484).

The questionnaire used in this study comprised three sections. Section A (A1-A9) was designed to obtain demographic data from the participants, where the participants had to indicate their university, country of origin, province of origin, gender, ethnic group, mother-tongue language, age, monthly income and main source of monthly income. Section B (B1-B4) was allocated to collecting mall shopping habits. Section C (C1-C31) included the 31-item scale pertaining to the motivations for shopping at a mall, including aesthetic (C1-4), escape (C5-C9), diversion (C10-C12), flow (C13-C16), exploration (C17-C19), role enactment (C20-C22), social (C23-C26) and convenience (C27-C31). The statistical analysis, implemented to represent the data obtained from the survey, is discussed next.

3.9 STATISTICAL ANALYSIS

Statistical analysis is the statistical techniques used to provide a summary of the collected data (Wiid and Diggines, 2015:242) . The captured data were analysed using

the statistical package for IBM SPSS Statistics, Version 23. The following statistical methods were used on the empirical data sets:

- Frequency analysis

- Exploratory factor analysis

- Reliability and validity analysis

- Descriptive statistical analysis

- Correlation analysis

- One-sample t-test

- One-way analysis of variance (ANOVA).

The aforementioned statistical approaches will be deliberated on in the next chapter.

3.9.1   Factor analysis

Factor analysis is the process of reducing a large number of original variables into a more manageable smaller number of related variables, called factors (Cohen, *et al.*, 2011:674; Terre Blanche *et al.*, 2011:248). This data reduction technique is an important statistical method for establishing inter-correlations amongst variables in a large data set (Malhotra, 2010:636). Confirmatory factor analysis and exploratory factor analysis are the two main types of factor analysis often employed by researchers. While exploratory factor analysis explores the inter-relationships between variables to explore formerly unknown groupings of variables (Cohen *et al.*, 2011:675), confirmatory factor analysis confirms the relationships between underlying factors and observed variables (Struwig & Stead, 2010:142).

In order to conduct an exploratory factor analysis, Pallant (2013:182) advises that a suitable sample size is required; that is, the larger the sample size, the better. Hancock & Mueller (2010:98) suggest a five to one ratio, that is, five observations for every item to be factor analysed. The factorability of the data is evaluated by employing the Bartlett's test of sphericity and the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy (Cohen *et al.*, 2011:676). Sampling adequacy is indicated by a KMO value above 0.60 and a significant Bartlett's test of sphericity value (Pallant, 2013:183).

There are two general approaches to factor analysis, namely common factor analysis and principle components factor analysis. Common factor analysis pertains to estimating the factors based on only the common variables; as such, as many latent variables as possible to explain the correlations among items are extracted (Cohen *et al.*, 2011:674). In principle components factor analysis, the number of variables is reduced into a minimum number of factors while still accounting for maximum variance (Terre Blanche *et al.*, 2011:249).

There are various methods that may be used to determine the optimal factor solution, of which the most popular are Kaiser's criterion, Catell's scree test (Pallant, 2013:184) and the priori criterion method (Yong & Pearce, 2013:85). The eigenvalue approach involves retaining all components with an eigenvalue greater than 1.0 and discarding the factors with eigenvalues below 1.0 (Terre Blanche *et al.*, 2011:250). The scree plot method entails plotting the number of dimensions of the x-axis and the corresponding eigenvalues on the y-axis (Cohen *et al.*, 2011:677). The factors above the break of the plot, where the shape of the curve changes direction and becomes horizontal, are retained (Terre Blanche *et al.*, 2011:251). The priori criterion method is based on prior knowledge of the anticipated number of variables (Yong & Pearce, 2013:85).

According to Pallant (2013:185), both the interpretation and the naming of the factors grounded on their factor loadings are challenging; hence, factor rotation can be used to overcome this obstacle. The two key categories for rotating factors are orthogonal rotation and non-orthogonal rotation (Cohen *et al.*, 2011:678). Orthogonal rotation ensures that the factors remain uncorrelated during factor rotation, which comprises rotation methods such as Varimax, Quartimax and Equamax (Brown, 2009:21). In contrast, with non-orthogonal rotation the factors are allowed to correlate, which comprises rotation methods such as Direct Obliman and Promax (Brown, 2009:21). According to Malhotra (2010:645), the Varimax rotation, as part of orthogonal rotation methods, is a typical approach employed for factor rotation.

For the purpose of this study, exploratory factor analysis, using Varimax rotation, was utilised to establish the underlying factors of the measurement scale. A discussion relating to reliability analysis follows.

3.9.2 Reliability analysis

According to Adams *et al.* (2007:235) reliability relates to the consistency of a measure. A measuring instrument is considered reliable when consistent results are produced in repeated measurement (Malhotra, 2010:318). Malhotra (2010:318-319) indicates that different techniques can be utilised to evaluate reliability, namely test-retest, alternative forms and internal-consistency.

The test-retest method of reliability involves using the same measure or scale for the same group of participants on two separate occasions under the same circumstances in order to test for constancy (Adams *et al.*, 2007:236). The degree of similarity between the results of the first and second measurement is determined by calculating a correlation coefficient (Cohen *et al.*, 2011:200), where a higher correlation coefficient is indicative of higher reliability. Iacobucci and Churchill (2010:259) advise that the time lapse between the first test and the retest is important. A too short time lapse may result in the target population suffering from fatigue, while a too long time lapse may result in the target population suffering from effect growth (McDaniel & Gates, 2007:275). Iacobucci and Churchill (2010:259) recommend a two-week interval between the tests. Cohen *et al.* (2011:200) point out that due to personal or environmental factors that have changed, or due to a lack of cooperation from the participants for a second testing, differences may occur in the results of two measurements.

The alternative-forms method of determining reliability involves using two similar forms of a measuring instruments and administering these to subjects at different times (McDaniel & Gates, 2007:277). The scores of the subjects are then correlated to determine consistency across the two forms. A high correlation between the two forms suggests that the scale is reliable. Malhotra (2010:319) opines that this reliability technique is challenging, as it is extremely difficult to develop two equivalent measuring instruments, time-consuming and expensive to administer.

The internal consistency method of determining reliability involves determining the internal consistency of a number of summated items for developing a total score for the scale (Malhotra, 2010:319). In order to determine internal consistency, the split-half or Cronbach alpha techniques are used (Cohen *et al.*, 2011:639). The simplest measure of internal consistency is the split-half method where the items in the scale are divided into two halves and the resulting half scores are correlated (Adams *et al.*, 2007: 236). High

correlations between the two halves indicate high internal consistency (Cohen *et al.*, 2011:640). This method computes the average correlation of all possible ways of splitting the scale items (Maree *et al.,* 2011:216). This coefficient varies from 0 to 1, and a value of 0.6 or less generally indicates unsatisfactory internal consistency reliability (Cohen *et al.*, 2011:640). The Cronbach alpha technique, whereby the mean reliability of coefficient is calculated, is one of the most popular ways of measuring internal consistency of a multi-item measurement scale (Malhotra, 2010:319). This method is viewed by researchers as sophisticated, popular and accurate in measuring internal reliability of a scale (Malhotra 2010:319). Internal consistency is estimated by establishing the extent to which each item in a scale correlates with one another (Tang *et al.*, 2014:207). The coefficient alpha values range from zero to one. Greater reliability is illustrated by a higher value, closer to one (Hair *et al.,* 2010:286). While coefficient alpha values of above 0.80 are deemed to indicate good internal consistency reliability, values between 0.60 and 0.80 are considered acceptable (Cohen *et al.*, 2011:640).

For the purpose of this study, the internal reliability approach was employed to determine the reliability of the scale, through implementing the Cronbach's coefficient alpha technique.

3.9.3 Validity analysis

The validity of a scale refers to the extent to which changes in measurement scores reproduce accurate results, even if the measuring instrument is applied on a different occasion (Malhotra, 2010:320). Cohen *et al.* (2011:179) define the validity of a measuring instrument as the degree to which it measures what it is supposed to measure. There are various different perspectives from which validity may be examined, namely content validity, criterion validity and construct validity (Sahu, 2013:26).

Content validity, which is closely linked to face validity, indicates if the items in the scale represent the entire theoretical dimension that is set out to be measured (Malhotra, 2010:320). According to Cohen *et al.* (2011:188), content validity of a measuring instrument is defined by the level to which it provides sufficient report of all the questions needed to guide the research. According to McDaniel and Gates (2007:278), the process of content validity may be challenging. In order to determine the measuring instrument's content validity, Malhotra (2010:320) advises that the measuring instrument be viewed by an expert or a group of experts.

Criterion validity pertains to the link between scale scores in relation to other variables selected as meaningful criteria (Cant *et al.,* 2003:235). Criterion validity can take two forms, namely concurrent validity and predictive validity. With concurrent validity, the measurement instrument can predict another variable measured at the same time as the variable of interest, whilst with predictive validity a future level of criterion variable can be forecast by a current measurement scale (Iacobucci & Churchill, 2010:257).

Construct validity assesses the degree to which a research instrument measures what it is supposed to measure (Cohen *et al.*, 2011:188). The research instrument used must be internally consistent, and each item in the scale must match the construct and correlate with the other items in the instrument (Cant *et al.*, 2003:236). Construct validity encompasses convergent, discriminant and nomological validity. While convergent validity is the degree of correlation between different measures of the same construct (McDaniel & Gates, 2007:282), discriminant validity measures the extent to which construct measures vary from other construct measures (Malhotra, 2010:321). According to Malhotra (2010:321), nomological validity is the extent to which the constructs correlate with a measure that is not similar; however, in theory, the constructs are interrelated.

In this study, two experienced researchers were asked to evaluate the measurement instrument in order to determine the research instrument's content validity. Subsequently, in order to assess the internal consistency of the scaled items, as reported in Chapter 4, the questionnaire was piloted on a small sample of participants. For the main survey, the scaled items were evaluated using the measures of internal-consistency reliability, convergent validity, discriminant validity and nomological validity of which the results are reported in Chapter 4. The descriptive statistical analysis techniques applied in the study are described in the next section.

3.9.4 Descriptive statistical analysis

Cohen *et al.* (2011:622) indicate that descriptive statistical analysis is employed to summarise complex frequency tables in order to simplify the information provided. There are three types of statistics that relate to descriptive analysis, including the measures of location (mean, median and mode), measures of variability (range, variance and standard deviation) and measures of shape (skewness and kurtosis).

Measures of location, also known as a measure of central tendency, comprise the mean, median and mode (Malhotra, 2010:486). The mean is the arithmetic average, which is determined by adding the values for all of the participants for a specific variable and dividing the resulting sum by the total number of participants (McDaniel & Gates, 2007:461). The median is the midpoint value of the distribution when the data are in a hierarchical pattern (Kolb, 2008:254), whereas the mode is the most frequently occurring value (Struwig & Stead, 2010:158).

Measures of variability, also referred to as measures of dispersion, measure how spread out the data are (Burns & Bush, 2014:466). Measures of variability consist of three regularly used methods, namely the range, the standard deviation and the variance (McDaniel & Gates, 2007:462). According to Malhotra (2010:487), the range is used to measure the distance between the smallest and largest value of the variables. The standard deviation indicates how far the values are, on average, from the mean, whereas, the variance is the average squared deviation from the mean (Malhotra, 2010:487).

The measures of shape are concerned with the distribution of the variables when graphically presented, and involve the evaluation of the skewness and kurtosis of the distribution of the variables (Malhotra, 2010:488). While skewness denotes the assessment of the symmetry of the distribution, kurtosis measures the relative peakedness or flatness of the curve as presented by the frequency distribution (Struwig & Stead, 2010:159). A symmetrical distribution refers to normally distributed data with a skewness and kurtosis value of zero (Malhotra, 2010:488). Deviation from the symmetry indicates either positive skewness or negative skewness (Doane & Seward, 2011:7). Positive kurtosis values show the distribution sharper than a normal distribution, while negative values signify a flatter than normal distribution (Griffith, 2010:54, 335).

Descriptive statistics were applied in this study by calculating the mean, mode, median, standard deviation, skewness and kurtosis values. This provided insights into whether the data were normally distributed. The following section provides an overview of the correlation analysis employed in this study.

3.9.5   Correlation analysis

Correlation analysis is the statistical process used to measure the link of association between two or more variables, including the strength of the association (Pallant, 2013:128). According to Hair *et al.* (2010:710), the nomological validity of a measurement can be assessed by creating a matrix of construct correlations. The Pearson Product-Moment correlation coefficient specifically determines the linear relationships between two or more metric variables and the nomological validity of the research instrument (Struwig and Stead, 2010:140). A change in one variable creates or affects a change in another variable, hence indicating a relationship (Cohen *et al.*, 2011:636). Coefficient values range from -1 to +1 and the level of strength of association between two variables is denoted with *r*. Moreover, a positive correlation, denoted by a +1, can be found when an increase in one variable has the same effect on the other variables, whilst a negative correlation, denoted by -1, has an opposite effect to the variables by decreasing the one when the other is increased (Cohen *et al.*, 2011:636). A non-existence relationship between two variables is indicated by a correlation value of zero or close to zero (McDaniel & Gates, 2007:530).

For the purpose of this study, Pearson's correlation coefficient was employed in order to identify any positive or negative relationships between the dimensions, and the strength of such relationships. The following section explains the significance tests employed in this study.

3.9.6   Test of significance

In order to test the hypotheses formulated in a research study, significance testing is conducted. The significance level that is selected refers to the level of risk that is appropriate for the study in terms of the accuracy required for the hypotheses being tested (Shiu *et al.,* 2009:537); in other words, the level of error deemed acceptable in generalising the evidence in the sample to the whole target population (Bradley, 2010:327). A hypothesis is a statement concerning a parameter pertaining to the target population (Aaker *et al.*, 2011:401). In hypothesis testing, there is a null hypothesis and an alternative hypothesis, and whereas a null hypothesis (H_0) indicates no change in the status quo, the opposing alternative hypothesis (Ha) indicates a change in the status quo (Wiid & Diggines, 2015:4). In this regard, it is the null hypothesis that is tested. Naturally, it is not feasible that both the null and the alternative hypotheses be

concluded; subsequently, in order to determine which one is to be concluded, the test statistics probability is compared with the specified significance level (Malhotra, 2010:490). In the case of this study, hypothesis testing focused on mean differences between independent samples. As such, 12 hypotheses were formulated and the significant level was set at $\alpha = 0.05$ (Malhotra, 2010:492). A discussion on the statistical techniques used to test these hypotheses follows.

3.9.6.1 One-sample t-test

According to Cohen *et al.* (2011:642), a t-test is a parametric test that is frequently used in statistical analysis to test differences between means or proportions. A significant t-test indicates that the means of the two groups are largely different (Malhotra, 2010:504). Malhotra (2010:503) identifies three types of t-tests, namely the one-sample t-test, the two independent-samples t-test and the paired sample t-test. While an independent-sample t-test compares mean values of two diverse groups of people or situations, a paired-samples t-test compares the mean values of an identical group of people or situations, although at different points in time (Zikmund *et al.*, 2013:394). A one-sample t-test can be used to determine a hypothesis when only one variable is included that should be tested against a known or given standard (Malhotra, 2010:504). In this sense, by employing the one-sample t-test, the mean value of the variable is compared against the expected mean value of the known or given standard. To determine the primary objective of this study, namely the motivations driving Generation Y students to shop at a mall, a one-sample t-test was conducted.

3.9.6.2 One-way analysis of variance (ANOVA)

The analysis of variance test is a statistical analysis technique, commonly known as ANOVA and most suitable for testing differences between mean scores for more than two independent samples (Cohen *et al.*, 2011:645). According to Malhotra (2010:531), in order to conduct ANOVA, a dependent variable that is metric is required, meaning that it is measured on an interval or ratio scale, and one or more independent variable that is categorical, or nonmetric. There are two types of ANOVA, namely one-way ANOVA and two-way ANOVA. While one-way ANOVA has only one independent variable, two-way ANOVA has more than one independent variable. This study made use of one-way ANOVA to test the hypotheses developed for the differences between the different age groups of black Generation Y students' mall shopping motivations.

3.10 SYNOPSIS

The purpose of this chapter was to discuss the research methodology that was applied for the empirical portion of this study. As such, the chapter provided an outline of the research design, research approach, sampling strategy, data collection method, pre-testing of questionnaire, administration of questionnaire, preliminary data analysis and the statistical analyses. The results of the statistical analysis of the pilot and main study will be discussed in the next chapter.

CHAPTER 4

ANALYSIS AND INTERPRETATION OF EMPIRICAL FINDINGS

4.1 INTRODUCTION

The aim of this chapter is to report on the analysis and interpretation of the empirical findings gathered from the study. This chapter begins with a summary of the results from the pilot test in Section 4.2 and an explanation of the data collection process in Section 4.3. Section 4.5 presents a description of the sample and a summary of their mall shopping habits. Subsequently, in Section 4.6, the study explains the confirmatory principal component factor analysis conducted. The internal-consistency reliability and validity of the measuring instrument used in the main study is reported on in Section 4.7, while Section 4.8 discusses the descriptive statistics. Section 4.9 pertains to the correlation analysis conducted in the study. Section 4.10 comprises the formulation and testing of the study's hypotheses.

The statistical package IBM SPSS Statistics, Version 23, was used to perform the data analysis. The data analysis was done in two phases. The first phase was to analyse the results of the pilot test of the questionnaire. The second phase was to analyse the results of the data set of the main survey. A discussion on the data analysis performed during the pilot phase is reported on in the subsequent section.

4.2 PILOT TEST RESULTS

The questionnaire used in this study was pre-tested before conducting the pilot study, as outlined in Section 3.6. The feedback obtained from the pre-test were used to refine the questionnaire. The refined questionnaire comprised 31 Likert-scaled items for the mall shopping motivations scale. Subsequent to the initial pre-testing the questionnaire was subject to pilot testing, which asserts the reliability of the scale used in the measuring instrument. Hence, the questionnaire was pilot tested on a convenience sample of 48 full-time undergraduate students at a HEI campus that did not form part of the demarcated area of the main study. This pilot study was undertaken to establish internal-consistency reliability of the scale employed within the questionnaire. The six-point scale returned a Cronbach alpha value of 0.888 for the entire scale that is above the recommended level of 0.70 (Pallant, 2013:97; Wiid & Diggines, 2015:238), thereby

suggesting that the scale is reliable. The average inter-item correlation of 0.211 for the entire scale falls within the recommended range of 0.15 and 0.5 (Clark & Watson, 1995:316). This suggests that the items included in the questionnaire were suitable to address the research problem. Therefore, none of the items included in the scale were removed. These 31 items from the mall shopping motivations scale, were then used to prepare the main survey questionnaire (refer to Annexure A), which was administered to a larger sample size.

4.3 DATA GATHERING PROCESS

In accordance with the sampling plan set out in Chapter 3, the data required for this study were collected from 400 South African black Generation Y students enrolled at two South African HEI campuses. A self-administered questionnaire was used to collect the required data. As stated in Section 3.5, once permission had been obtained from the lecturers at each of the two campuses to distribute the questionnaire, following the drop-off survey approach, the questionnaires were hand-delivered to the lecturers to be distributed to their students during class time. Before the questionnaires were distributed, the participating lecturers were shown the questionnaire as well as the ethics clearance certificate obtained from the Social and Technological Sciences Research Ethics Committee of the Faculty of Economic Sciences and Information Technology at the North-West University (Vaal Triangle Campus). In accordance with the specified sample size, 400 questionnaires were distributed – 200 per campus. After two weeks, the completed questionnaires were collected from the lecturers at the time agreed upon. Students were informed that participation was strictly voluntary and that all information provided, would remain confidential.

4.4 PRELIMINARY DATA ANALYSIS

Before the data set is analysed it is preferable to do a preliminary data analysis. The following three sections provide an overview of the coding, data cleaning and the tabulation employed on the collected data set of this study.

4.4.1   Coding

In this study, the questionnaire used was divided into three sections. Section A, the first section, requested demographical data from the participants. The second section, Section B, measured the participants' mall shopping habits and the third section,

Section C, measured the participants' mall shopping motivations. Table 4.1 presents the variables and codes used in Section A, B and C of the final questionnaire utilised in this study.

Table 4.1   Coding information

Section A: Demographical data

Question	Code	Variable	Value assigned to responses
Question 1	A1	Name of institution	Traditional university (1); University of technology (2)
Question 2	A2	Country of origin	South Africa (1); Other (2)
Question 3	A3	Province of origin	Eastern Cape (1); Free state (2); Gauteng (3); KwaZulu-Natal (4); Limpopo (5); Mpumalanga (6); Northern Cape (7); North West (8); Western Cape (9); Other (10)
Question 4	A4	Gender	Male (1); Female (2)
Question 5	A5	Ethnic group	Black African (1); Coloured (2); Indian/Asian (3); White (4); Other (5)
Question 6	A6	Mother tongue language	Afrikaans (1); English (2); IsiNdebele (3); IsiXhosa (4); IsiZulu (5); Sepedi (6); Sesotho (7); Setswana (8); SiSwati (9); Tshivenda (10); Xitsonga (11); Other (12)
Question 7	A7	Age	<18 (1); 18 (2); 19 (3); 20 (4); 21 (5); 22 (6); 23 (7); 24 (8); 25 (9); >25 (10)
Question 8	A8	Monthly income	Less than R500 (1); Between R5001 and R1000 (2); Between R1001 and R1500 (3); Between R1501 and R2000 (4); More than R2001 (5)
Question 9	A9	Main source of monthly income	Bursary (1); Work (2); Loan (3); Parents (4); Relative (5); Other (6)

Section B: Mall shopping habits

Question	Code	Variable	Value assigned to responses
Question 1	B1	Hours spend at mall during one visit	Less than an hour (1); One to two hours (2); Two to three hours (3); Three to four hours (4); More than four hours (5)
Question 2	B2	Number of store visits during a trip to the mall	Up to two stores (1); Three to four stores (2); Five to six stores (3); Seven to eight stores (4); More than nine stores (5)
Question 3	B3	Number of mall visits in the last month	None (1); Up to two malls (2); Three to four malls (3); Five to six malls (4); More than seven malls (5)
Question 4	B4	Frequency of mall visits	Every day (1); Once a week (2); Once every two weeks (3); Once a month (4); Once every two months or less (5)
Question 5	B5	Percentage of monthly income spent in malls	Less than five percent (1); Up to 10 percent (2); Between 11 and 15 percent (3); Between 16 and 20 percent (4); More than 20 percent (5)

Table 4.1   Coding information (continued...)

Section C: Mall shopping motivations

Item	Code	Dimension measured	Value assigned to responses
Items 1 – 4	C1 – C4	Aesthetic	
Items 5 – 9	C5 – C9	Escape	
Items 10 – 12	C10 – C12	Diversion	
Items 13 – 16	C13 – C16	Flow	Strongly disagree (1); Disagree (2); Slightly disagree (3); Slightly agree (4); Agree (5)
Items 17 – 19	C17 – C19	Exploration	Strongly agree (6)
Items 20 – 22	C20 – C22	Role enactment	
Items 23 – 26	C23 – C26	Social	
Items 27 – 31	C27 – C31	Convenience	

The data cleaning that was conducted on the data set is described in the following section.

4.4.2   Data cleaning

In order to discard questionnaires completed by participants falling outside of the defined target population, as well as questionnaires that had missing values greater than ten percent, data cleaning was conducted in this study. Of the 400 questionnaires administered, 348 completed questionnaires were returned, which indicates an 87 percent response rate. The data cleaning resulted in 322 complete and usable questionnaires, resulting in an actual response rate of 81 percent. Pertaining to questionnaires with missing values of less than ten percent, the mode value was used to substitute the missing values for the scaled-response items.

The following section discusses the tabulation of responses received.

4.4.3   Tabulation of variables

After the data was coded, the next step was to tabulate the data. Table 4.2 offers the frequencies of the responses obtained from the total sample, for Section C of the questionnaire, which aimed at measuring the shopping motivations of black Generation Y students.

Table 4.2   Frequency table of responses

Code	Scale item	Strongly disagree 1	Disagree 2	Slightly disagree 3	Slightly agree 4	Agree 5	Strongly agree 6
Dimension 1: Aesthetic							
C1	The interior design of the malls usually attracts my attention.	7	17	23	62	139	74
C2	I notice the colour of the mall interior.	14	26	37	101	100	44
C3	I notice the layout of the mall.	13	11	29	89	115	65
C4	The environment (i.e. lighting and decor) in the malls attracts my attention.	8	12	29	72	106	95
Dimension 2: Escape							
C5	I am usually in a good mood when I am in a mall.	8	9	31	74	101	99
C6	When I am bored and need something to do, the mall is a good place to go.	48	45	50	64	55	60
C7	When I am lonely, the mall is a good place to go.	61	53	54	66	48	40
C8	When I am stressed, the mall is a good place to go.	62	51	67	41	54	47
C9	I feel relaxed during my mall visit.	23	19	38	91	90	61
Dimension 3: Diversion							
C10	I often visit the mall to avoid bad weather.	123	75	58	36	23	7
C11	I often visit the mall to avoid traffic congestion.	131	77	48	36	22	8
C12	I visit the mall to escape from the daily routine life	87	87	47	49	37	15
Dimension 4: Flow							
C13	When I am in a mall, I feel like I am in another world.	46	45	51	101	53	26
C14	I usually lose track of time, when I am in the mall.	17	21	30	63	91	100
C15	I usually spend more time in the mall than I anticipated.	19	31	31	64	85	92
C16	A mall is a good place to find out what is new.	5	17	25	68	114	93
Dimension 5: Exploration							
C17	Many stores in the mall are fun to visit	5	13	37	91	105	71
C18	I consider a visit to the mall as a learning experience.	34	32	71	107	59	19
C19	I enjoy handling the products on display.	19	33	63	96	81	30

Table 4.2   Frequency table of responses (continued…)

Code	Scale item	Strongly disagree 1	Disagree 2	Slightly disagree 3	Slightly agree 4	Agree 5	Strongly agree 6
Dimension 6: Role enactment							
C20	I am good at finding the best deals in the mall.	15	31	44	96	82	54
C21	I shop sensibly because I have a responsibility to my family.	41	39	68	78	62	34
C22	I compare products and prices to get the best value for my money.	6	8	19	52	90	147
Dimension 7: Social							
C23	I enjoy going to the mall with friends.	10	17	16	53	108	118
C24	I enjoy meeting new people in the mall.	22	24	37	78	87	74
C25	The sales people in the stores in the mall are friendly.	11	29	64	110	68	40
C26	I enjoy chatting with people in the mall.	28	39	65	96	62	32
Dimension 8: Convenience							
C27	The mall is conveniently located.	11	19	40	100	107	45
C28	The mall has convenient shopping hours.	12	15	34	84	112	65
C29	The mall is convenient because it is a one-stop shopping place (all I need in just 'one-stop').	8	20	32	84	96	82
C30	The mall is convenient because I can do multi-purpose shopping (i.e. food, clothes, eye-care, banking, entertainment).	4	10	7	43	105	153
C31	The mall is convenient because I can do comparison shopping (comparing prices to get the best deals).	6	6	12	51	96	151

The following section, Section 4.4, reports on the demographical attributes and the mall shopping habits of the sample of participants that took part in the study.

4.5   DEMOGRAPHIC AND MALL SHOPPING HABITS ANALYSIS

This section first provides a description of the sample in terms of their demographics, as well as a description of the samples' reported mall shopping habits. The demographical information is illustrated by means of pie charts and bar graphs.

4.5.1 Sample description

As indicated in Section 4.4.2, of the 400 questionnaires distributed, 322 complete and useable questionnaires were returned, resulting in a response rate of 81 percent. Given that the final sample only includes participants that fell in the defined target population, no graphs are provided for country of origin or ethnic group.

For presenting a general overview of the sample of participants who partook in this study, a description follows of the samples' demographic characteristics pertaining to their higher education institution, province of origin, gender, mother tongue language, age, monthly income and main source of monthly income.

Institutions

46.9%
53.1%

■ Traditional University
■ University of Technology
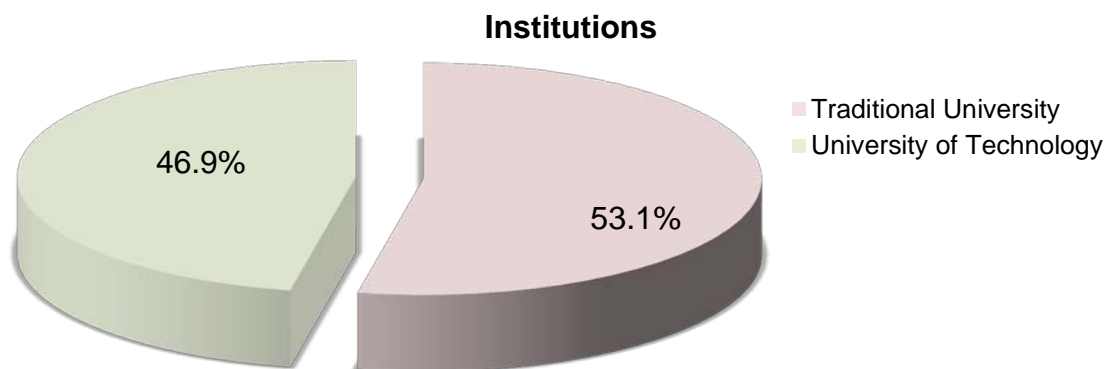
Figure 4.1   Higher education institution

The total sample (N) of individuals who participated in this study comprises students from two HEI campuses. As shown in Figure 4.1, 53.1 percent of the participants were from a traditional university and 46.9 percent of the participants came from a university of technology.

Province of origin

Eastern Cape: 5.3%
Free State: 10.2%
Gauteng: 42.5%
KwaZulu-Natal: 1.9%
Limpopo: 23.9%
Mpumalanga: 5.6%
Northern Cape: 0.9%
North West: 9.3%
Missing: 0.3%
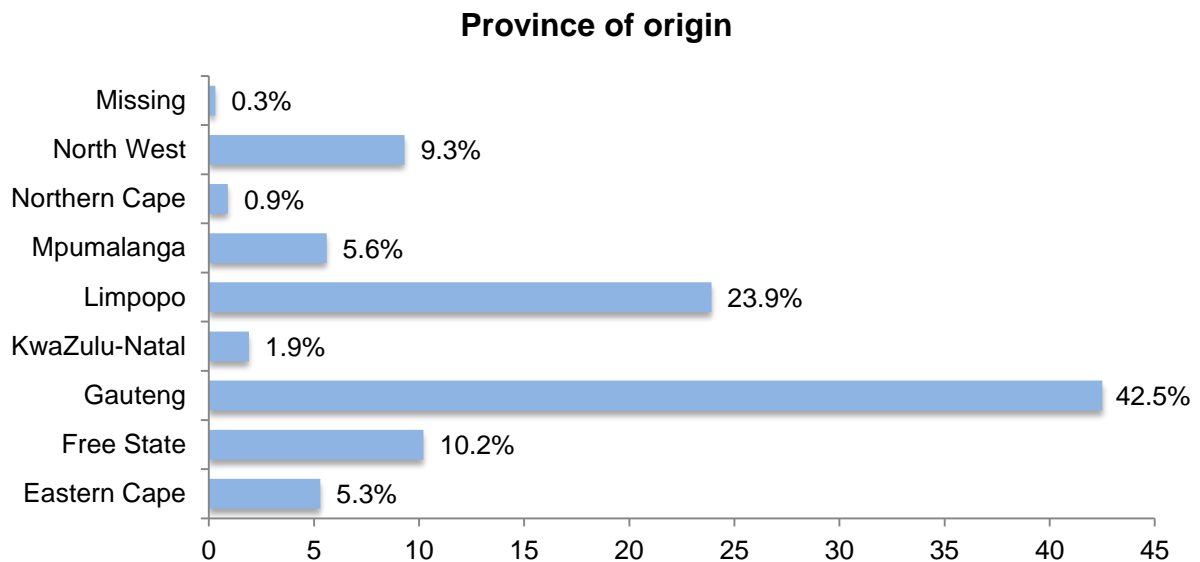
Figure 4.2   Participants' province of origin

According to Figure 4.2, the majority of the participants originated from the Gauteng province, representing 42.5 percent of the sample. The Limpopo province represented 23.9 percent and the Free State province represented 10.2 percent of the sample. The North West, Mpumalanga and Eastern Cape represented 9.3, 5.6 and 5.3 percent of the sample respectively. KwaZulu-Natal represented 1.9 percent of the sample and the Northern Cape represented 0.9 percent of the sample. There were no participants from the Western Cape Province. One participant did not answer the question, resulting in a missing 0.3 percent of the responses.

Gender Profile

52.2%   47.8%   □ Male   □ Female
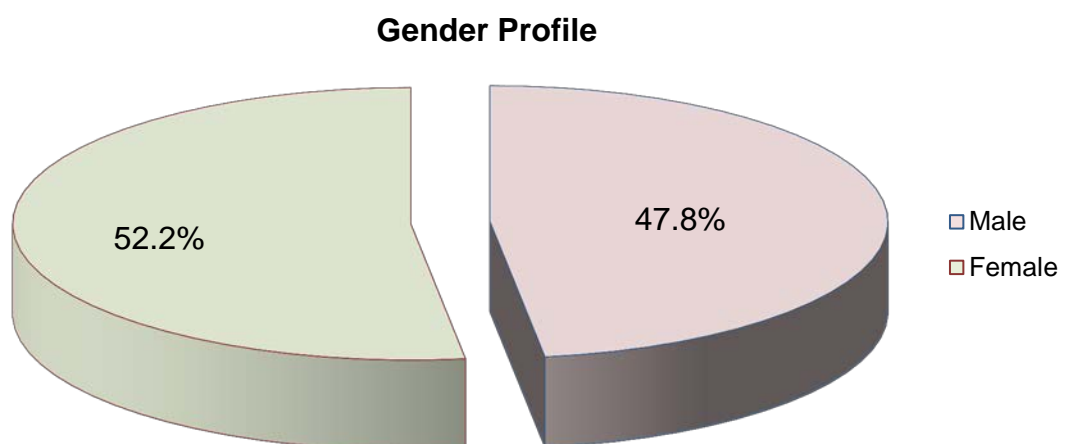
Figure 4.3   Participants' gender profile

Figure 4.3 displays the distribution information about the participants' gender. The gender differences of the sample suggest that the majority of the participants were female, representing 52.2 percent, and 47.8 percent of the sample were male.

Mother tongue language

Language	Percentage
Missing	0.6%
Other	1.2%
Xitsonga	9.6%
Tshivenda	11.2%
siSwati	1.9%
Setswana	11.8%
Sesotho	25.2%
Sesotho sa Leboa	11.2%
isiZulu	14.3%
isiXhosa	11.5%
isiNdebele	0.9%
English	0.3%
Afrikaans	0.3%
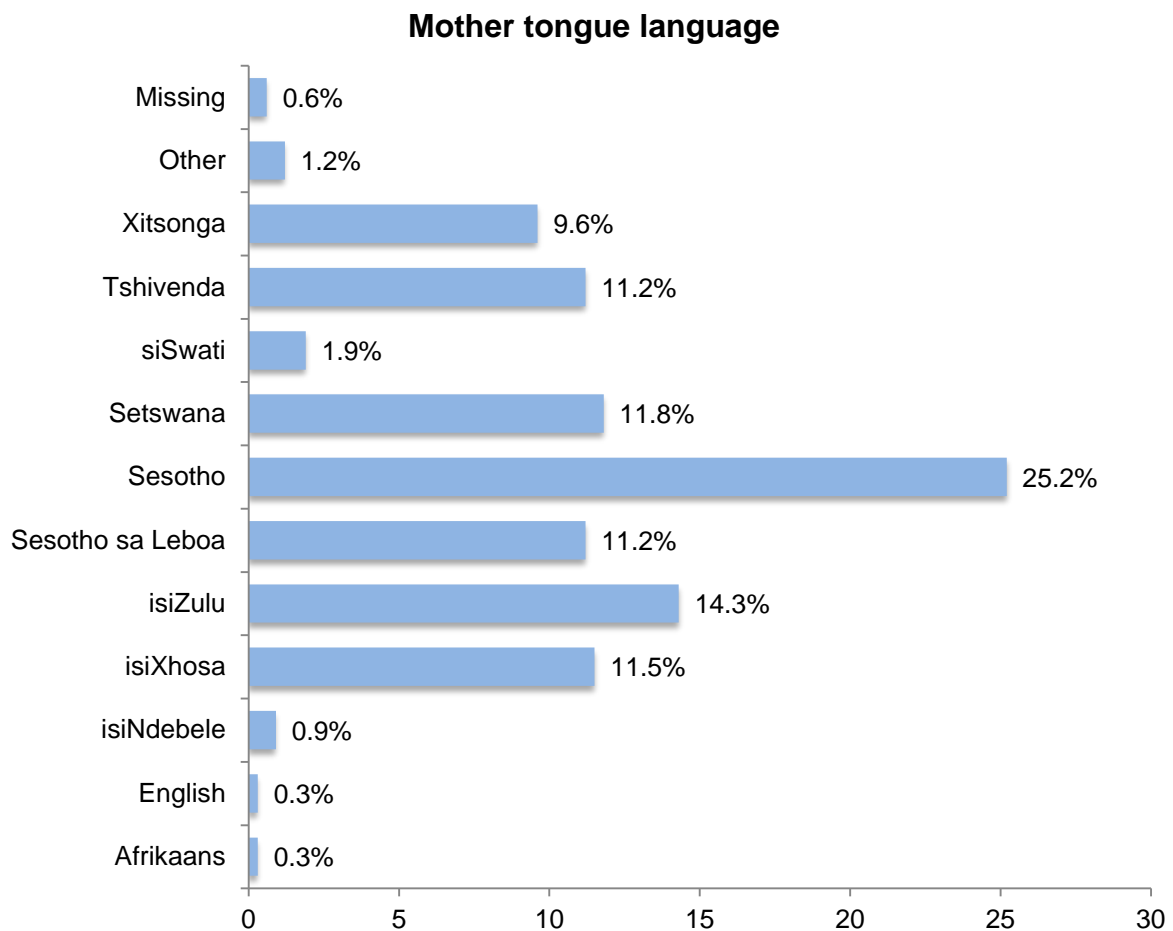
Figure 4.4   Mother tongue language of participants

As indicated in Figure 4.4, most of the participants indicated their mother tongue language as Sesotho (25.2%), followed by isiZulu (14.3%), Setswana (11.8%), isiXhosa (11.5%), Sesotho sa Leboa (11.2%), Tshivenda (11.2%) and Xitsonga (9.6%). Of the remaining participants, 1.9 percent were SiSwati speaking and 0.9 percent, IsiNdebele speaking. The smallest portions of the sample, 0.3 percent, respectively, represented the participants who indicated that English or Afrikaans was their mother tongue. The 'other' category, which made provision for specifying other mother tongue languages that are not listed among the options provided in the questionnaire, was marked by four participants; that is, 1.2 percent. These four participants did not indicate their mother tongue language. Two participants, representing 0.6 percent, failed to answer the question relating to mother tongue language.

Age of participants
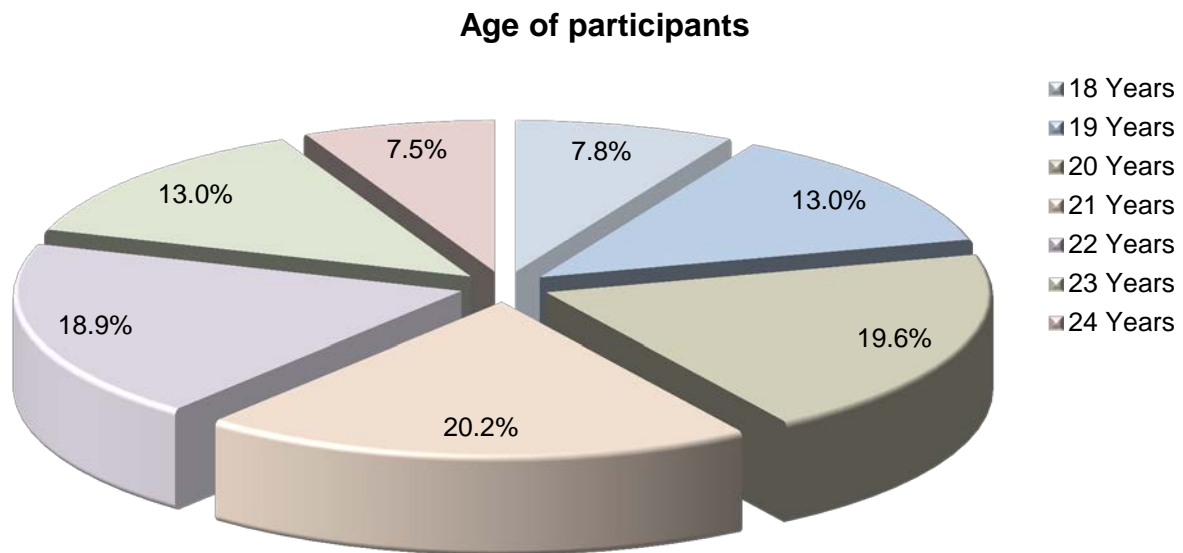
Figure 4.5   Participants' age distribution

Figure 4.5 offers the distribution information relating to the participants' age. In accordance with the defined target population of students between 18 and 24 years old, age was used as a screening question (Section 3.4.1). From Figure 4.5 it can be seen that all the participants qualified to participate in this study. The majority of the participants indicated they were 21 years of age (20.2%), followed by those who were 20 years of age (19.6%) and 22 years of age (18.9%). Of the remaining participants, 13 percent were 19 and 23 years of age respectively, 7.8 percent were 18 years of age and 7.5 percent 24 years of age.
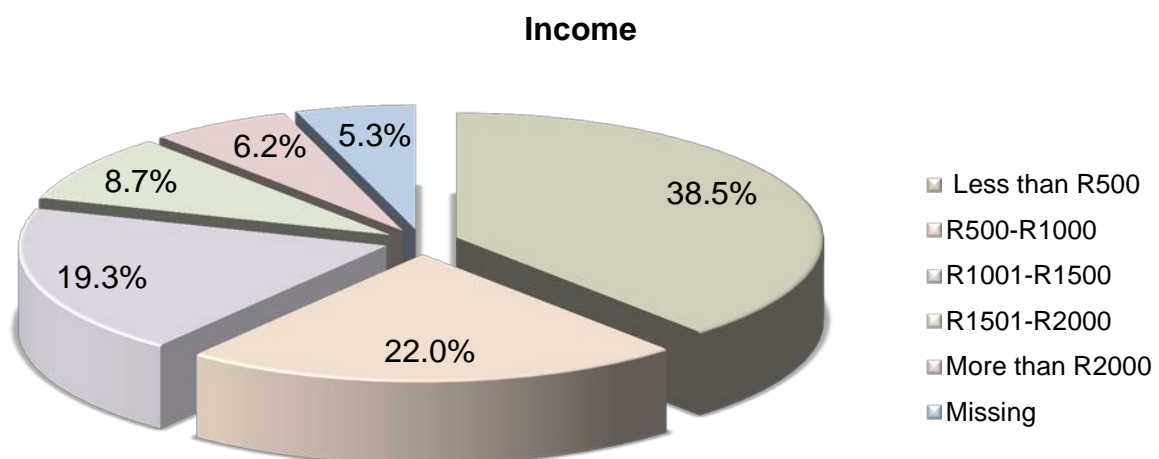
Income

Figure 4.6   Monthly income

Figure 4.6 presents the demographic information pertaining to the participants' monthly income. The question was included to determine the participants' shopping power. Specific marketing strategies can be developed for this target market, by determining the participants' shopping power. Figure 4.6 indicates that the majority of the participants (38.5%) received a monthly income of less than R500, followed by those participants (22.0%) receiving a monthly income of between R500 and R1000 and those participants (19.3%) receiving a monthly income of between R1001 and R1500. The second last category, representing 8.7 percent of the total sample, indicated receiving a monthly income of between R1501 and R2000. Lastly, 6.2 percent of the participants indicated receiving a monthly income of more than R2000. Of the participants, 17 participants failed to complete this question, signifying a missing value of 5.3 percent.
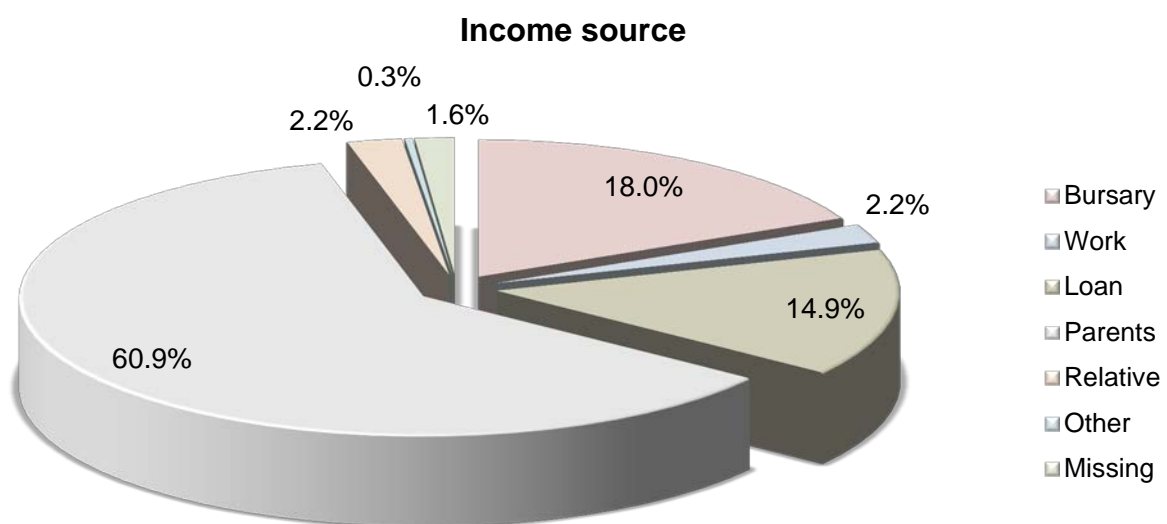
Figure 4.7   Source of income

The distribution information pertaining to the participants' main source of income is exhibited in Figure 4.7. While 18.0 percent of the participants reported receiving money from a bursary, 2.2 percent from a relative, 14.9 percent from a loan and 2.2 percent from employment, the majority of the participants indicated receiving money from their parents as their main source of income (60.9%). One point six (1.6) percent of participants did not complete this question and 0.3 percent of participants indicated they received income from another source.

The following section reports on the mall shopping habits provided by the participants.

4.5.2   Mall shopping habits information

In addition to demographic questions, Section B of the questionnaire included five questions requesting mall shopping habits information from the participants, pertaining to hours spend at a mall during one visit, number of different store visits during a trip to the mall, number of malls visited in the last month, frequency of mall visits and percentage of monthly income spend in malls.

Figure 4.8 presents a summary of how many hours the participants spend at a mall during a single mall visit.

Hours spent at mall

Category	Percentage
More than 4 hours	16.5%
3-4 hours	18.0%
2-3 hours	26.7%
1-2 hours	28.0%
Less than 1 hour	10.9%
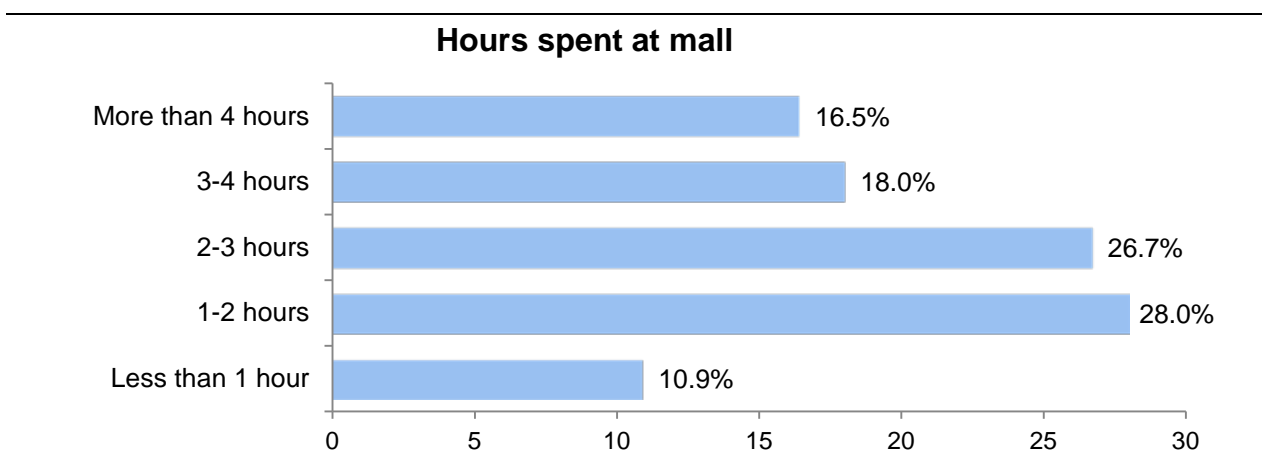
Figure 4.8   Hours spent at a mall during a single mall visit

Figure 4.8 indicates the amount of time the participants spend at a shopping mall. Of the participants, 10.9 percent indicated spending less than an hour at a mall during a single visit, while 28.0 percent indicated spending up to two hours per visit, 26.7 percent two to three hours per visit and 18.0 percent three to four hours per visit. Of the participants, 16.5 percent reported spending more than four hours at the mall during a single visit.

Different store visits

Missing	0.3%
More than 9	13.7%
7-8	11.2%
5-6	32.0%
3-4	30.7%
1-2	12.1%
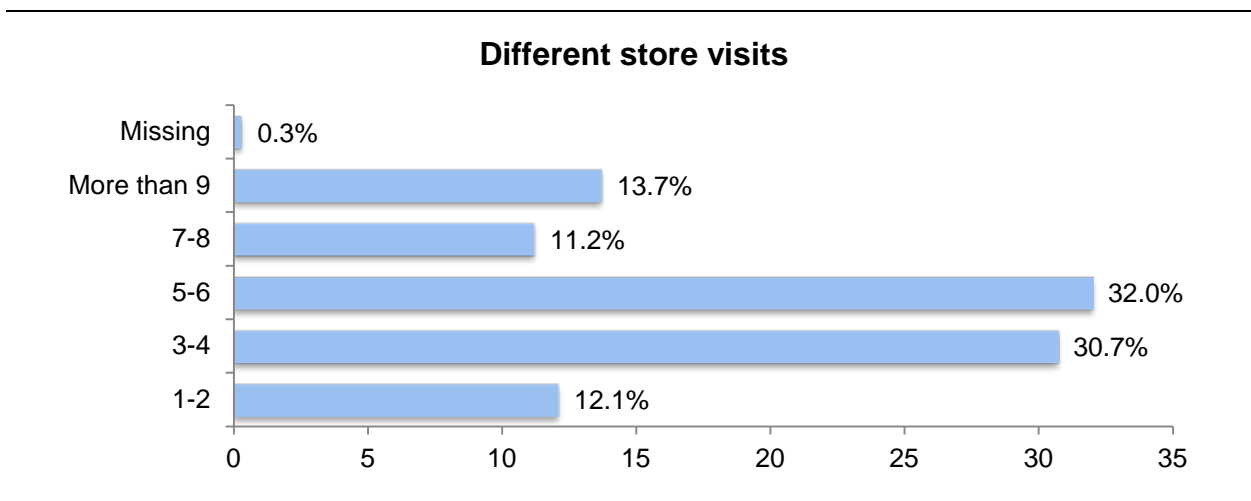
Figure 4.9   Different stores visited during a normal mall visit

Figure 4.9 reveals that the majority of the participants indicated that they visit five to six different stores (32.0%) during a mall visit, closely followed by those who indicated visiting three to four different stores (30.7%). Of the participants, 12.1 percent reported visiting only one to two different stores during a normal mall visit, while 11.2 percent visit seven to eight stores and 13.7 percent more than nine different stores during a normal mall visit. Of the 322 participants, 10 participants did not complete this question, signifying a missing value of 0.3 percent.

Different malls visited

Missing	0.3%
More than 7	4.0%
5-6	4.0%
3-4	24.8%
1-2	55.9%
None	10.9%
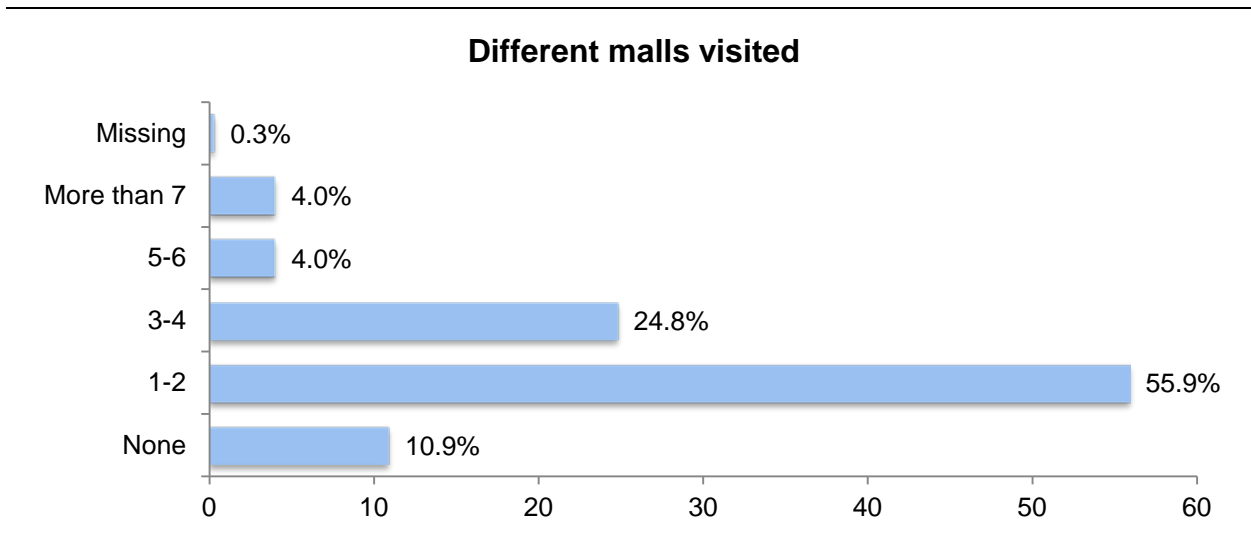
Figure 4.10 Different shopping malls visited in the last month

With regard to the participants reporting to the number of different malls visited in the last month, the results show that the majority of the participants in this study do visit different malls. Even though some of the participants indicated that, on average, they did not visit a mall in the last month (10.9%), 55.9 percent visited between one to two

malls, 24.8 percent visited between three to four malls, 4.0 percent between five to six malls and 4.0 percent visited more than seven malls within the last month. 0.3 percent of the participants did not complete the question. This is indicated in Figure 4.10.

Frequency of visits
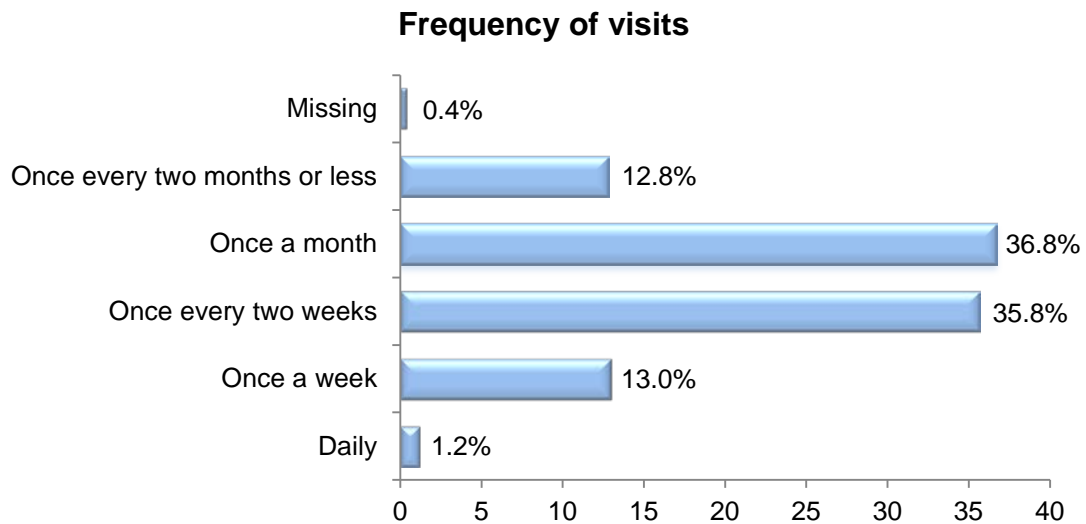
Figure 4.11 Frequency of shopping mall visits

Pertaining to how often the participants reported visiting a shopping mall, the results show that the participants in this study visit a shopping mall frequently. Figure 4.11 illustrate that the majority of participants indicated that they visit a shopping mall once a month (36.8%), followed by those who indicated vising a shopping mall once every two weeks (35.8%), once every week (13.0%), once every two months or less (12.8%) and once daily (1.2%). Of the participants, two (0.4%) participants did not complete this question.

Mall spending
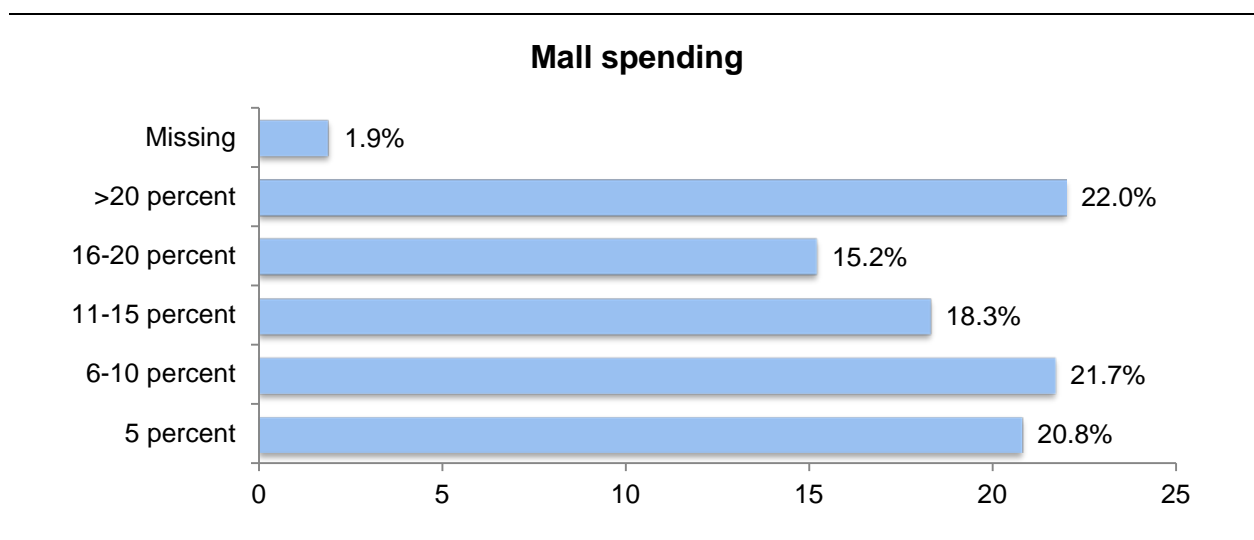
Figure 4.12 Portion of monthly income spent at a mall

Figure 4.12 presented the demographic information related to the percentage of participants' monthly income spent at shopping malls. Once again, this question was included to determine the participants' mall shopping power. Figure 4.12 indicates that the majority of the participants (22.0%) reported spending more than 20 percent of their monthly income at a mall, closely followed by those participants spending between six to ten percent (21.7%) and more than five percent (20.8%) of their monthly income at a mall. The second last category, representing 18.3 percent of the total sample indicated spending between 11 and 15 percent of their monthly income on shopping at a mall. Lastly, 15.2 percent of the participants indicated spending between 16 and 20 percent of their monthly income at a mall. Six participants, representing 1.9 percent, failed to answer the question relating to mall spending.

Section 4.5 provided information on the demographics regarding the total sample used in this study. The following section discusses the confirmatory principal components factor analysis conducted on the scaled responses in the questionnaire used for the main survey of this study.

4.6 EXPLORATORY PRINCIPAL COMPONENTS ANALYSIS

Exploratory principal components factor analysis, using the varimax rotation, was applied to the data set to determine whether the 31 items used within Section C of the questionnaire, yielded the proposed dimensions, and to detect if the variables loaded on the intended dimensions. Prior to performing this analysis, the Kaiser-Meyer-Olkin

(KMO) test for sampling adequacy, as well as the Bartlett's test of sphericity, was executed.

Pallant (2013:183) suggests a value of 0.6 and larger for the KMO test, and a significant Bartlett's test of sphericity value to disclose the adequacy of the sample data for principle components analysis. Both of these tests returned satisfactory values [KMO=0.828, chi-square Bartlett test=3763.836 (df=465), p=0.000<0.05], thereby confirming the data's suitability for principle component analysis. After the factorability of the data had been ascertained, principle component analysis, using varimax rotation was performed on scaled items. Table 4.3 illustrates the eight factors extracted, together with the eigenvalues, percentage variance and cumulative variance explained by each factor.

Table 4.3   Exploratory principal components analysis results

| | Factors | | | | | | | | |
Item	1	2	3	4	5	6	7	8	Commu-nalities
C1		0.719							0.615
C2		0.792							0.668
C3		0.786							0.671
C4		0.754							0.642
C5	0.519								0.459
C6	0.855								0.801
C7	0.842								0.792
C8	0.807								0.733
C9	0.587								0.493
C10				0.808					0.754
C11				0.839					0.728
C12				0.656					0.639
C13			0.473						0.513
C14			0.820						0.712
C15			0.821						0.735
C16			0.511						0.548
C17							0.678		0.656
C18							0.742		0.657
C19							0.680		0.611
C20								0.527	0.571
C21								0.663	0.610
C22								0.714	0.577

Table 4.3   Exploratory principal components analysis results (continued...)

	Factors								Commu-nalities
Item	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	
C23						0.434			0.516
C24						0.795			0.679
C25						0.662			0.493
C26						0.790			0.720
C27					0.525				0.457
C28					0.702				0.547
C29					0.708				0.524
C30					0.642				0.614
C31					0.577				0.591
Eigenvalues	6.850	2.831	2.189	1.931	1.590	1.467	1.362	1.107	
%Variance	10.271	8.264	8.151	7.936	7.435	7.388	7.161	5.739	
Cumulative percentage	10.271	18.535	26.686	34.622	42.057	49.446	56.607	62.346	

As is evident from Table 4.3, eight factors from the mall shopping motivations scale emerged with eigenvalues greater than 1.0. These eight factors explained 62.35 percent of the total variance. Each of the communalities was over 0.40, with the majority being above 0.50, thereby indicating that a large amount of the variance in an item had been extracted by the factor solution (Hair *et al.,* 2010:119).

Furthermore, the four items pertaining to the influence of a mall's design features and physical appearance on motives to shop at a mall, loaded as expected on Factor 1 and therefore were named aesthetic. The five items related to the influence of a mall offering relief of boredom or loneliness as a motive to shop at a mall, loaded on Factor 2 and therefore were named escape. The three items concerned with the influence of a mall offering diversion from everyday life, such as avoiding traffic and bad weather as a motive to shop at a mall, loaded on Factor 3 and therefore were named diversion. The four items associated with the influence of a mall to lose track of time due to the pleasurable absorption of the direct surroundings as a motive to shop at a mall, loaded on Factor 4 and therefore were named flow. The three items pertaining to the influence of a mall to learn about new trends as a motivation to shop at a mall, loaded on Factor 5 and therefore were named exploration. The three items relating to the influence of a mall fulfilling a role that is significant to one's personal identity as a mall shopping

motivation, loaded on Factor 6 and therefore were named role enactment. The four items associated with the influence of a mall providing the opportunity for a social experience as a motive to shop at a mall, loaded on Factor 7 and therefore were named social. The five items frequently associated with a shopping mall's convenient location and variety of product assortment offered as a motive to shop at a mall, loaded on Factor 8 and therefore were named convenience.

The following section discusses the internal-consistency reliability of the total scale as well as these eight factors used in the main survey.

4.7 INTERNAL-CONSISTENCY RELIABILITY ASSESSMENT

Prior to computing the summary measures of the factors, an assessment of the internal-consistency reliability values of the scaled responses was performed, specifically the Cronbach's alpha, average inter-item correlation, corrected item-total correlation and Cronbach's alpha if item is deleted. The computed SPSS internal-consistency reliability output is reported in Table 4.4.

Table 4.4   Internal-consistency reliability measures

Factors	Items	Chronbach's alpha	Average inter-item correlation	Corrected item-total correlation	Cronbach's alpha if item is deleted
Aesthetic	C1	0.8	0.5	0.6	0.8
	C2			0.6	0.7
	C3			0.6	0.7
	C4			0.6	0.7
Escape	C5	0.8	0.5	0.4	0.8
	C6			0.8	0.8
	C7			0.8	0.8
	C8			0.7	0.8
	C9			0.6	0.8
Diversion	C10	0.8	0.6	0.7	0.6
	C11			0.7	0.6
	C12			0.5	0.8
Flow	C13	0.8	0.4	0.4	0.8
	C14			0.7	0.6
	C15			0.7	0.6
	C16			0.5	0.7

Table 4.4   Internal-consistency reliability measures (continued…)

Factors	Items	Chronbach's alpha	Average inter-item correlation	Corrected item-total correlation	Cronbach's alpha if item is deleted
Exploration	C17	0.7	0.4	0.5	0.6
	C18			0.5	0.6
	C19			0.6	0.6
Role enactment	C20	0.6	0.3	0.4	0.4
	C21			0.4	0.5
	C22			0.3	0.5
Social	C23	0.7	0.4	0.4	0.7
	C24			0.6	0.6
	C25			0.5	0.7
	C26			0.6	0.6
Convenience	C27	0.7	0.3	0.4	0.7
	C28			0.5	0.6
	C29			0.5	0.6
	C30			0.5	0.6
	C31			0.5	0.6

The Likert scale for Section C of the measuring instrument pertaining to the mall shopping motivations of black Generation Y students returned a Cronbach alpha value of 0.88 for the entire scale. As is evident from Table 4.4, the Cronbach alpha values for each factor exceeded the recommended 0.7 value (Malhotra, 2010:317), ranging from 0.6 to 0.8. While the Cronbach alpha value for role enactment factor was just on the cusp of an acceptable value for internal-consistency reliability, Pallant (2013:98) indicates that for scales comprising fewer than ten items it is preferable to report on the average inter-item correlation, given that Cronbach's alpha is notoriously vulnerable to the number of items in the scale. Furthermore, an assessment of the item-to-total correlation values in the role-enactment factor items exceeded the acceptable level of 0.3 (Field, 2009:678). As suggested by Pallant (2013:98), the mean average inter-item correlation for the overall scale as well as for the eight factors, for assessing internal reliability and construct validity, was computed. The inter-item correlation values for the entire scale were 0.2. The average inter-item correlation values for the eight factors ranged from 0.3 to 0.6, which was within the recommended range of 0.15 to 0.50 (Clark & Watson, 1995:316). The item-to-total correlation values for the 31 items exceeded the

acceptable level of 0.3 (Pallant, 2013:98). This suggests that the scale exhibited both convergent and discriminant validity.

4.8 DESCRIPTIVE STATISTICS

Descriptive statistics are concerned with the summary of the data obtained for a group of individual units of analysis (Welman *et al.*, 2005:231). Table 4.5 represents the mean values, standard deviation, skewness and kurtosis for the eight factors of the scale. The number of questionnaires completed by the participants is indicated as the Valid N in Table. 4.4. Given the six-point Likert scale, which ranged from strongly disagree (1) to strongly agree (6), higher mean values denote greater agreement amongst the sampled Generation Y students. Table 4.5 provides a summary of the descriptive statistics pertaining to black Generation Y students' motives towards mall shopping.

Table 4.5   Descriptive statistics per factor

Factors	Valid N	Mean	Standard deviation	Skewness	Kurtosis
Aesthetic	322	4.497	0.970	-0.767	0.747
Escape	322	3.852	1.208	-0.147	-0.675
Diversion	322	2.435	1.194	0.702	-0.177
Flow	322	4.263	1.073	-0.486	-0.414
Exploration	322	3.983	1.016	-0.412	0.070
Role enactment	322	4.239	0.980	-0.474	0.110
Social	322	4.186	1.000	-0.497	-0.006
Convenience	322	4.696	0.799	-0.545	0.182

As reflected in Table 4.5, the highest mean was recorded on convenience motives (mean=4.696), followed by aesthetic motives (mean=4.497), flow motives (mean=4.263), role enactment (mean=4.239) and social motives (mean=4.186). The lowest means were recorded for diversion motives (mean=2.435), escape (mean=3.852) and exploration motives (mean=3.983).

This infers that black Generation Y students like the convenience offered by shopping at a mall, due to malls being conveniently located, offering convenient shopping hours and being a one-stop shopping place. Furthermore, the students view the aesthetics of malls as appealing, indicating that they find the interior design, the layout and the mall environment attractive. Moreover, black Generation Y students report spending more time in malls than anticipated, losing track of time when they are in a mall, and they feel

like they are in another world. Furthermore, this proposes that black Generation Y students perceive themselves as being sensible shoppers who are good at finding the best deals and who compare products and prices to get the best value for their money. In addition, the students report malls to be a good place for socialising with other people, such as meeting new people and spending time with their friends. In relation to the other motives for shopping at a mall, the low means recorded on the desire for diversion motives, escape activity motives and desire for exploration motives suggest that they do not visit a mall in order to avoid bad weather or traffic congestion, nor do they visit a mall to escape from the demands and stress at work or home or to explore to learn about new fashion and trends.

Table 4.5 also shows that the highest standard deviation occurred on escape motives (Std. Dev. =1.208), suggesting a greater dispersion in responses to the items in this factor. Aesthetic motives recorded the lowest standard deviation (Std. Dev. =0.970), indicating less dispersion in responses to the items in this factor.

In addition, the data set seems to be distributed normally since none of the skewness values fall outside the -2 to +2 range. With regard to the kurtosis values, the results suggest that the data set is relatively flat.

After computing the descriptive statistics, the relationships between the mall shopping motivation dimensions were assessed, as outlined in the following section.

4.9 CORRELATION ANALYSIS

Correlation analysis measures the relationship between two variables. It is mainly used for exploring the effect of one variable on another (Cohen *et al.,* 2011:530). For the purpose of this study, the Pearson's product-moment correlation coefficients (*r*) between each pair of factors were computed in order to measure the relationship between the mall shopping motivations. According to Pallant (2013:132), the strength of the relationship is given by the Pearson *r*, whereby values ranging between 0.10 and 0.29 denote a small relationship, values ranging from 0.30 to 0.49 indicate a medium relationship, and values ranging from 0.50 to 1.0 denote a strong relationship. The correlation matrix is reported in Table 4.5.

Table 4.6   Correlation matrix

Factors	Aesthetic	Escape	Diversion	Flow	Exploration	Role enactment	Social
Aesthetic							
Escape	0.245[**]						
Diversion	0.190[**]	0.373[**]					
Flow	0.216[**]	0.451[**]	0.300[**]				
Exploration	0.280[**]	0.413[**]	0.283[**]	0.441[**]			
Role enactment	0.200[**]	0.195[**]	0.097	0.211[**]	0.354[**]		
Social	0.185[**]	0.311[**]	0.231[**]	0.382[**]	0.448[**]	0.229[**]	
Convenience	0.206[**]	0.165[**]	0.014	0.309[**]	0.291[**]	0.312[**]	0.291[**]

As indicated in Table 4.6, there is a statistically positive relationship between seven of the eight pairs of factors, namely aesthetic stimulation, escape activity, preference for flow, desire for exploration, role enactment, social interaction and shopping convenience. However, there was no significant correlation found between the need for diversion and role enactment (r=0.097), nor between the need for diversion and shopping convenience (r=0.014). This suggests that there is not a potentially strong relationship between students' motive to shop at mall to break away from their boring routine daily lives and role enactment and shopping convenience.

The next section outlines the formulation of the hypotheses.

4.10 HYPOTHESES TESTING

For the purpose of hypotheses testing, a one-sample t-test and analysis of variance (ANOVA) were undertaken. For each of these tests, the significance level was set at the conventional 5 percent level; that is, $\alpha = 0.05$ (Kolb, 2008:259). The decision rules applied as suggested by Pallant (2013:235), were as follows:

- If p-value > α, then conclude H_0.

- If p-value ≤ α, then conclude Ha.

The following section reports on the results obtained from the tests undertaken for determining the statistical and practical significant differences among black Generation Y students' mall shopping motivations, including aesthetic stimulation, escape activity, need for diversion, preference for flow, desire for exploration, need to enact a role, desire for social interaction and desire for shopping convenience. One-sample t-tests

were used to examine if there was a difference between students' motivations for shopping at a mall.

4.10.1   One-sample t-test

For the purpose of addressing the first eight empirical objectives of this study, formulated in Chapter 1 (refer to Section 1.3.3), a single-tailed, one-sample t-test was conducted to determine whether black Generation Y students have statistically significant positive mall shopping motivations. The expected mean was set at $X > 3.5$. The hypotheses (H_01/Ha1–H_08/Ha8) were formulated as follows:

H_01:   Black Generation Y students do not exhibit a significant positive preference for aesthetic stimulation as a mall shopping motivation.

Ha1:   Black Generation Y students do exhibit a significant positive preference for aesthetic stimulation as a mall shopping motivation.

H_02:   Black Generation Y students do not exhibit a significant positive desire for escape activity as a mall shopping motivation.

Ha2:   Black Generation Y students do exhibit a significant positive desire for escape activity as a mall shopping motivation.

H_03:   Black Generation Y students do not exhibit a significant positive need for diversion as a mall shopping motivation.

Ha3:   Black Generation Y students do exhibit a significant positive need for diversion as a mall shopping motivation.

H_04:   Black Generation Y students do not exhibit a significant positive preference for flow as a mall shopping motivation.

Ha4:   Black Generation Y students do exhibit a significant positive preference for flow as a mall shopping motivation.

H_05:   Black Generation Y students do not exhibit a significant positive desire for exploration as a mall shopping motivation.

Ha5: Black Generation Y students do exhibit a significant positive desire for exploration as a mall shopping motivation.

$H_0$6: Black Generation Y students do not exhibit a significant positive drive to enact a role as a mall shopping motivation.

Ha6: Black Generation Y students do exhibit a significant positive drive to enact a role as a mall shopping motivation.

$H_0$7: Black Generation Y students do not exhibit a significant positive desire for social interaction, as a mall shopping motivation.

Ha7: Black Generation Y students do exhibit a significant positive desire for social interaction, as a mall shopping motivation.

$H_0$8: Black Generation Y students do not exhibit a significant positive desire for shopping convenience as a mall shopping motivation.

Ha8: Black Generation Y students do exhibit a significant positive desire for shopping convenience as a mall shopping motivation.

Table 4.7 reports on the findings of the calculated t-values and p-values pertaining to the participants' mall shopping motivations.

Table 4.7   Generation Y students' mall shopping motivations

Factors	Mean	Standard deviation	Standard error	t-statistic	p-value
Aesthetic	4.497	0.970	0.054	18.443	0.000[*]
Escape	3.852	1.208	0.067	5.231	0.000[*]
Diversion	2.435	1.194	0.067	-16.002	0.000[*]
Flow	4.263	1.073	0.060	12.758	0.000[*]
Explore	3.983	1.016	0.057	8.540	0.000[*]
Role	4.239	0.980	0.055	13.532	0.000[*]
Social	4.186	1.000	0.056	12.312	0.000[*]
Convenience	4.696	0.799	0.045	26.860	0.000[*]

[*] Significant at the 0.05 level

From Table 4.7, it can be seen that a p-value of $p < 0.05$ was calculated on the participants' preference for aesthetic stimulation as a mall shopping motivation (Factor 1). Therefore, H_01 is rejected and H_a1 is supported. This suggests that black Generation Y students exhibit a statistically significant positive preference for aesthetic stimulation ($p = 0.000 < 0.05$). Likewise, a p-value of $p < 0.05$ was computed on the participants' desire for escape activity as a mall shopping motivation (Factor 2). As such, H_02 is rejected and H_a2 is supported. Black Generation Y students do appear to have a statistically significant positive desire for escape activity as a mall shopping motivation ($p = 0.000 < 0.05$). Similarly, a p-value of $p < 0.05$ was calculated on the participants' need for diversion as a mall shopping motivation (Factor 3). Therefore, H_03 is rejected and H_a3 is supported. This suggests that Black Generation Y students exhibit a statistically significant positive need for diversion as a mall shopping motivation ($p = 0.000 < 0.05$). Again, a p-value of $p < 0.05$ was calculated on the preference for flow as a mall shopping motivation (Factor 4). Consequently, H_04 is rejected and H_a4 is supported. Black Generation Y students appear to have a statistically significant positive preference for flow as a mall shopping motivation ($p = 0.000 < 0.05$). Concerning black Generation Y students' desire for exploration as a mall shopping motivation (Factor 5), a p-value of $p < 0.05$ was supported and, therefore, H_05 is rejected and H_a5 is supported. This suggests that black Generation Y students appear to have a statistically significant positive desire for exploration as a mall shopping motivation ($p = 0.000 < 0.05$). Equally, a p-value of $p < 0.05$ was computed on the participants' drive to enact a role as a mall shopping motivation (Factor 6), a p-value of $p < 0.05$ was calculated and, therefore, H_06 is rejected and H_a6 is supported. This suggests that black Generation Y students appear to have a statistically significant positive drive to enact a role as a mall shopping motivation ($p = 0.000 < 0.05$). In the same way, a p-value of $p < 0.05$ was computed on the participants' desire for social interaction, as a mall shopping motivation (Factor 7), a p-value of $p < 0.05$ was calculated and, therefore, H_07 is rejected and H_a7 is supported. This suggests that black Generation Y students appear to have a statistically significant positive desire for social interaction, as a mall shopping motivation ($p = 0.000 < 0.05$). A p-value of $p < 0.05$ was also computed on the participants' desire for shopping convenience as a mall shopping motivation (Factor 8), a p-value of $p < 0.05$ was calculated and, therefore, H_08 is rejected and $Ha8$ is supported. This suggests that black Generation Y students appear to have a statistically significant positive desire for shopping convenience as a mall shopping motivation ($p = 0.000 < 0.05$).

## 4.10.2	One-way ANOVA

The results from previous studies (Ertekin *et al.*, 2014:16 and Kim *et al.*, 2005:996) propose possible age differences concerning shopping motivations. Subsequently, for the purpose of addressing the ninth and final empirical objective set out in Chapter 1 (refer to Section 1.3.3), one-way ANOVA, set at a confidence level of 95 percent, was undertaken. This was done to determine whether there was a significant difference between the different age groups of black Generation Y students' mall shopping motivations. The hypothesis (H_09/Ha9*)* was formulated as follows:

$H_0$9:	There is no difference between different age groups of black Generation Y students' mall shopping motivations (aesthetic, escape, diversion, flow, exploration, role enactment, social, convenience).

Ha9:	There is a difference between different age groups of black Generation Y students' mall shopping motivations (aesthetic, escape, diversion, flow, exploration, role enactment, social, convenience).

Table 4.8 provides an overview of the findings regarding the statistical differences between the participants' age groups in terms of their mall shopping motivations.

**Table 4.8	Age differences**

Factor		Sum of Squares	df	Mean Square	F-ratio	Sig
Aesthetic	Between Groups	13.911	6	2.319	2.535	0.021*
	Within Groups	288.086	315	0.915		
	Total	301.997	321			
Escape	Between Groups	25.762	6	4.294	3.054	0.006*
	Within Groups	442.802	315	1.406		
	Total	468.563	321			
Diversion	Between Groups	14.451	6	2.409	1.710	0.118
	Within Groups	443.568	315	1.408		
	Total	458.019	321			

Table 4.8   Age differences (continued…)

Factor		Sum of Squares	df	Mean Square	F-ratio	Sig
Flow	Between Groups	6.733	6	1.122	0.973	0.443
	Within Groups	363.149	315	1.153		
	Total	369.881	321			
Exploration	Between Groups	22.340	6	3.723	3.797	0.001*
	Within Groups	308.905	315	0.981		
	Total	331.245	321			
Role enactment	Between Groups	9.055	6	1.509	1.588	0.150
	Within Groups	299.309	315	0.950		
	Total	308.365	321			
Social	Between Groups	6.542	6	1.090	1.092	0.367
	Within Groups	314.653	315	0.999		
	Total	321.195	321			
Convenience	Between Groups	3.859	6	0.643	1.008	0.420
	Within Groups	200.955	315	0.638		
	Total	204.814	321			

* Significant at the 0.05 level

The results presented in Table 4.8 indicate that a significant difference was found between the students' different age groups in terms of their shopping motivations. As indicated in Table 4.8, statistically significant differences were found among aesthetic stimulation ($p=0.021<0.05$), escape activity ($p=0.006<0.05$) and desire for exploration ($p=0.001<0.05$) thus rejecting H_09 and concluding Ha9. This suggests that while there is no significant difference between a need for diversion, preference for flow, a need to enact a role, for social interaction and for shopping convenience to shop at a mall, there is a difference between age groups concerning the preference for aesthetic stimulation, the desire for escape activity and desire for exploration as mall shopping motivations. The statistical differences found among the preference for aesthetic stimulation, the desire for escape activity and desire for exploration categories were investigated further with a Tukey HSD test. The purpose of employing the Tukey HSD test was to establish where the specific differences were. It may then be suggested that older age groups (20 years and older), have a higher preference for aesthetic stimulation, a stronger desire for escape activity and a stronger desire for exploration as mall shopping motivations

than younger students. The Tukey HSD test, indicating where the specific variances lay, can be found in Annexure B.

4.11 SYNOPSIS

This chapter embodied the results gathered from the empirical portion of the study. In the first section, Section 4.2, results concerning the pilot test of the study were outlined, with specific reference to reliability and validity analyses. In Section 4.3, the data collection process was discussed. The following section, Section 4.4, presented the preliminary data analysis, comprising coding, data cleaning and tabulation. In Section 4.5, the sample was described in terms of demographic information and mall shopping habits analysis. The exploratory principal components analysis was analysed in Section 4.6, and in Section 4.7 the internal-consistency reliability assessment was explained and deliberated on. Section 4.8 specified the descriptive statistics per factor to indicate the shopping mall motivations of black Generation Y students. The correlation analysis was presented in Section 4.9. The last section, Section 4.10, outlined the tests of significance used to test the hypotheses formulated for this study. These tests include a one-sample t-test and one-way ANOVA. In the succeeding chapter, Chapter 5, a summary of the study concerning the recommendations, limitations and opportunities for future research is provided. Additionally, an overall conclusion pertaining to this study is included.

CHAPTER 5

CONCLUSION AND RECOMMENDATIONS

5.1 INTRODUCTION

Shopping malls changed the lives of consumers worldwide and therefore, have had a significant influence on consumers' shopping behaviour. Consumers relax and enjoy themselves while shopping in a shopping mall. Shopping malls were developed to offer consumers a convenient one stop shopping experience. Shopping malls are planned developments that are managed and marketed as a unified whole. The positive impact of the environment on shopping behaviour is increasingly recognised by mall management and retailers. Although research indicates a significant increase in consumer shopping mall spending, in order to stay competitive, mall management and retailers need to invest in resources to offer attractive and entertaining mall surroundings to retain current customers and attract new customers. As such, the primary objective of this study was to determine black Generation Y students' mall shopping motivations within the South African context, in order to guide marketing strategies for effectively targeting this market.

The purpose of this chapter is to provide an overview of the study (Section 5.2), present the main findings of this study (Section 5.3), and to make recommendations (Section 5.4) based on the findings of the study. This chapter includes a discussion on the limitations of the study as well as suggestions for future research opportunities (Section 5.5), and the contribution made by the (Section 5.6). The chapter ends with concluding remarks (Section 5.7).

5.2 OVERVIEW OF THE STUDY

To provide applicable recommendations, it is essential to discuss the insights gained over the previous four chapters.

Chapter 1 introduced the study and identified the research problem. In this chapter, the importance of shopping malls was highlighted, with particular emphasis on the various dimensions pertaining to consumers' motivations for visiting shopping malls. Furthermore, the motivations for using black Generation Y students as the target population in this study are provided in Chapter 1. Based on the identified problem, one

primary objective, six theoretical objectives and nine empirical objectives were formulated in Section 1.3. The hypotheses formulated in Chapter 4 were also presented in this chapter (Section 1.4). The remainder of this chapter comprised a summary of the proposed research design and methodology (Section 1.5), followed by the empirical portion of the study and an overview of the ethical considerations (Section 1.5.4) and the chapter classification (Section 1.6).

The aim of Chapter 2 was to address the theoretical objectives of this study in the form of a literature review. The chapter began by giving an overview of shopping malls (Section 2.2), followed by a discussion on the dynamics of consumer behaviour in Section 2.3. Consumer motivation and motives for shopping were discussed in Section 2.4. In Section 2.5, possible motives for mall shopping were evaluated. The characteristics of the Generation Y cohort were discussed in Section 2.6.

The purpose of Chapter 3 was to describe the research methodology followed in collecting and analysing the data for the empirical part of this study. The study was guided by a descriptive research design (Section 3.2), and a quantitative research approach was followed (Section 3.3). The relevant target population for this study was defined as black Generation Y full-time undergraduate students, aged between 18 and 24, registered at South African public HEIs in 2014 (Section 3.4.1). From the sampling frame of 26 public registered HEIs in South Africa (Section 3.4.2), two HEIs were selected, one comprehensive university and one university of technology, using the judgement sampling method. Thereafter, a single cross-sectional non-probability, convenience sample of 400 full-time undergraduate black Generation Y students was selected (Section 3.4.3 & Section 3.4.4). Following the survey approach, a self-administered questionnaire was used for collecting the required data (Section 3.5). The various statistical techniques used in this study were outlined in Section 3.9 and included exploratory factor analysis (Section 3.9.1), reliability analysis (Section 3.9.2), validity analysis (Section 3.9.3), descriptive statistical analysis (Section 3.9.4), correlation analysis (Section 3.9.5) and tests of significance, using one-sample t-test (Section 3.9.6) and one-way analysis of variance (ANOVA) (Section 3.9.7).

Against the background of Chapter 3, Chapter 4 reported on the statistical analysis and interpretation of the empirical portion of the study. As such, the results concluded in this

chapter were in keeping with the empirical objectives formulated in Chapter 1, Section 1.3.3.

5.3   MAIN FINDINGS OF THE STUDY

The main findings of this study, in accordance with the empirical objectives formulated in Chapter 1, were as follows:

- Determine black Generation Y students' preference for aesthetic stimulation as a mall shopping motivation.

- Determine black Generation Y students' desire for escape activity as a mall shopping motivation.

- Determine black Generation Y students' desire for diversion as a mall shopping motivation.

- Determine black Generation Y students' preference for flow as a mall shopping motivation.

- Determine black Generation Y students' desire for exploration as a mall shopping motivation.

- Determine black Generation Y students' drive to enact a role as a mall shopping motivation.

- Determine black Generation Y students' desire for social interaction, as a mall shopping motivation.

- Determine black Generation Y students' desire for shopping convenience as a mall shopping motivation.

- Determine if there is a difference between different age groups concerning black Generation Y students' mall shopping motivations (aesthetic, escape, flow, diversion, exploration, role enactment, social, and convenience).

In order to address the first eight empirical objectives of the study, a single-tailed, one-sample t-test was conducted, whereby the expected mean was set at $X > 3.5$. The first empirical objective was to determine black Generation Y students' preference for aesthetic stimulation as a mall shopping motivation. As is evident from Table 4.7, black Generation Y students appeared to have a statistically significant preference for

aesthetic stimulation as a mall shopping motivation. The descriptive statistics in Table 4.5 indicated that black Generation Y students reported aesthetic stimulation as the second most important motivation to shop at a mall. This finding is in keeping with the studies conducted by Ahmed *et al.* (2007:343) and Anning-Dorson *et al.* (2013:376) who found aesthetic stimulation to be an important motive for consumers to visit a mall.

The next empirical objective aimed at determining black Generation Y students' desire for escape activity as a mall shopping motivation. As indicated in Table 4.7, black Generation Y students appeared to have a statistically significant desire for escape activity as a mall shopping motivation. The descriptive statistics in Table 4.5 indicated that, compared to the other motivations for shopping at a mall, black Generation Y students reported that the desire to escape from everyday stress was the seventh most important mall shopping motivation. This corresponds with the findings of Anning-Dorson *et al.* (2013:376), and Arnold and Reynolds (2012:407) who found the desire to escape to be an important motive for visiting a mall.

The third empirical objective was to determine black Generation Y students' desire for diversion as a mall shopping motivation. As can be seen in Table 4.7, black Generation Y students appeared to have a statistically significant negative desire for diversion as a mall shopping motivation. This is in contrast to the other mall shopping motivations, which all returned significantly positive results. The descriptive statistics in Table 4.5 indicated that black Generation Y students reported that the desire for diversion motivation was the least important mall shopping motivator. This is inconsistent with the studies conducted by Telci (2013:2521) and To and Sung (2014:2223) who found that the desire for diversion is a strong motivator for consumers to shop at a mall.

The fourth empirical objective was to investigate black Generation Y students' preference for flow as a mall shopping motivation. As is evident from Table 4.7, black Generation Y students appeared to have a statistically significant preference for flow as a mall shopping motivation. The descriptive statistics in Table 4.5 indicated that black Generation Y students reported that the desire for flow was the third most important mall shopping motivator. This corresponds with the studies conducted by Tauber (1995:59) and Hemalatha *et al.* (2009:311) who found the preference for flow to be an essential motive for mall shopping.

The fifth empirical objective of this research study aimed at determining black Generation Y students' desire for exploration as a mall shopping motivation. As presented in Table 4.7, black Generation Y students appeared to have a statistically significant desire for exploration as a mall shopping motivation. The descriptive statistics in Table 4.5 indicated that black Generation Y students reported the desire for exploration to be the sixth most important motivation for mall shopping. This is in keeping with the studies of Ahmed *et al.* (2007:343), Hemalatha *et al.* (2009:311) and Singh (2015:63) who found the desire for exploration to be an important motivational factor for visiting a mall.

The sixth empirical objective was to determine black Generation Y students' drive to enact a role as a mall shopping motivation. As is evident from Table 4.7, black Generation Y students appeared to have a statistically significant drive to enact a role as a mall shopping motivation. The descriptive statistics in Table 4.5 indicated that black Generation Y students reported that the drive to enact a role was the fourth most important mall shopping motivator. This corresponds with the study conducted by Hemalatha *et al.* (2009:311) who found the desire to enact a role as an important mall shopping motivator.

The seventh empirical objective was to investigate black Generation Y students' desire for social interaction, as a mall shopping motivation. As is evident from Table 4.7, black Generation Y students appear to have a statistically significant desire for social interaction as a mall shopping motivation. The descriptive statistics in Table 4.5 indicated that black Generation Y students reported that the desire for social interaction motivation was the fifth most important mall shopping motivator. This is consistent with the studies done by Wagner *et al.* (2010:420) and Hemalatha *et al.* (2009:311) who found that socialisation was an important motive for mall shopping.

The penultimate empirical objective of this research study aimed at determining black Generation Y students' desire for shopping convenience as a mall shopping motivation. As is evident from Table 4.7, black Generation Y students appeared to have a statistically significant desire for shopping convenience as a mall shopping motivation. The descriptive statistics in Table 4.5 indicated that black Generation Y students reported the desire for shopping convenience motivation to be the most important motivation for shopping at a mall. This is consistent with the findings from the research

of Breytenbach (2014:317) and Ahmed *et al.*, (2007:343) who found convenience an important mall shopping motivator.

The last empirical objective was to determine whether there is a difference between different age groups concerning black Generation Y students' mall shopping motivations (aesthetic, escape, flow, diversion, exploration, role enactment, social, and convenience). A one-way ANOVA, set at a confidence level of 95 percent, was undertaken. The results presented in Table 4.8 indicated that a significant difference was found between the students' different age groups in terms of their shopping motivations, concerning the preference for aesthetic stimulation, the desire for escape activity and desire for exploration as mall shopping motivations. Older students' appear to have statistically different motivations for shopping at a mall.

Therefore, it is apparent that black Generation Y students exhibit statistically significant positive convenience motives, aesthetic motives, motives for flow, motives for role enactment, social interaction motives, exploration motives and escape motives to visit a mall.

5.4 RECOMMENDATIONS

The following section contains recommendations based on the literature review (Chapter 2) along with the empirical findings (Chapter 4) obtained from the sample (black South African Generation Y students) regarding mall shopping motivations. The findings of this study suggest that while diversion motives seem to have a negative influence on black Generation Y students' mall shopping motives, they do exhibit statistically significant positive mall shopping motives in terms of their desire for shopping convenience, preference for aesthetic stimulation, preference for flow, drive to enact a role, desire for social interaction, desire for exploration and escape activity. In accordance with the findings of this study, the following section provides a number of recommendations for encouraging mall shopping amongst the black South African Generation Y cohort.

5.4.1   Offer convenient shopping

The findings of this study suggest that black Generation Y students in South Africa find the convenience offered by shopping at a mall to be the most important mall shopping motive. Owing to these consumers' desire for convenience, the location of a mall, its'

operating hours and different types of stores available, will influence their mall preference. Therefore, this study recommends that, to attract black Generation Y students to shopping malls, shopping mall developers, managers and marketers should offer a more convenient experience. When planning and developing a shopping mall, developers should consider the proposed location, the distance of the mall from the residential areas, and the availability and accessibility of public transport to the mall. Furthermore, the shopping malls' parking area must be designed to be conveniently located close to mall entrances. Mall managers and marketers should provide a wide variety of different tenant mix, offer attractive business operating hours, such as extended operating hours during school holidays, develop an app providing promotions, in-store and parking navigation, free Wi-Fi, and restaurant and movie booking services. It is also recommended that shopping malls should focus on more than simply retailing, but rather be an entire community centre, focusing on consumers' commercial, residential and entertainment needs, such as incorporating offices, apartments, museums, childcare facilities and outdoor spaces like tennis courts, all in one area.

5.4.2   Offer a mall environment that is pleasing to multiple senses

In this study, the aesthetics of a mall were found to be a significant positive motivation for shopping at malls amongst black Generation Y students in South Africa. To adhere to black Generation Y students' preference for aesthetic stimulation as a mall shopping motivation, shopping mall management and marketers should develop strategies to improve and continuously enhance the look and ambience of the shopping mall. This particular market segment seeks a complete experience of engagement, empowerment and excitement when visiting a mall (Misonzhnik, 2007). Since the aesthetics appeal of the mall is an important motivation for black Generation Y students to visit a mall, shopping mall managers and marketers should give attention to offering modern décor designs such as incorporating glass roofs, green terraces and glass domes, exciting mall themes; they should frequently update the interior of the mall and give attention to the mall's music, lighting, and colour usage. In order to keep up with this trend-oriented generation, mall managers and marketers need to regularly update the appearance of the mall, such as using different lighting techniques, photographs, and playing contemporary music.

5.4.3   Offer a pleasant shopping environment

The findings of this study suggest that preference for flow is a significant positive mall shopping motivation amongst black Generation Y students in South Africa. To adhere to this market segment's motivation to visit malls, mall management and marketers should create an environment for them to relax and lose track of time. This study recommends that attention be given to the layout of the shopping mall in order to enable consumers to stroll, and to browse products on display. Furthermore, mall managers and marketers must give attention to the décor of the mall to promote an environment where Generation Y consumers can have fun, socialize and have a unique experience. Shopping mall management and marketers should design the mall with spaces for socialising and entertainment, various mall entrances, offer lively and vibrant stores with attractive product merchandises, impressive glass, steel and concrete structures, refined atmospheres, integrated flowing spaces with bridges connecting different walkways, and attractive lighting in order to attract and retain black Generation Y consumers.

5.4.4   Cater for different types of consumers

While many consumers enjoy shopping for others (Arnold & Reynolds, 2003:81), many consumers visit malls to enact a social role (Khare, 2011:111). This may influence consumers' shopping behaviour (Khare, 2011:111), resulting in their not necessarily gaining satisfaction from the shopping experience itself (Karande & Merchant, 2012:60). This study found that black Generation Y students are motivated to visit a mall in order to enact a role. Owing to these consumers' desire to finding bargains, do comparative shopping and shop sensibly as a responsibility towards their family, mall managers and marketers should offer price bargaining and sales. This study recommends that specific marketing strategies should be developed in order to cater for different mall shopper types. In order to attract black Generation Y shoppers, shopping malls should have information desks, interactive touch-screen platforms that provide instant customer information, visible and attractive signage, humanoid retail robots who are fluent in different languages to enhance customer service maximise the use of mall catalogues to advertise the stores, and informative advertising displays to make shopping easy. It is also recommended that malls offer visitors the option to text questions to the mall's information desk in order to receive fast and convenient assistance.

5.4.5   Provide a variety of entertainment facilities

The statistical results from this study indicate that social interaction is a strong motivator to visit the mall suggesting that black Generation Y like to go to the mall to socialise with friends and to meet with people. In order to attract black Generation Y students to visit the mall, this study recommends that shopping malls should offer an exciting, fun and experiential mall experience by offering various entertainment options such as theme parks, mega movie theatres, bowling alleys, go-kart tracks, beauty spas, a wide selection of fast food outlets and restaurants where consumers can socialise. Mall management and marketers should promote these entertainment options as a social gathering place for students to meet with their friends. It is also recommended that malls create futuristic events to attract black Generation Y students, such as a pop up exhibition offering augmented-reality selfie videos with popular fashion brand representatives and models.

5.4.6   Offer a variety of stores and products

The Generation Y segment of consumers want to discover products themselves, therefore management and marketers need to concentrate on visual merchandising (Kinley *et al.*, 2010:572). Management and marketers should find out what stores are most popular and establish a branch in their mall (Chebat *et al.*, 2010:739). The statistical results from this study indicate that desire for exploration and escape activity are strong motivators that influence black Generation Y students' to visit a mall. This study recommends that in order to motivate black Generation Y students to visit a mall, mall managers and marketers should ensure that there is a wide variety of different tenant mix, use technology for consumers to explore and experience stores, such as virtual stores whereby consumers use their smartphones to browse virtual aisles and add items by touching the screen. It is also recommended that mall managers and marketers use social-messaging apps such as WeChat to connect with consumers when they are not at the mall, keeping them informed about promotions and loyalty programmes.

5.5 CONTRIBUTIONS OF THE STUDY

The number of shopping malls has increased significantly in the last decade, globally as well as in South Africa. This growth has intensified the competition amongst different shopping malls. In an attempt to attract new shoppers and retain current shoppers, a shopping mall has to stand out from competing malls; therefore, shopping mall developers, managers and marketers are required to effectively differentiate their malls from competing malls and create a competitive advantage. Because of the intensifying competition, it has become essential for shopping malls to understand what motivates shoppers to visit a mall, in order to develop successful marketing strategies.

The aim of this research study was to determine black Generation Y students' mall shopping motivations within the South African context in order to guide the development of marketing strategies for effectively targeting this market. The findings from this research study provide clarity into the understanding of South African black Generation Y students' motivations for shopping at a mall. They have essential marketing implications for shopping mall marketers and managers involved in designing and implementing marketing strategies. In order to attract potential black Generation Y students to shopping malls, the marketing strategies developed may be used. The suggested recommendations from the statistical results in this study, on students' motivations for visiting shopping malls, can provide direction to mall managers and marketers on how to effectively achieve the shopping mall's marketing objectives.

5.6 LIMITATIONS AND FUTURE RESEARCH OPPORTUNITIES

This study applied a quantitative research approach to measure black Generation Y students' mall shopping motivations within the South African context. The reasons for these motivations may be determined by following a qualitative research approach. Furthermore, this study was limited to students' motivations only and not their perceptions of the available shopping malls, which creates the opportunity to measure consumers' perceptions of the current shopping malls.

Two HEIs in the Gauteng province were used in this study. Future studies may conduct more extensive research, including students from more provinces, thereby comparing the different students' motivations of the different provinces. Furthermore, only undergraduate students attending HEIs were the participants of this study. An

opportunity might exist to investigate mall shopping motivations of part-time and post-graduate students who might be employed and compare the results with this study. The study could also be conducted on the non-student portion of the South African black Generation Y cohort to establish whether there is a difference in mall shopping motivations. The focus was on Generation Y and the members of this cohort, therefore only students between the ages of 18 and 24 were included in this study. The study presents an opportunity to determine younger black Generation Y members' mall shopping motivations, as well as those members from other generations, whereby differences can then be recognised. The focused designated group for this study was black Generation Y students, excluding students from any other designated groups. A study can be done to establish whether there are any differences between various ethnic groups in terms of mall shopping motivations.

5.7 CONCLUDING REMARKS

To develop effective marketing strategies to attract a specific target market is very important in the current competitive shopping mall industry. Understanding how and why consumers visit shopping malls is pivotal in developing effective shopping mall marketing strategies. Consumer shopping behaviour controls the success or failure of a shopping mall, and therefore it is essential for shopping mall managers and marketers to understand the shopping motivations of their consumers.

This study assessed black Generation Y students' shopping mall motives. Understanding these motives, and taking notice of the findings and recommendations made by this study, shopping mall managers and marketers can be able develop marketing strategies to attract and retain black Generation Y consumers. As a result, such shopping malls will be different from competing malls, and competitively positioned in the consumer's mind.

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ANNEXURE A

QUESTIONNAIRE

NORTH-WEST UNIVERSITY
YUNIBESITI YA BOKONE-BOPHIRIMA
NOORDWES-UNIVERSITEIT
VAAL TRIANGLE CAMPUS
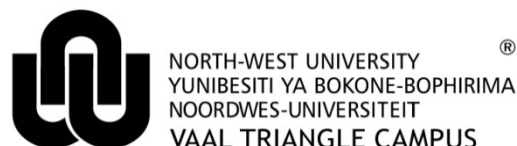
MALL SHOPPING MOTIVATIONS AMONG SOUTH AFRICAN GENERATION Y STUDENTS

I am currently working towards completing my dissertation under the supervision of Dr N de Klerk as part of the requirements for completing my M.Com in Marketing Management at the North-West University (Vaal Triangle Campus). The purpose of this research project is to determine what motivate South African Generation Y students' to shop at the mall.

Please assist me by completing the attached questionnaire. The questionnaire is user-friendly and should take approximately 10 minutes to complete. All responses are confidential and the results will only be used for research purposes, outlined in the form of statistical data.

Thank you - your assistance and contribution is highly appreciated.

Helei Jooste (10083898@nwu.ac.za), School of Economic Sciences & IT

Department of Marketing & Business Management, North-West University (Vaal Campus)

_____

SECTION A: Demographical Information.

Please mark the appropriate box with a cross (X) or write down your answer.

A1	**Name of your institution:**	Traditional University		University of Technology	

A2	**Country of origin:**	South Africa	Other (Please specify):		

A3	**Province of origin:**	Eastern Cape	Free State	Gauteng	KwaZulu-Natal
	Limpopo	Mpumalanga	Northern Cape	North West	Western Cape
	Other (Please specify):				

A4	**Gender:**		Male		Female	

A5	**Ethnic group:**	Black/African	Coloured	Indian/Asian	White	
	Other (Please specify):					

A6	**Please indicate your mother tongue language:**			Afrikaans	English
	IsiNdebele	IsiXhosa	IsiZulu	Sesotho sa Leboa	Sesotho

Setswana	SiSwati	Tshivenda	Xitsonga	Other

A7	**Age:**	< 18	18	19	20	21	22	23	24	25	> 25

A8	**Monthly income:**	< R500	R5001 – R1000	R1001 – R1500	R1501 – R2000	> R2001

A9	**Main source of monthly income:**	Bursary	Work	Loan	Parents	Relative
	Other (Please specify):					

SECTION B: Mall shopping habits.

Please mark the appropriate box with a cross (X).

B1	How many hours do you spend at a mall during a single mall visit?	Less than 1	1 – 2	2 – 3	3 – 4	More than 4

B2	How many different stores do you visit during a normal trip to a mall?	1 – 2	3 – 4	5 – 6	7 – 8	More than 9

B3	How many different shopping malls did you visit in the last 30 days?	None	1 – 2	3 – 4	5 – 6	More than 7

B4	How often do you visit a shopping mall?	Daily	Once a week	Once every two weeks	Once a month	Once every two months or less

B5	How much of your monthly income (in percentage) do you spend in malls?	< 5percent	6 – 10percent	11 – 15percent	16 – 20percent	> 20percent

SECTION C: Mall shopping motivations.
Please indicate the extent to which you agree/disagree with each of the following statements by placing a mark in the appropriate box; **1 being strongly disagree and 6 strongly agree.**

		Strongly Disagree	Disagree	Disagree Somewhat	Agree Somewhat	Agree	Strongly Agree
C1	The interior design of the malls usually attracts my attention.	1	2	3	4	5	6
C2	I notice the colour of the mall interior.	1	2	3	4	5	6
C3	I notice the layout of the mall.	1	2	3	4	5	6
C4	The environment (i.e. lighting and decor) in the malls attracts my attention.	1	2	3	4	5	6
C5	I am usually in a good mood when I am in a mall.	1	2	3	4	5	6

		Strongly Disagree	Disagree	Disagree Somewhat	Agree Somewhat	Agree	Strongly Agree
C6	When I am bored and need something to do, the mall is a good place to go.	1	2	3	4	5	6
C7	When I am lonely, the mall is a good place to go.	1	2	3	4	5	6
C8	When I am stressed, the mall is a good place to go.	1	2	3	4	5	6
C9	I feel relaxed during my mall visit.	1	2	3	4	5	6
C10	I often visit the mall to avoid bad weather.	1	2	3	4	5	6
C11	I often visit the mall to avoid traffic congestion.	1	2	3	4	5	6
C12	I visit the mall to escape from the daily routine life.	1	2	3	4	5	6
C13	When I am in a mall, I feel like I am in another world.	1	2	3	4	5	6
C14	I usually lose track of time, when I am in the mall.	1	2	3	4	5	6
C15	I usually spend more time in the mall than I anticipated.	1	2	3	4	5	6
C16	A mall is a good place to find out what is new.	1	2	3	4	5	6
C17	Many stores in the mall are fun to visit	1	2	3	4	5	6
C18	I consider a visit to the mall as a learning experience.	1	2	3	4	5	6
C19	I enjoy handling the products on display.	1	2	3	4	5	6
C20	I am good at finding the best deals in the mall.	1	2	3	4	5	6
C21	I shop sensibly because I have a responsibility to my family.	1	2	3	4	5	6
C22	I compare products and prices to get the best value for my money.	1	2	3	4	5	6
C23	I enjoy going to the mall with friends.	1	2	3	4	5	6
C24	I enjoy meeting new people in the mall.	1	2	3	4	5	6
C25	The sales people in the stores in the mall are friendly.	1	2	3	4	5	6

		Strongly Disagree	Disagree	Disagree Somewhat	Agree Somewhat	Agree	Strongly Agree
C26	I enjoy chatting with people in the mall.	1	2	3	4	5	6
C27	The mall is conveniently located.	1	2	3	4	5	6
C28	The mall has convenient shopping hours.	1	2	3	4	5	6
C29	The mall is convenient because it is a one-stop shopping place (all I need in just 'one-stop').	1	2	3	4	5	6
C30	The mall is convenient because I can do multi-purpose shopping (i.e. food, clothes, eye-care, banking, entertainment).	1	2	3	4	5	6
C31	The mall is convenient because I can do comparison shopping (comparing prices to get the best deals).	1	2	3	4	5	6

Thank you for your time!

ANNEXURE B
TUKEY HSD

Multiple Comparisons

Dependent Variable	(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Aesthetic stimulation	18	19	-.68381	.24157	.073	-1.4007	.0331
		20	-.79492*	.22605	.009	-1.4657	-.1241
		21	-.72923*	.22506	.022	-1.3971	-.0614
		22	-.78295*	.22710	.011	-1.4569	-.1090
		23	-.59452	.24157	.177	-1.3114	.1223
		24	-.52458	.27329	.469	-1.3356	.2864
	19	18	.68381	.24157	.073	-.0331	1.4007
		20	-.11111	.19050	.997	-.6764	.4542
		21	-.04542	.18933	1.000	-.6073	.5164
		22	-.09914	.19175	.999	-.6682	.4699
		23	.08929	.20869	1.000	-.5300	.7086
		24	.15923	.24471	.995	-.5669	.8854
	20	18	.79492*	.22605	.009	.1241	1.4657
		19	.11111	.19050	.997	-.4542	.6764
		21	.06569	.16908	1.000	-.4360	.5674
		22	.01197	.17178	1.000	-.4978	.5217
		23	.20040	.19050	.941	-.3649	.7657
		24	.27034	.22940	.902	-.4104	.9511
	21	18	.72923*	.22506	.022	.0614	1.3971
		19	.04542	.18933	1.000	-.5164	.6073
		20	-.06569	.16908	1.000	-.5674	.4360
		22	-.05372	.17048	1.000	-.5596	.4522
		23	.13471	.18933	.992	-.4271	.6965
		24	.20465	.22842	.973	-.4732	.8825
	22	18	.78295*	.22710	.011	.1090	1.4569
		19	.09914	.19175	.999	-.4699	.6682
		20	-.01197	.17178	1.000	-.5217	.4978
		21	.05372	.17048	1.000	-.4522	.5596
		23	.18843	.19175	.957	-.3806	.7574
		24	.25837	.23043	.921	-.4254	.9422

23	18	.59452	.24157	.177	-.1223	1.3114
	19	-.08929	.20869	1.000	-.7086	.5300
	20	-.20040	.19050	.941	-.7657	.3649
	21	-.13471	.18933	.992	-.6965	.4271
	22	-.18843	.19175	.957	-.7574	.3806
	24	.06994	.24471	1.000	-.6562	.7961
24	18	.52458	.27329	.469	-.2864	1.3356
	19	-.15923	.24471	.995	-.8854	.5669
	20	-.27034	.22940	.902	-.9511	.4104
	21	-.20465	.22842	.973	-.8825	.4732
	22	-.25837	.23043	.921	-.9422	.4254
	23	-.06994	.24471	1.000	-.7961	.6562
Escape activity	18	19	-.69962	.29950	.230	-1.5884	.1891
		20	-.71073	.28025	.150	-1.5424	.1209
		21	-.92123[*]	.27903	.018	-1.7492	-.0932
		22	-1.14216[*]	.28156	.001	-1.9777	-.3066
		23	-.76152	.29950	.148	-1.6503	.1272
		24	-.96867	.33882	.067	-1.9741	.0368
	19	18	.69962	.29950	.230	-.1891	1.5884
		20	-.01111	.23618	1.000	-.7120	.6898
		21	-.22161	.23473	.965	-.9182	.4749
		22	-.44254	.23773	.508	-1.1480	.2629
		23	-.06190	.25873	1.000	-.8297	.7059
		24	-.26905	.30338	.974	-1.1693	.6312
	20	18	.71073	.28025	.150	-.1209	1.5424
		19	.01111	.23618	1.000	-.6898	.7120
		21	-.21050	.20962	.953	-.8325	.4115
		22	-.43143	.21297	.400	-1.0634	.2006
		23	-.05079	.23618	1.000	-.7517	.6501
		24	-.25794	.28440	.971	-1.1019	.5860
	21	18	.92123[*]	.27903	.018	.0932	1.7492
		19	.22161	.23473	.965	-.4749	.9182
		20	.21050	.20962	.953	-.4115	.8325
		22	-.22093	.21136	.943	-.8481	.4063
		23	.15971	.23473	.994	-.5368	.8563
		24	-.04744	.28319	1.000	-.8878	.7929
	22	18	1.14216[*]	.28156	.001	.3066	1.9777
		19	.44254	.23773	.508	-.2629	1.1480

	20	.43143	.21297	.400	-.2006	1.0634
	21	.22093	.21136	.943	-.4063	.8481
	23	.38064	.23773	.682	-.3248	1.0861
	24	.17350	.28569	.997	-.6743	1.0213
23	18	.76152	.29950	.148	-.1272	1.6503
	19	.06190	.25873	1.000	-.7059	.8297
	20	.05079	.23618	1.000	-.6501	.7517
	21	-.15971	.23473	.994	-.8563	.5368
	22	-.38064	.23773	.682	-1.0861	.3248
	24	-.20714	.30338	.993	-1.1074	.6931
24	18	.96867	.33882	.067	-.0368	1.9741
	19	.26905	.30338	.974	-.6312	1.1693
	20	.25794	.28440	.971	-.5860	1.1019
	21	.04744	.28319	1.000	-.7929	.8878
	22	-.17350	.28569	.997	-1.0213	.6743
	23	.20714	.30338	.993	-.6931	1.1074
18	19	-.21333	.25015	.979	-.9557	.5290
	20	-.48317	.23408	.377	-1.1778	.2114
	21	-.74667[*]	.23305	.025	-1.4382	-.0551
	22	-.83628[*]	.23516	.008	-1.5341	-.1384
	23	-.34825	.25015	.806	-1.0906	.3941
	24	-.71333	.28300	.155	-1.5531	.1265
19	18	.21333	.25015	.979	-.5290	.9557
	20	-.26984	.19727	.818	-.8552	.3156
	21	-.53333	.19605	.097	-1.1151	.0484
	22	-.62295[*]	.19856	.030	-1.2122	-.0337
	23	-.13492	.21610	.996	-.7762	.5063
	24	-.50000	.25340	.434	-1.2520	.2520
20	18	.48317	.23408	.377	-.2114	1.1778
	19	.26984	.19727	.818	-.3156	.8552
	21	-.26349	.17508	.742	-.7830	.2561
	22	-.35311	.17788	.426	-.8810	.1748
	23	.13492	.19727	.993	-.4505	.7203
	24	-.23016	.23754	.960	-.9351	.4747
21	18	.74667[*]	.23305	.025	.0551	1.4382
	19	.53333	.19605	.097	-.0484	1.1151
	20	.26349	.17508	.742	-.2561	.7830
	22	-.08962	.17653	.999	-.6135	.4342

The "Desire for exploration" label appears at the left of the 18 group.

	23	.39841	.19605	.396	-.1834	.9802
	24	.03333	.23653	1.000	-.6686	.7352
22	18	.83628[*]	.23516	.008	.1384	1.5341
	19	.62295[*]	.19856	.030	.0337	1.2122
	20	.35311	.17788	.426	-.1748	.8810
	21	.08962	.17653	.999	-.4342	.6135
	23	.48803	.19856	.179	-.1012	1.0773
	24	.12295	.23861	.999	-.5851	.8310
23	18	.34825	.25015	.806	-.3941	1.0906
	19	.13492	.21610	.996	-.5063	.7762
	20	-.13492	.19727	.993	-.7203	.4505
	21	-.39841	.19605	.396	-.9802	.1834
	22	-.48803	.19856	.179	-1.0773	.1012
	24	-.36508	.25340	.779	-1.1170	.3869
24	18	.71333	.28300	.155	-.1265	1.5531
	19	.50000	.25340	.434	-.2520	1.2520
	20	.23016	.23754	.960	-.4747	.9351
	21	-.03333	.23653	1.000	-.7352	.6686
	22	-.12295	.23861	.999	-.8310	.5851
	23	.36508	.25340	.779	-.3869	1.1170

*. The mean difference is significant at the 0.05 level.

ANNEXURE C

ETHICS CLEARNANCE DOCUMENT

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VAAL TRIANGLE CAMPUS

FACULTY OF ECONOMIC SCIENCES AND INFORMATION TECHNOLOGY

ETHICS CLEARANCE DOCUMENT

Dissertation (M)	**X**
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STUDENT / AUTHOR				
Name	Helei Jooste			
Student / Staff Number				
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School	Accounting	Economics **X**	information Technology

ETHICAL CLEARANCE	
Ethics clearance number	ECONIT-ECON-2014-019
Date (of Ethics Sub Committee Meeting)	28 August 2014

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CHAIRPERSON: ETHICS COMMITTEE

17 Sept 2014
....
DATE

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RESEARCH DIRECTOR

19\09\2014
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DATE