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ABSTRACT

The objective with this report is to segment and analyze the shopping mall consumers based on their shopping behaviour during their visit. Two hundred shoppers completed self-administered surveys regarding their attitudes toward 88 individual shopping behaviour items. Based on exploratory qualitative and quantitative studies, a eighteen factor scale is developed that consists of shopping mall brand loyalty, shopping mall trust, brand affect, purchase loyalty, attitudinal loyalty, quality conscious, brand conscious, novelty fashion conscious, confused by choice, price conscious, shopping avoid, impulsive buying, flow, recreational shopping, utilitarian, mall atmosphere, product and service perception and convenience. Using the eighteen consumer shopping behaviour profiles, a cluster analysis of consumers reveals four shopper segments, called here the loyal shoppers, the economic shopper, the recreational shoppers and the apathetic shopper. The paper profiles clusters on socio-demographics to examine similarities and differences among cluster members. The paper discusses the implications that should be benefit to the mall management.