RESEARCH ARTICLE

Shop Selection at the Mall: Key Selection Attributes and Demographic Effects

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Abstract

This study intends to investigate shop selection attributes at the mall and their demographic effect. The study adopts the quantitative approach and employs the survey method as its data collection vehicle. Exploratory factor analysis is used to ascertain the key shop selection attributes. The study reveals five (5) key shop attributes that attract shoppers. The findings suggest that display had the most favorable influence on the store selection attribute followed by store personnel, store price, physical store and merchandise quality. There is also a significant relationship between the shoppers' demographic variables and their store selection attributes. Retailers at the mall can segment their markets based on the demographic features of their target markets as the study found a strong relationships with shop selection variables and demographic idiosyncrasies. This study provides empirical support for the mall and shopping behavior literature from the perspectives of shopping behavior as it shows the key shop selection variables and how they are affected by shoppers characteristics.

Keywords: *Shop selection, Shopper behavior, Ghana, Shoppers' demography.*

Introduction

Understanding how preferences vary with consumer factors is a key element in developing successful retail marketing strategies. The varying needs and wants of shoppers coupled with their demographic and psychographic dynamics immensely influence their selection of a retail outlet. Since Tauber's [1] study on "why do people shop", efforts have been made by other scholars to find out the general motives for shopping. Since, then, shopping behaviour has emerged as one of the key constructs of contemporary research in retail marketing and consumer behaviour, discussed in numerous empirical [2,3] and conceptual scholarly articles [4], doctoral dissertations [5], as well as marketing textbooks [6]. In recent times scholars such as Hunter [7]; Soars [8]; Ali and Kapoor [9]; and Beynon [10] have dealt well with the subject shopping in different contexts which are largely developed. The choice the shopper makes is of significant interest to retailers and manufacturers as these decisions eventually inform their marketing and promotion strategies. Kotler and Keller [11] opine that, such information is critical in formulation of marketing strategy and retailing planning. In the marketing literature, it has been revealed that, many factors affect shoppers' attitude at the retail environment and may include individual and psychological characteristics. These factors eventually inform the choice of retail outlet that will be eventually selected amidst the marketer's promotional strategies.

Previous studies indicate that people have various motivations for shopping: some for a purely utilitarian purpose, others for hedonistic reasons [12-15].It must however be indicated that these motivations may be affected by contextual factors as most of the studies are done in the developed context. These various motivations for shopping trip is defined by a consumer may affect his/her behaviour. These motivations may lead to the specific attributes sought before selecting a shop especially in the midst of myriad of shops which is normally found in a mall.

The existing literature has identified that consumer decision making is likely to be related to a number of consumer traits such as, age, gender, social class, educational level, income, lifestyle and life-stage-all of which can exert an influence over store choice [16]. However, there is very limited literature focusing on store choice within the mall environment which is a collection of stores. It has been acknowledged that one area of interest to the supermarket chains is still

whether these consumer dynamics influence shoppers' choice of a store within the mall. Consumer behaviour study has been said by Tauber [1] and emphasized by Anning-Dorson et al. (2013) to be consisting of three distinctive activities: shopping, buying, and consuming. However, Ahmed et al, [17] postulated that, much less empirical studies have concentrated on the determinants of consuming and shopping behaviour under which the store selection falls. This study therefore provides empirical support for the mall and shopping behaviour literature from the perspectives of shopping behaviour. The objective of the study is therefore to find out the shop selection attribute shoppers consider most at the mall and how these selection attributes are influenced by the demographic variables of the shopper.

Literature Review and Hypothesis

Shop Selection Attributes

Retail store attributes affect store choice and purchases [18, 19]. Store attributes are considered to be the evaluative criteria consumers have toward the store [20]. Accordingly, the importance of various store attributes varies by store format and customer base [21]. Store attributes are viewed as part of the overall image of a store [22]. Store attributes can be defined as the "summation of all attributes of a store as perceived by the shoppers through their experience of that store" [23].

Existing literature has presented various and varying conceptualizations of store attributes. For example, Lindquist [24] suggests nine key attributes: merchandise; services; clientele; physical facilities; convenience; promotion; store ambience; institutional factors; post-transaction satisfaction. Ghosh [25] introduces eight elements: locations; merchandise; store atmosphere; customer services; price; advertising; personal selling; sales incentive programs. Koo [26] proposes seven components: store atmosphere; location; convenient facilities; value; employee services; after sale services; merchandising. In addition, the results of a study conducted by Nguyen and Nguyen [27] of supermarkets in Vietnam indicate that supermarket atmosphere, locations, and convenient facilities were conceptually distinct but empirically unidimensional. The lack of consistency in the literature further lay credence to the importance of further developing the concept of shop selecting attributes.

According to Hu and Jasper [28], the central focus of a store is the point of sale. The sales transaction that occurs here – the exchange between salesperson and customer – is the defining social moment in a store's existence. The quality of this social encounter is determined by how well a salesperson can interpret customers' needs and interact in a congenial manner. An enhanced interaction between the sales associate and customer is referred to as personalization of service [28]. Personalization is characterized by an employee's politeness and courtesy, attempts to get to know customers as individuals, and engagement in friendly conversation [29]. Mittal and Lassar [29] found that personalization significantly influences customer evaluations of service quality; and that consumers seek familiar, friendly service providers and retail salespeople. Ko and Kincade [30] posit that, friendly personnel distinguish one store from other stores.

Ko and Kincade [30] asserted that, price is a critical strategic weapon in a competitive environment. Leszczyc and Timmermans [31] found that consumers tended to choose variety of stores, and overall preferred to shop at specialty stores for price reasons. Furthermore, consumers were increasingly likely to select a single store when prices were lower, parking costs were less, better assortments were offered, travel time was reduced, and checkout lanes were shorter [19]. All of the above Timmermans [18] suggest that the shopper is always looking for value for money and would certainly consider price of a store as a major store selection attribute.

Among the nine key store attributes that Lindquist [24] studied, price happened to be one of the top three attributes that influence retail store choice of the shopper. In recent studies most scholars have found price as a major store selection attribute of the retail format [32-34].

A market survey showed that 26 percent of consumers are often enticed by window displays to make a purchase; 15 percent of consumers use seasonal product displays (e.g. Christmas, Valentine's Day) to reach purchase decisions [35]. In-store graphics contain social cues which convey such a compelling message that the consumer will feel tantalized enough to step into a store and make a purchase [36].

The ability to modify in-store behaviour through the creation of an atmosphere is recognized by many retail executives and retail organizations [37]. In a recent review of 60 experiments that manipulated portions of a store's complex atmosphere, Turley and Milliman [38] note that each of these studies found some statistically significant relationship between atmospherics and

shopping behaviour. Based on this review they conclude that the effect of the retail environment on consumer behaviour is both strong and robust, and that it can be shaped to increase the likelihood of eliciting particular behaviours from shoppers.

Producing high quality products within a reasonable lead time is necessary, but not sufficient, in today's fiercely competitive market [39]. Providing quality merchandise in a convenient and friendly atmosphere is also needed [7]. Retailers try to improve sales and develop better store image through, convenient store layout quality merchandise and the right merchandise type for target market [30]. Convenient store layout is also enhanced by reduction in inventory size [30]. Well spaced merchandise and price-marked shelves or products allow consumers to find products easily [40]. Inventory management systems can be combined with graphics packages to provide retailers with visual displays of inventory levels and placements [30]. In the study of Pualins and Geistfeld [19], merchandise quality and display are seen as one of the many preference set that are likely to influence the shopper at the retail store.

Shoppers' Demography and Shopping Behaviour

Several researchers have posited that demographic characteristics of customers affect their purchasing behavior [16,41,42], however, this relationship is currently considered unclear as research findings have been found to be controversial [16,20,43].With the aim of assessing the demographic idiosyncrasies in respect of shop selection attribute, the study tested the association of sex, age, educational status, employment status, marital status and monthly income against the various shop selection attribute that were identified through exploratory factor analysis.

Researchers have investigated how these individual idiosyncrasies affect consumer decision-making and market behaviour. For example, when making decisions about visiting a fine restaurant, susceptibility to spousal influence is an important determinant in a consumer's decision-making process. Research has also showed variations of susceptibility to interpersonal influences across different consumer demography [44].

Demographic characteristics of customers such as age, income level and education affect store choice. Forsythe and Bailey [45] found that age,

marital status, occupational status, and consumer shopping enjoyment affect the amount of time spent shopping. Forsythe and Bailey [45] study revealed that shopping enjoyment was positively related to time spent shopping while age was negatively associated with time spent shopping for females. Although income was not identified as a significant variable, consumers with professional careers spent less time shopping than non-professional consumers [19].

Research Questions

- What are the distinct attributes of shops sought by shoppers in the mall?
- What is the shop attributes hierarchy effects on general store selection
- Do these distinct shop attribute vary among shoppers' demographic variables?
- What is the relationship between the store selection attribute and demographic idiosyncrasies of shoppers?

Methodology

A deductive reasoning approach was seen as a useful option for this study where research works from the more general to the more specific [46]. A topic of interest was thought up through theory and then narrowed down into more specified research questions to be tested. Just as in earlier works (see Anning-Dorson et al 2013), this leads the study to test the hypothesis with specific data -a *confirmation*(or not) of our original theories [47]. A survey approach with quantitative data collected in cross-sectional manner was considered appropriate as Saunders et al [47] submit to be usually associated with deductive approach as the purpose was to test formulated hypotheses borne out of empirical literature reviews. For this specific study, data were collected from Ghana's two foremost malls i.e. the Accra Mall and the A&C Mall. These malls are seen as prominent, flagship and widely patronized by the citizenry. Structured questionnaire were distributed to visitors of these malls. These questionnaires were Likert in nature for easy fill out and in conformity with previous studies. Shoppers were intercepted at the entrance of the shops within the mall to allow respondents to easily recall activities and give appropriate responses because of environmental influence.

This study adopted probability sampling method. Saunders et al. [47] contest that, even though we may generalize from non-probability sampling, it cannot be done on statistical grounds. As probability sampling makes it possible to answer research questions and achieve research objectives that require the researcher to estimate

statistically the characteristics of the population from the sample, the researchers followed this sampling technique to make meaningful generalizations. By the choice of the probability sampling technique, this study further adopted simple random sampling technique where elements had equal chance of being selected through a mall intercept approach. The study's sample frame was all mall shoppers in Ghana. With the difficulty ascertaining a list of mall shoppers in the country, the researchers sought to consider every person who visits the malls as part of the sample frame to follow previous researchers [48]. In this study, every tenth person from a shop within the mall was intercepted to be part of the sample. When the tenth person was unable to answer the questionnaire, the next person was approached.

In probability sampling, it is argued that the larger the sample' size the lower the likelihood of error in generalizing to the entire population [47]. However, when critiquing business education research, Wunsch [49] stated that "two of the most consistent flaws of probability sampling included (1) disregard for sampling error when determining sample size, and (2) disregard for response and non-response bias". The question then is, how large of a sample is required to infer research findings back to a population? With the researchers' inability to correctly estimate the number of visitors of the mall per day, it was prudent to estimate a sample size consistent with previous researchers in mall studies. The table below shows a number of researchers done in the past years in the area of mall shopping and the sample size used.

Table 1: Sample size used by scholars in the past

Author(s)	Number of Malls	Sample Used	Sample Per Mall
Rajagopal, 2009	6	600	100
Ahmed et al 2007		150	
Yavas & Babakus 2009		400	
Nguyen et al 2007	4	608	152
Hunter, 2006		337	
Rajamma, et al, 2009	Internet Survey	720	
Wang et al, 2010		174	
Yan & Eckman, 2009		410	
Ali et al, 2010		101	
Tendai & Crisper		320	
Hemalatha et al, 2009		300	
Wegner, 2007			
Tai 2008			
Ooi & Sim, 2007	9	1283	142.5

Base on the above table and the unavailability of known number of mall visitors, the study used a total sample size of six hundred (600) for two shopping malls which is consistent with previous studies. The sample size per mall compared to previous studies has been increased to minimize the sampling error normally associated with surveys using probability sampling. Proceeding from that, a total of 600 questionnaires were printed and distributed to shoppers of Accra and A&C Shopping Malls. Shoppers were intercepted while they were within the mall and requested to help fill the questionnaires. Respondents were asked to fill and return the instruments immediately as it would have been difficult to collect them later. The distributions of the questionnaires were done over a period of four-

weeks. A total of 528 were successfully returned as some abundant the questionnaire midway into the filling. However, 467 were usable which were

finally used in the final analysis representing a usable response rate of 77.83%.

Data Analysis

Due to the large nature of the scales used for both constructs, a data purification exercise was conducted through an exploratory factor analysis (EFA) to cleans the scales and group the scales under factors to set the pace for the hypotheses to be tested. The exploratory factor analysis leads to testing for the reliability of the factors that were extracted through the EFA and validity proofs shown to allow for the testing of the hypotheses.

In terms of demographic characteristics of the respondents, most of the respondents representing over 74% have had tertiary education and therefore did not require further explanation of the questionnaires which normally account for interviewer biases. Only 6.4% have had basic formal education but did not require

much interpretation of the questions to affect their responses. Single in terms of marital status attend the mall than married ones as 43% of the respondents were married leaving the rest never married; or divorced, separated or widowed. A sizeable portion of the sample representing 66% were employed and therefore deemed to have the purchasing power to visit the mall.

In terms of the income of the respondents, a chunk of the respondents representing 32.8% earn between GH¢100 and 500 while another 26.9% earn between GH¢501 and 1000 and 22.9% also earning more than GH¢1000 showing that, those considered in the study had purchasing power and therefore visit the mall with the possibility of spending. Finally, since there are different people with different origin in Accra, it was important to assess the differences in country or geographical origin and be used as a demographic variable for assessment of mall visitation motivation and shop selection attributes. The study largely included more Ghanaians visit the malls with 71.3%, followed by Americans/Europeans with 10.3%, Asians with 8.8%, other Africans with 8.4% and the rest representing 1.3%.

The next respondent characteristic assessment done was in respect of shoppers time spent at the mall, the different number of shops visited and their number of mall visits per week. On the average, mall shoppers in Ghana spend between 1.5 and 2.5 hours (an average of 2 hours) at the mall which is consistent with the findings of Ahmed et al, [17] in the Malaysian study in the American study. In more specific terms, Ahmed et al, [17] in the Malaysian study found that, the average time spent by student shoppers was about two and a half hours, while other reported that Malaysian shoppers (inclusive of students and working people) spend an average 96 min, found that American shoppers spent about 78 min in a mall. This indicates that shoppers in Ghana appear to spend significantly more time in the mall compared to the developed subjects.

In terms of the number of different stores visited during a normal trip to the mall, the study found that, on average, respondents visited about three stores per trip. By comparison, American shoppers visited about five stores per trip and Malaysian visited six stores per visit [17]. This finding suggests that shoppers in Ghana visit a comparatively less number of stores per their mall visit. The graph below indicated that, 62.74% visited between 1-2 stores, 25.27% visited between 3-4 stores while 11.99% visited more than five stores at the mall.

Presentation of Results

To answer the research question one, Scale Purification through Exploratory Component Factor Analysis was conducted to determine the distinct shop selection attributes at the mall. According to the literature, there are number of scale measures for store selection attribute. This study sought to maximize the usefulness of these scales and therefore considered a number of them amid additions from the researcher. Where there were inconsistencies in the scales from different scholars, the researcher rephrased the questions to make it more relevant to the context of the study.

A total of twenty-one items were used for shop selection attributes (SSA). Respondents were to indicate their level of agreement for all of the items used for SSA on a five-point Likert scale where strongly agree represented the highest level of agreement with 5-points and 1-point for strongly disagree and a mid level of 3-points representing neither agree nor disagree. In accordance with best practices as suggested by Tull and Howkins [50], Parasuraman et al., [51] and Churchil [52] exploration of the underlying structure of the data carried out through exploratory factor analysis (EFA) and stepwise process suggested by Hair et al. [53] was followed.

Initial assessment of the correlation matrices for shop selection attribute indicated considerable degree of inter-factor correlation as indicated in table. In addition, from the correlation matrices,

the Bartlett test of Sphericity (Chi-square=3293.30, df=210; p<0.000) for Shop Selection Attribute and Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy indices and (value of 0.782) for Shop Selection Attribute confirmed the appropriateness of the data for EFA. Given that the aim was to identify the minimum portion of the variance of the original items, principal component analysis was selected [54] to reduce the number of factors where the Eigen value greater than 1 and a cumulative percentage of variance explained being greater than 50% were the criteria used in determining the number of factors. On the basis of these criteria7 factors were extraction for Shop Selection Attribute which collectively accounted for a satisfactory 65.25% of the variance. Furthermore, the communality column in tables provides further evidence of the overall significance of the solution.

In order to obtain a clear picture of the structure, the initial solution was rotated and the absence of a compelling analytical or theoretical reason, no

prior assumption in terms of factor dependence was made and consequently an oblique rotation was applied to the data [51]. On the basis of the sample size, the criterion for the significance of the factor loading for the extracted common factor was stipulated to be greater than the absolute value of 0.5 suggested by Hair et al. [53]. Communality was also examined in order to assess how much variance of each item was accounted for by the extracted factors and shed light into possible elimination of items (given the lack of accepted guidelines a cut-off value of 0.3 was used). The initial analysis through the principal component analysis produced seven factors on which internal consistency and reliability check were performed.

The internal reliability of the seven factors for shop selection attribute were analysed through Cronbach's coefficient alpha. As prescribed by Nunally [54] and Hair et al, [53] only factors that meet the minimum value of 0.6 were accepted.

Also, in order to test the value of the variables that loaded onto the factors, item–to total correlation was set above 0.3 [51,53]. As a result, the factors were re-specified. This was further done to reduce the number of factors. This is consistent with recommendations by Churchil [52] and Hair et al, [53] who state that the deletion or merger of a particular statement/item can only be justified when the item to be eliminated or merged are conceptually related with another group of items.

All factors were maintained as they satisfied the criteria set; however, factors 6 and 7 were deleted due to the fact that their alpha values were lower than 0.6 and the items to total correlation were less than 3. Attempt to add these items to conceptually fit group of factors reduced the alpha value of those factors and were therefore eliminated. The table 2 below shows the internal consistency and the related decision.

Table 2: Internal Consistency and Related Decisions – Shop Selection Attribute

Factor/item	Factor loading	Item-total correlation	Cronbach Alpha	Decision
Factor 1			0.775	Retained
When the products are nicely arranged	0.853	0.711		
When the shop is colorfully and nicely decorated	0.816	0.609		
When I easily find whatever I want from the store	0.616	0.523		
Factor 2			0.835	Retained
When the personnel within the shop are friendly	0.914	0.810		
When the personnel within the shop are courteous	0.867	0.708		
When the personnel within the shop are competent	0.676	0.594		
Factor 3			0.687	Retained
The store is conveniently located within the mall	0.731	0.554		
There is enough walkway within to move with a cart (trolley)	0.685	0.478		
The shop has a pleasant atmosphere	0.677	0.488		
The shop carries famous brands	0.495	0.371		
Factor 4			0.855	Retained
I visit the shop where prices of products are relatively low	0.892	0.794		
I visit the shop where there is always discount on large amount of purchase	0.874	0.794		
Factor 5			0.736	Retained
When within the shop there is enough variety to choose from	0.824	0.588		
When the store's products are of high quality	0.739	0.588		
Factor 6			0.342	Deleted
I visit the shop where I get value for money	0.641	0.271		
When I am served with the maximum speed possible	0.611	0.203		
When it feels like a different world when you enter the shop	0.580	0.128		
Factor 7			0.257	Deleted
The fact that I can return goods without fear	0.623	0.196		
I value the card payment system of the shop	0.617	0.124		
I enjoy the after sales service the shop provides	0.487	0.109		

The revision in accordance with conceptual fit had five attributes that affect Ghanaians shop selection at the Mall. These attributes are display, store personnel, physical store, price and merchandise quality. These attributes for store selection at the mall were further checked by their Cronbach alphas which were all more than 0.6 to ensure reliability. The table below shows the details.

Table 3: Internal Constancy of Revised Structure for Shop Selection Attribute

Factor	Number of Factor	Item-total correlation	Weighted Mean	Cronbach Alpha
Factor 1/Display	3		4.1892	0.775
When the products are nicely arranged		0.711		
When the shop is colorfully and nicely decorated		0.609		
When I easily find whatever I want from the store		0.523		
Factor 2/Store Personnel	3		3.9057	0.835
When the personnel within the shop are friendly		0.810		
When the personnel within the shop are courteous		0.708		
When the personnel within the shop are competent		0.594		
Factor 3/Physical Store	4		4.0733	0.687
The store is conveniently located within the mall		0.554		
There is enough walkway within to move with a cart (trolley)		0.478		
The shop has a pleasant atmosphere		0.488		
The shop carries famous brands		0.371		
Factor 4/Price	2		4.0471	0.855
I visit the shop where prices of products are relatively low		0.794		
I visit the shop where there is always discount on large amount of purchase		0.794		
Factor 5/ Merchandise Quality	2		4.0439	0.736
When within the shop there is enough variety to choose from		0.588		
When the store's products are of high quality		0.588		

As an answer to research question one, the distinctive shop selection attributes therefore are display, store personnel, physical attributes, price and merchandise quality.

Question Two

Research question two sought to assess the shop attributes hierarchy effect on general store selection. Two statistical analyses were necessary to be performed. Firstly, a comparison of the means of the various factors could tell which of the motivations respondents rated higher than the rest. However since the comparison of the factors means cannot tell the real effect on the overall store selection orientation, a multiple regression analysis was performed. The regression analysis's ß values tell the direction and the level of the effect of each factor on the general model.

The descriptive statistics for the SSA showed that, the highest average mean factor was display

Table 4: Descriptive statistics for SSA

Variables	N	Mean	Std. Deviation
Display	467	4.1892	.67177
Physical Store	467	4.0733	.50993
Store Price	467	4.0471	.85035
Merchandise Quality	467	4.0439	.62297
Store Personnel	467	3.9507	.73712
Valid N	467		

(4.18) followed by physical store (4.07), store price (4.05), merchandise quality (4.04) and store personnel (3.95). However, as indicated earlier, these ranking does not tell the effect on the overall store selection orientation, therefore the regression analysis was needed.

The relationship of all the variables in the casual model was assessed based on the research question and the results displayed in the three following tables below.

The multiple coefficient (R) is 0.930, suggesting reasonably good correlation between all the influencing factors taken together and SSA, and the adjusted R^2 figure of 0.863 suggests that they can explain 86% of the variance, leaving only 14% unexplained. As shown in Table 4.20.2, regarding the analysis of variance, the statistical significance is 0.000, and the analysis of relationships between all the influencing factors and mall visitation can be accepted.

Table 5: Regression Analysis of SSA Factors

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	**SE**	**β**	**t**	**Significance**
1 (Constant)	.503	.066		7.644	.000
Display	.200	.013	.332	15.977	.000***
Store Personnel	.176	.011	.321	16.679	.000***
Physical Store	.187	.016	.235	11.645	.000***
Store Price	.125	.009	.263	14.435	.000***
Merchandise Quality	.140	.013	.215	10.992	.000***

Note: Dependent Variable: Store Selection Attribute

$R^2= 0.865$ adjusted $R^2= $ 0.863 $F= 588.439$ Sig. at $p<0.001$

Table 5 suggests that a person's store selection attribute can be positively influenced by all the factors as significant predictors of SSA. Considering the level of significance of those factors, the said table still shows that, all the factors were significant (sig. of 0.000). In general, display (0.33) favourably influenced the store selection attribute more than the rest of the factors followed by store personnel (0.32), store price (0.26), physical store (0.24) and merchandise quality (0.22).

Question Three

A one way ANOVA (F-test) was conducted to test whether there were difference in mean of the various demographic factors and their shop selection attribute. In orders words, is one's choice of shop at the mall has any association with their demographic idiosyncrasies. The results are shown in the table below with heir hypothesis decisions

Table 6: ANOVA for shop selection attribute against demographic variable

		Sum of Squares	df	Mean Square	F	Sig	Decision
Sex	Between Groups	.038	1	.038	.231	.631	**Reject**
	Within Groups	75.304	464	.162			
	Total	75.341	465				
Age	Between Groups	1.326	4	.331	2.037	.088	**Reject**
	Within Groups	74.850	460	.163			
	Total	76.176	464				
Education	Between Groups	.926	3	.309	1.907	.128	**Reject**
	Within Groups	74.476	460	.162			
	Total	75.402	463				
Marital status	Between Groups	.577	2	.289	1.772	.171	**Reject**
	Within Groups	75.606	464	.163			
	Total	76.183	466				
Employment	Between Groups	1.109	2	.554	3.427	.033*	**Accept**
	Within Groups	75.074	464	.162			
	Total	76.183	466				
Estimated income	Between Groups	2.862	5	.572	3.589	.003**	**Accept**
	Within Groups	72.555	455	.159			
	Total	75.417	460				

***Significant at $p<0.001$ **Significant at $p<0.01$ *Significant at $p<0.05$*

The results show that only one's employment status and their estimated monthly income has a link with the shoppers shop selection attribute at

the mall. Estimated monthly income was more significant at 0.01 while employment was significant at 0.05 with 3.589 and 3.427 F-values

respectively. This therefore means that, ones age, sex, education, marital status do not have any association with their choice of shop within the mall.

The next hypothesis sought to assess the relationship between SSA and Demographic Variables and a Chi-square test was conducted to test that;

Question Four

The table 4.16 below shows the Chi-square test results for the H4. The table 4.16 shows that, all of the demographic variables had a significant relationship with SSA with the exception of marital status and nationality.

Table 7: Relationship between SSA and Demographic Variables

Demo variable		Pearson R	Cramer's V	Contingency Coefficient	Decision
Sex	Value	73.074	0.396	0.368	**Accept**
	Df	44			
	Asymp. Sig (2-sided)	0.004			
	Approx. Sig		0.004	0.004	
Age	Value	2.696	0.381	0.606	**Accept**
	Df	176			
	Asymp. Sig (2-sided)	0.000			
	Approx. Sig		0.000	0.000	
Education	Value	1.707	0.350	0.519	**Accept**
	Df	132			
	Asymp. Sig (2-sided)	0.013			
	Approx. Sig		0.013	0.013	
Marital status	Value	1.090	0.342	0.435	**Reject**
	Df	88			
	Asymp. Sig (2-sided)	0.064			
	Approx. Sig		0.064	0.064	
Employment	Value	1.643	0.419	0.510	**Accept**
	Df	88			
	Asymp. Sig (2-sided)	0.000			
	Approx. Sig		0.000	0.000	
Estimated income	Value	2.979	0.360	0.627	**Accept**
	Df	220			
	Asymp. Sig (2-sided)	0.000			
	Approx. Sig		0.000	0.000	

*****Significant at p<0.001**   ****Significant at p<0.01**   ***Significant at p<0.05**

The table above showed that, there was a significant relationship between sex and SSA as the overall chi square value of 73.074 with 44 df was significant at 0.01. It can therefore be concluded that, the relationship between sex of the shopper and SSA was extremely unlikely to be explained by chance factors alone which therefore meant that there is a significant relationship between the two variables. The Cramer's V value of 0.396 showed a positive direction of the relationship while the contingency coefficient of 0.368 showed a weak relationship.

There was a significant relationship between age and SSA as the overall chi square value of

269.589 with 176 df was significant at 0.001. It can therefore be concluded that, the relationship between age of the shopper and SSA was extremely unlikely to be explained by chance factors alone which therefore meant that there is a significant relationship between the two variables. The Cramer's V value of 0.381 showed a positive direction of the relationship while the contingency coefficient of 0.607 showed that, there is a strong relationship between the age of the shopper and his/her shop selection attribute.

There was a significant relationship between educational level attained and SSA as the overall chi square value of 170.497 with 132 df was

significant at 0.05. It can therefore be concluded that, the relationship between education level of the shopper and SSA was extremely unlikely to be explained by chance factors alone which therefore meant that there is a significant relationship between the two variables. The Cramer's V value of 0.35 showed a positive direction of the relationship while the contingency coefficient of 0.519 showed a not too strong relationship.

On the part of shoppers' employment status, there was a significant relationship between employment and SSA as the overall chi square value of 164.335 with 88 df was significant at 0.001. It can therefore be concluded that, the relationship between employment of the shopper and SSA was extremely unlikely to be explained by chance factors alone which therefore meant that there is a significant relationship between the two variables. The Cramer's V value of 0.396 showed a positive direction of the relationship while the contingency coefficient of 0.368 showed a weak relationship.

Lastly, there was a significant relationship between estimated monthly income and SSA as the overall chi square value of 297.908 with 220 df was significant at 0.001. It can therefore be concluded that, the relationship between income level of the shopper and SSA was extremely unlikely to be explained by chance factors alone which therefore meant that there is a significant relationship between the two variables. The Cramer's V value of 0.360 showed that, there is a positive relationship while the contingency coefficient of 0.627 showed a strong relationship [54-59].

Conclusion and Implications

It was also shown in the study that, within the mall, there are key reasons/motivations for the store shopper select. As the study sought to find the attributes peculiar to Ghanaian shoppers, it was revealed that there are five (5) key attributes that normally invite the shopper to the shop within the mall which are display, store personnel, physical store, price and merchandise quality. However, these have different level of effect on the general shop selection. It was shown that display had the most influence on the store selection attribute followed by store personnel, store price, physical store and merchandise quality.

Another key finding was that, there is largely a significantly relationship between the shoppers demographic variables and their store selection attributes. Ones marital status and nationality

had no relationship with his/her motivation for store choice, however, the rest of the demographic variables i.e. sex, age, educational level, employment status, and estimated monthly income had significant influence on their store selection attribute.

The competitive nature of the retail industry especially at the mall which is seen as a more relaxed atmosphere for selecting merchandise shows the importance of properly managing marketing activities. Retailers must understand the idiosyncrasies of their markets to plan the right marketing mix in order to compete favorably.

Considering the findings of this study, retailers to be careful about how products are displayed within the shop which includes the arrangement on the shelves and the colourful decoration and the atmospheric effect the display can have a lasting effect on the shopper. Furthermore, the competence of the store staff, the friendliness and the speed at which they are able to deal with the shopper will make him/her choose a particular retail outlet over the other. Therefore maximum training on customer service, complain handling and service recovery strategy should be trumpeted to the staff. The choice of the store in terms of the location within the mall, the availability of spacious walkways, trolley-provision and check out time play key role and therefore must be critically considered by the retailer. High quality product sales coupled with value for money customer cost helps the store within the mall to meet its sales targets and gain loyalty customers.

Segmentation based on demographic variables of consumers has been espoused by many researchers over the years. In this study, it has come to light that, mall developers and retailers in particular in a developing economy like can have its market well segmented on the demographic variables such as age, educational level, employment status, and estimated monthly income. These variables were favorably related to the shop selection and therefore can serve as a good measure of segmentation.

As a limitation of this study, the findings are generally based on shoppers in Ghana therefore users of the findings must be guided in its application to other sub-Saharan African countries in spite of the similarities in such economies. Future research should also consider a broader demographic profile representing multiple geographical locations in Africa as well as other region given that consumer' shopping-

related perceptions and expectations are likely to differ across countries or cultures throughout the world. Future research covering wider perspectives is desirable to enable comparisons, benchmarking and setting standards. With many

mall developers and mall managers now operating as MNCs (multi-national corporations), this international perspective is particularly important.

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