CHAPTER 5

CONCLUSION AND RECOMMENDATIONS

This chapter concludes the research objectives and questions of the study. This is followed by the discussion of the study limitations that contribute to the future research. Finally, implications and contributions of the study are presented which consist of theoretical, methodological and practice contributions.

5.1 Summary and Conclusion

The specific objectives of this study are:

1. To segment consumers based on their responses to the decision-making style, shopping value, perceived mall image and mall loyalty.
2. To examine the similarities and differences among the shopper segments based on socio-demographic variables.
3. To draw conclusions and suggestions about the profile of consumers shopping behaviour.

Based on the study and analysis carried out as described in Chapter 4, the results showed that consumer decision making style, shopping value, perceived mall image and mall loyalty to be the important factors that drive consumers to shop in the two understudy shopping malls. Furthermore, in this study, we are successful to segment consumer into four distinct categories - apathetic shopper, loyal shopper, economic shopper and recreational shopper. The results in Chapter 4 have answered the three research objective
posted in Chapter 1. The subsequent section will discuss the findings in relation to the research objectives.

5.2 Research Objectives

1) To segment consumers based on their responses to the shopping value, decision-making style, perceived mall image and mall loyalty.

This study has successfully segmented consumers into four distinct groups. The largest group is identified as recreational shoppers; they have positive perception of the mall, high emphasis on recreational shopping and shopping mall atmosphere. This finding is fairly similar to Chebat et al. (2004) recreational shoppers go to the mall as an escape and scored average on impulse purchase. The findings also revealed that majority (90%) of the recreational shoppers are students and young working adults who are single or married without children.

The second largest group is identified as economic shopper, they are reported their primary shopping behaviour to be high in concerning the product and service quality and convenience but low in impulsive buying, recreational shopping and confused by choice. This finding is consistent with A. Jamal et al. (2005) and same as the economic shopper that identified by Westbrook and Black (1985). Furthermore, majority of the shoppers are working adults and married with children.

The third largest segment is the loyal shoppers; they are loyal to the mall and scoring high on all the attributes of shopping mall loyalty. Overall they are highly satisfied with the mall and valued high on all aspects of the shopping behaviour. Majority (64%) of the shoppers are single adults with diploma and degree certificate.
The smallest segment, apathetic shoppers, valued high on shopping avoid and do not care much about most aspects of shopping except that there is some moderate value attached to the impulsive buying and attitudinal loyalty. Majority of this segment consisted of single adults (69.2%) and they do not feel a need to be involved in shopping as shopping is done by other family members. This segment appears to be fairly similar to A. Jamal et al.’s (2005) and Reynolds et al.’s (2002) apathetic shopper who were uninterested in all aspects of the shopping except rating average on hedonic shopping and confusion.

2) To examine the similarities and differences among the shopper segments based on socio-demographic variables.

This study has revealed that marital status, number of children and education level is the three main factors that influencing respondents shopping behaviour. Furthermore, one can see that majority of the economic shoppers are consisted of respondents who are married and with children. On the other hand, the recreational shoppers are consisted of respondents that are single or married but without children. Furthermore, in this study, we found that the highly educated respondents are found in large population in the segment of economic shopper.

It is also interesting to discover that majority of diploma or degree holders are found in each shopper segments accept recreational shopper. On the other hand, majority of the respondents with low education level (diploma and below) are fall under category of recreational shopper.
3) To draw conclusions and suggestions about the profile of consumers shopping behaviour.

Based on the information provided by the cluster analysis, we can conclude that the majority of the shoppers are from the categories of recreational shoppers, economic shoppers and loyal shoppers. Marketing strategies can be inferred for each group of shoppers. The examples of such strategies will be discussed in the following section:

**Strategies:**

**Economic shoppers**

Economic shoppers go to shopping malls because they are interested in maximizing the value of their money. As a result, they are attracted to shopping malls that offer sales promotions or special offers. Flyers or mailings could be distributed in the neighbouring housing estate of the mall to inform the potential customers about promotions.

**Loyal shoppers**

Loyal shoppers visit shopping malls because they are satisfied with the performance of product or service received. As a result, loyal shoppers trust the mall and valued high on overall mall image. Loyalty program provide attractive gifts or price deduction for those members who make certain amount of purchase could be used to attract potential customers.

**Recreational shoppers**

Recreational shoppers go to shopping malls to look for fun and entertainment. On the other hand, they also concerned about the shopping mall atmosphere. Mall managers could organize special events or entertainment programs for product launching, sample
free testing, autograph signing ceremony for CD or movie launching to attract potential customers to visit the malls.

In summary, this answered the third research question of this study that mall managements shall tailor their services and products to satisfy their customers in order to attract more shoppers to visit their malls.

5.3 Research Limitations and Future Research

The limitation of this study is the time and cost constraints in carry out the research. Therefore, the survey results are achieved based on the limited sample size, covering only two shopping malls located in Klang Valley. There are still many shopping malls located all over the Klang Valley such as Pavilion, Suria KLCC, The Mall, The Curve, Mid Valley, Sunway Pyramid and etc. Therefore, future research should consider the above said shopping malls as well as to achieve high generalizability and validity.

It is also interesting to find out the individual shopping mall characteristics through the shopping mall segmentation. There are about fifteen shopping malls in Klang Valley which is enough to provide sufficient amount of sample for shopping mall segmentation study.

5.4 Research Implications

The competition in the retail industry is very intense in Klang Valley, as there are more than fifteen shopping malls in this area. Shoppers have variety of choices in selecting which malls are the best for them to visit. Therefore, the most difficult challenges faced by mall managements are to attract shoppers to visit their malls. As a
result, it is very important for mall management to understand the customers’ needs and wants in order to motivate them to visit shopping malls. The outcome of this study will contribute to the malls management in designing various strategies such as providing easily accessibility and plenty of parking spaces, provide loyalty program and building up mall image in order to fulfil the shoppers’ expectations and to further attract repeating visit to the malls. In addition, this study also provides an insight to the malls management on which attributes are critical when designing a new shopping mall and selecting a new tenant.