Routledge
Taylor & Francis Group

Mall Shopping Motives and Activities: A Multimethod Approach

Dalia A. Farrag
Ismail M. El Sayed
Russell W. Belk

ABSTRACT. Using ethnographic methods, this study first develops an understanding of the "mall experience" as perceived by Egyptian consumers. An interpretive model of shopper experiences is deduced from the findings and related to shopping activities performed at the mall. The result is 10 different clusters of shopping activities. Based on these qualitative findings, a structured questionnaire was generated in order to test and generalize these findings and the resulting typology of mall shoppers. Seven main shopping motives were identified in subsequent survey research: three functional motives—safety, bargain hunting, and convenience—and four hedonic motives—entertainment, freedom, appreciation of modernity, and self-identity. Measures of the 10 different shopping activities derived in the "mall experience model" were then correlated with the shopping motives derived in the survey. A two-step cluster analysis produced three main clusters of shoppers: family-focused, hedonists, and strivers. These three types of shoppers are further described in terms of their motives, mall activities, and demographic characteristics. The largest number of Egyptian shoppers belonged to the Strivers category.

KEYWORDS. Shopping mall, shopper's typology, Egypt, shopping motives, shopping activities

INTRODUCTION

There has been a paradigm shift from regarding shopping malls as involving a traditional shopping activity to treating them as retail–entertainment complexes (e.g., Csaba and Askegaard 1999; Kozinets et al. 2004; Talpade and Hayes, 1997) and as community centers for social and recreational activities (Ng 2003).

Malls are not only centers for shopping but highly organized social spaces for entertainment, interaction, and other types of consumer excitement (Frat and Venkalesh 1993; Pine and Gilmore 1999). Stores, food courts, restaurants, cinemas, children's play areas, interactive entertainment, social use areas, relaxation spaces, and promotional areas are now major components of any mall (Terblanche 1999).

Dalia A. Farrag is Assistant Professor of Marketing in the Marketing and International Business Department at the Arab Academy for Science, Technology & Maritime Transport, Alexandria, Egypt. Ismail M. El Sayed is Associate Professor of Marketing in the College of Business Administration, Department of Marketing and Management at Kuwait University, Safat, Kuwait. Russell W. Belk is Kraft Foods Canada Chair in Marketing at the Schulich School of Business, York University, Toronto, Ontario, Canada.

Address correspondence to Dalia A. Farrag, Assistant Professor of Marketing, Marketing and International Business Department, Arab Academy for Science, Technology & Maritime Transport, P.O. Box 1029, Miami-Alexandria, Egypt. E-mail: dfarrag@aast.edu

At the same time, the mall industry has sensed that more and more consumers have found that the traditional shopping mall, with its formalistic designs and standard tenant mix of national chain stores carrying virtually identical merchandise is losing its luster (Shillingburg 1994). The result is a proliferation of shopping malls and other retail spaces with strong elements of spectacle (Debord 1995; Gottdiener 2000; Ritzer 1999) and as places for playful or lucid activity? (Kozinets et al. 2004; Peñaloza 1999; Sherry et al. 2001). However, this research has thus far focused on the U.S. and the UK.

There is a certain homogeneity in malls all over the globe. They may look similar, whether they are in the U.S., Singapore, the UK, Malaysia, or Egypt. This similarity is nevertheless a surface phenomenon. The local variations in the cultural composition and economic situation of each country provide a different setting and lead to a different articulation of the shopping mall concept. For example, in Kuala Lumpur, shopping malls are conceptualized as bringing modern lifestyles and convenience to shoppers and as serving those who aspire to look good, feel good, and lead a better life (Nurani 2003). On the other hand, in Britain, shopping malls represent safe environments for family shopping, and also an interesting and accessible place for the elderly to stroll (Miller et al. 1998). In the U.S., as competition among malls increased and the population became older, regional shopping malls began to serve as venues for stores that attract shoppers whose annual incomes are significantly higher than the U.S. median income (Kirtland 1996; Roy 1994). However, in Egypt, a country where 65% of its population is under 30 (CAPMAS 2005), young people and youth culture have become more important. But, what kinds of young people are attracted to these malls? And why do they go to the mall? The flowering of bowling alleys, billiard centers, and popular coffee houses within clean, air-conditioned spaces has provided a crucial outlet for the consumer-oriented younger generation. But not many of these youths have money to spend in such malls due to the harsh economic conditions prevailing in the country; the bulk of their income is spent on food and basic needs, a controversial phenomenon that is worth investigating. In Egypt, there has been a reshaping of public space to merge mall shopping with leisure (e.g., movie houses, billiard rooms, discotheques, ice-skating rinks). Within this landscape, attention shifts from obtaining goods for consumption to the fun, playful, emotional, and sensation-seeking; the same sensory-stimulating, fantasy-driven, amusement elements that have done well in malls elsewhere have proven particularly successful in such settings (Bloch, Ridgway, and Nelson 1991). This has introduced a new set of experiences in visiting shopping malls. These experiences have not received adequate attention from consumer researchers in everyday settings, with grand consumer spectacles being studied more frequently instead (e.g., Sherry et al. 2001).

Most studies of malls and shopping experiences in current consumer culture theory are related to postmodernism and tend to stress its theatrical and hyperreal character (e.g., Csaba and Askegaard 1999). Postmodern consumer theorists generally adopt a theoretically inspired and formulaic approach. This has led to a lack of alternative data-driven conceptualizations. The voices critical of postmodernism in consumer research generally propose a stronger empirical focus, based on ethnographic approaches to the shopping experience. There appear to be significant opportunities to investigate the mall using the phenomenological approach. Applying these techniques to the study of mainstream retail institutions such as malls should provide a valuable complement to surveys of shopping mall consumers (e.g., Bloch, Ridgway, and Dawson 1994). The objective of this paper is to utilize ethnographic techniques in order to enrich the literature with deeper insights regarding the main reasons why visitors patronize shopping malls and then attempt to develop a shopper's typology specifically related to shopping malls in Egypt based on these reasons.

Historically, consumer researchers have focused on developing taxonomies of shoppers (Anderson 1971; Bellenger and Korgaonkar 1980; Darden and Ashton 1975; Darden and Reynolds 1971; Monroe and Guiltinan 1975; Moschis 1976; Stephenson and Willet 1969; Stone 1954; Williams, Painter, and Nichols

1978; Westbrook and Black 1985). Some studies show that based on perceptions of shopping center attributes, consumers who patronize shopping malls fall into two shopping orientation groups: recreational and economic/convenience shoppers (Bellenger, Robertson, and Greenberg 1977). These findings were supported by other studies demonstrating that reasons for shopping in malls vary from pursuing utilitarian needs to social interaction and recreation (Bellenger and Korgaonkar 1980; Bloch et al. 1994; Bloch et al.1991; Roy 1994). Although much research has focused on shopping orientations, image perceptions, and shopper's motives in order to gain insights into mall-shopper characteristics, there are few studies investigating the actual uses and gratifications derived from malls as an influence on shopping behavior in the mall environment—in other words, the actual consumer experience in the mall. Therefore, a new typology of mall shoppers and experiences is desirable, especially given that malls have changed in character over the past 50 years, have altered the physical landscape of cities, and have become a central part of modern lifestyles, encouraging a growing number of activities and providing an expanded set of attractions.

PRIOR LITERATURE

Shopping has contributed to the diversity of forms of capitalism. The new retail geography finds a messier and more disparate field of action that consists of a spectrum of retailing firms and markets, operating through a distinctive geography of shopping malls, department stores, superstores, discount warehouses, corner shops, and so on (Wrigley 1991, 1992; Marsden and Wrigley 1996; Wrigley and Lowe 1996). In turn, these geographies offer different kinds of shopping experience and demand different kinds of shopping knowledge. New forms, markets, and geographies of shopping are constantly being formed (Wrigley and Lowe 1996). This in turn affects how consumer habits and forms of shopping have developed in the Western world. However, we might ask to what degree these observations are appropriate for understanding the changes taking place in the so-called Third

World. This concern is framed by recent debates about the existence of "multiple and alternative modernities of non-Western societies" (Abaza 2001, 99; Friedman 1994; El-Adly 2007).

Malls in the original meaning refers to the tracts for strolling. Most malls today are shopping malls, tracts to stroll while you shop and to shop while you stroll. Shopping malls make the world "or a carefully walled-off, electronically monitored and closely guarded part of it safe" for a semblance of strolling (Abaza 2001, 98; Bauman 1996, 27). The mall is a separate complex of shops, department stores, groceries stores, services, and entertainments, which simultaneously meet all kinds of needs and offer something new (Falk and Campbell 1997).

Studies of consumer shopping orientations typically seek to identify a limited set of distinct shopper types to which retail management may direct differentiated marketing efforts. The appeal of such typologies is their potential to improve retail strategic decision making by enabling retailers to differentiate and target their offerings, locations, and promotional efforts according to the varying patronage responses by shoppers of the basic types. In addition, shopper typologies are of interest for the insights they lend to the forces shaping consumer behavior and the development of consumer behavior theories.

The origins of the sociology of shopping can be traced back to the 1950s and an article entitled "City Shoppers and Urban Identification" by the American Gregory P. Stone (1954). Stone challenged the idea that the character of city life was nothing but a mass of depersonalized relationships, believing instead that it contained activities, which could be seen to foster seeds of personalization. He identified four basic orientations toward shopping: the "economic" shopper, whose primary considerations are price and quality; the "personalizing" shopper, who rates such economic criteria to be of secondary importance when compared to the opportunity for interaction that the experience offers; the "ethical" shopper, who claims to employ moral considerations in the choice outlet (e.g., preferring small local stores over multinational chain stores); and finally the "apathetic" shopper who shops simply out of necessity.

Stone's typology has had a significant influence upon subsequent research on shopping. Numerous taxonomic schemes have appeared since his seminal study of urban shopping orientations. Darden and Reynolds (1971) linked Stone's shopping orientations with the purchase of products, in this case cosmetics, concluding that the economic shopper will use cosmetic products that are socially visible whereas the personalizing shopper tends to use products that aid elementary hygiene.

In contrast to the foregoing typologies, the structures of which were largely determined by empirical observation of shoppers' attitudes, feelings, and opinions, Stephenson and Willett (1969) proposed a conceptual taxonomy of shoppers based upon actual patronage and shopping behavior. They attempted to correlate the manner in which shoppers purchase goods with the number of stores that they frequently visit. Other researchers have gone on to see how far Stone's typology can be applied to specific subsections of the consumer population. Williams and colleagues (1978) refined Stone's typology in their study of grocery shoppers, identifying four main types: convenience, price-oriented, apathetic, and involved.

These typologies may have some merit, but changing consumer lifestyles as well as changing environments have likely altered these basic orientations. For example, Bellenger and colleagues (1977), although starting with a Stone-like typology, went on to identify the important category of the "recreational" shopper. Unlike the convenience shopper (who basically resembles the economic shopper), the recreational shopper gains satisfaction from the act of shopping itself. Tauber (1972) proposed a similar shopper motivation. The recreational shopper was refined by Babin, Darden, and Griffin (1994), who distinguished hedonic and utilitarian shopping values. This point was also made by Williams and colleagues (1978), who identified a category of shoppers who are distinctive in gaining pleasure from the process. Schindler (1989) and Thompson, Locander, and Pollio (1990) identified shoppers who regard shopping as a contest of wits and regard getting a bargain as winning. Miller (1998) found that the women he studied focused on how much they saved on sale merchandise rather than how much they spent. Similar to Fischer and Arnold (1990), he also found that routine shopping was often regarded as a sacrifice made in order to win the love and praise of the family members for whom provisioning was being done. O'Guinn and Belk (1989) provided evidence about the "compulsive" buyer, indicating that people who buy compulsively are more likely to demonstrate compulsivity as a personality trait, have lower self-esteem, and be more prone to fantasy than other consumers. More recent efforts specifically related to shopping malls include Reynolds, Ganesh, and Luckett (2002), who used mall attributes to segment mall shoppers into five segments—enthusiasts, basic, apathetic, destination, and serious—and Sit, Merrilees, and Birch (2003), who used the mall image attributes to segment shoppers into six market segments labeled as the "serious" shopper, the "entertainment" shopper, the "demanding" shopper, the "convenience" shopper, the "apathetic" shopper, and the "service" shopper.

Emerging from these taxonomic efforts is a diverse array of shopper types. Unfortunately, only a few appear consistently across the studies—notably the economic, social, and apathetic shoppers.

Moreover, taxonomic efforts have been based on a variety of different forms of shopping activity, interest, and opinion statements (AIO), and global attitudinal expressions about shopping. Another difficulty precluding generalization from extant shopper typologies is their dependence on indirect indicators of actual shopping orientations. Accordingly, Westbrook and Black (1985) attempted to improve the generalizability of fundamental shopper types through using motivations to classify consumers on a conceptual basis, extracting what is common to a number of typological studies.

But we must also consider the extent of variation in shopping motivation across alternative types of shopping. In other words, if we are to understand the phenomenon of shopping, it is probably as important to differentiate between types of shopping as it is to discriminate between types of shopper. Jarboe and McDaniel (1987) carried out a quantitative study attempting to profile browsers in regional shopping malls.

Although browsing is just one activity that can be performed at a shopping mall, their study was useful in identifying aspects of shopping associated with browsing behavior as well as comparing browsers to other mall shoppers. A large number of researchers have extensively examined shopping behavior as a function of store loyalty and brand loyalty, as well as related to information search. However, limited research has been directed specifically toward the study of shopping that is not directly motivated by purchase intent, (for example, killing time).

These past studies related to classifying shoppers based on shopping motives have been conducted in isolation and lack of an integrative framework. In their study, Hassay and Smith (1996), utilized a projective technique, Apperceptive Analogue Test (AAT), to identify motivation-based shopping styles. The authors contend that AAT is an appropriate methodology for the examination of shopping motives because it offers insights into latent as well as manifest motives. They identified six shopping styles: Chameleons, Collectors/Gatherers, Foragers, Hibernants, Predators, and Scavengers.

Although this AAT-derived typology presents a useful framework for studying various elements of consumer behavior, we cannot generalize its findings across different cultures, shopping contexts (e.g., shopping malls, supermarkets, department stores), and purchase types (e.g., automobiles, burial plots, magazines, flowers). The sample sizes are also relatively small; other age groups might have different shopping styles. Bloch and colleagues (1994) have tried to capture the significance of shopping malls through establishing a typology for mall shoppers. Their study viewed the large enclosed mall as society's dominant consumer habitat. They focused on activities related to acquisition of goods and services as well as a number of activities observed within consumer habitats as places of experiential consumption. Four types of mall inhabitants were identified: Enthusiasts, Traditionalists, Grazers, and Minimalists.

A recent attempt at segmenting mall shoppers in a non-Western culture was a study by El-Adly (2007), in which he conducted a survey of university staff from the UAE and principal component factor analysis to identify shopping mall

attractiveness factors from the shoppers' perspective: comfort, entertainment, diversity, mall essence, convenience, and luxury. The study also arrived at three mall-shopper segments, specifically, relaxed shoppers, demanding shoppers, and pragmatic shoppers. This was one of the first studies to provide insights about shopping malls and mall attractiveness factors as identified by shopper segments in an Arabian environment; however we cannot really generalize findings across other countries, especially in the Middle East, as this study surveyed UAE university staff members only, and the nature of the population structure (expatriates vs. nationals); consumer culture in the Gulf region in general is quite different from that in other countries like Egypt.

Although insightful findings are offered by past studies, a range of research possibilities screams for investigation. One component of the ability of a mall to attract and retain customers lies in less objective variables than population characteristics, densities, traffic patterns, or retail store mix, such as entertaining activities that take place at the mall, childrens' leisure areas, and the fun of just simply browsing the mall. Furthermore, these studies fail to specify the nature of the social interaction experienced by consumers. A range of social experiences can be observed across different types of consumers. It is unclear whether the social interaction observed in these studies is representative of other retail malls and consumer groups. Furthermore, a problem with the findings is that one cannot determine whether it is the social nature of the individual that determines greater shopping time or whether the greater shopping time determines the social interaction of the individual. A quantitative/positivist methodology has been employed across most studies. There is a movement toward a richer and deeper understanding of consumer behavior that can only be tapped using more qualitative methods such as ethnography. This can provide more meaningful findings regarding the actual consumer experience at the mall. The objective of this study is to deal with some of these research shortcomings by developing a shopper's typology specific to mall shoppers using more in-depth quanitative as well as qualitative research methods. This study

differs from prior research by avoiding the focus on general shopper typologies and paying considerable attention to the nature of the shopping environment that surrounds shoppers and affects their motives and behavior.

RESEARCH DESIGN

This study utilized a mixed method research design combining both quantitative and qualitative research data. A sequential exploratory mixed method design has been applied. It is characterized by an initial phase of qualitative data collection and analysis using an ethnographic approach, followed by a phase of quantitative data collection and analysis using a face-to-face survey method. The findings of these two phases have been integrated in the interpretation and analysis phase of the research.

The research site chosen for the ethnographic study was the Alexandria City Center mall located at the outskirts of the city of Alexandria, off the Alexandria/Cairo desert road. It is the largest horizontally planned shopping mall in Alexandria and one of the city's main attractions. The mall attracts customers from all over Alexandria because of its highly accessible location; however, it specifically targets young people leading affluent lifestyles as it contains stores with upscale brands like Guess and Caterpillar. It also targets young people in general with other stores carrying local brands. Because of the lack of free outings and parks, the mall provides a family outing for many consumers, especially during weekends and on special occasions. The mall contains diverse "family" stores for apparel, shoes, accessories, sports wear, electronic appliances, and mobile services, in addition to kiosks selling candy, specialty products such as medical skin and hair care products and satellite channel service providers. The mall's main anchor, Carrefour hypermarket, plays an integral role in attracting lower and middle social classes with their continuous special offers and activities.

The Qualitative Phase

Several qualitative methods were employed during the ethnographic study, including participant observation, in-depth interviewing, and mechanical observations (digital recording and photographs). The ethnographic study lasted for nine months, during which the researcher visited the mall at different times of the day, week, and month, and on different occasions like Eid (Muslim feast), Christmas, Easter, Mother's Day, and Ramadan, and interviewed and observed different types of mall shoppers from adults and teenagers to families, couples, and singles. Different environmental contexts of the mall were observed as well, relating to different occasions and special promotions or times of the year: for example, the back-to-school theme in September. In-depth interviews lasted from 30 minutes to 1 hour, depending on the type of mall shopper and the reasons why they were visiting the mall. For example, a family going to the mall on a Friday to spend the day shopping and eating and taking their kids to the leisure place had more to talk about compared to someone who just ran into the mall to grab something from a store and leave. Analytical procedures included initial and focused coding, category-thematic development, and theoretical sampling. Analysis of the qualitative data involved coding and categorizing the data and developing an interpretive/conceptual model of the The Mall Experience.

Two main data categories were deduced from the ethnographic study: shopping motives as reasons for going to the mall and shopping activities performed at the mall. These motives and activities, in addition to the demographic characteristics of shoppers who visited the mall, were used to derive accounts of experiential motives, which fell into two main categories:

Utilitarian/Functional Motives

The utilitarian consumer mall-going behavior is deliberate, task-related, efficient, and rational. It is also usually related to purchase-specific consumption behavior, and visits were more for necessity rather than for recreation. In this case the utilitarian motives related to mall shopping were: Bargain Hunting, Convenience, and Safety.

For many mall visitors, shopping takes on the characteristics of a hunt, with the emphasis on the pursuit and discovery of bargains, as is

obvious in informants' quotes below. Bargain hunters usually visited the mall for shopping at the supermarkets/hypermarket, seeking special offers and discounts on foodstuffs, electronic appliances, and household cleaning products. This is particularly common among women, as they are usually responsible for shopping for household products.

> But the good thing is that sometimes we can really get good deals on food stuff, especially, meat, fish and poultry sections. (Middle 30s female)

> Carrefour is a great market for shopping; our mothers always come here, especially for the special offers. (Middle 20s female)

In the case of shoppers seeking convenience, a visit to the mall was described as making life easier. Here everything is under one roof, with ease of accessibility and parking, good services, and easy path-finding both inside stores and at the mall in general. Furthermore, these shoppers report that they can even conduct business/work-related meetings at the food court or the coffee shops in the mall. This was communicated by different shoppers citing convenience.

> There is almost everything in here, different shops, Carrefour, food and even a leisure place for the children to play. (Mother in a middle-aged family)

> I could see people with shopping carts and others with shopping bags and others just walking with their families or friends. . . . I went through the corridor that leads to the other side of the shopping race track and Carrefour. The corridor has the restrooms, prayer rooms, management rooms and ATM machines. (Researcher's field notes [RFN])

> It's very convenient, as you can see they have very good services; like clean restrooms, a very nice place for prayers, also ATM machines. This is in addition of course to the leisure place, food court, coffee shops and the shops in general. . . . Here at the mall there is everything under

one roof. Also there is a variety of food and coffee shops and this is not really available anywhere else in one place. The most important thing is that we can do two things at the same time, like have lunch and do shopping, actually three and take the kids out. (RFN, middle-aged family)

The terms *safe* and *safety* were mentioned repeatedly by many shoppers, especially those who have children and are worried about them playing at outdoor places where the weather might be inhospitable and the environment is not very controllable. Visitors are aware of the welcoming security measures at the mall as a means of enhancing their safety and general sense of well-being. For some shoppers the mall is also a safe place for just having a walk and watching the window displays. This is particularly a concern for women who fear possible sexual harassment as is sometimes encountered at outdoor shopping places like downtown stores where there are no security guards to control the environment. Thus the mall is perceived to keep those who should not be there (in the eyes of bourgeois shoppers and mall management) out! Three middle-aged women:

> Also the place is very safe for children. As it's closed and there is security.We come here for shopping mainly in winter as it's a closed mall and safe for us and the children. So in winter we prefer to come here as it's closed, air-conditioned and safe place.

Hedonic Motives

There was a more personal and pleasurable reported motivation in which the purchase of products may be incidental to the experience of shopping. It reflects shopping's potential entertainment and emotional value. The hedonic motives invoked to account for informants' mall shopping were labeled *appreciation of modernity*, *freedom*, *self-identity*, and *entertainment*.

Modernism in this context is related to shoppers' perceived modernity in their consumption behavior at the mall. For them consumption at the mall in all its forms is a key characteristic of modernity. This motive is very much stimulated

by the contextual makeup of the mall itself; the modern architecture of the mall is very spacious and horizontally planned with an oval shopping "race track" connecting the stores. Modernism has also been stimulated by the branded stores and continuous themes and occasions promoted by the mall. The mall has introduced new modern terminology like the term *food court*, which is common among young people and adults, as is revealed in the field notes.

> The entrance was decorated with stuffed teddy bears, hearts and flowers. The daylight brightened up the place through the skylight ceiling reflecting on the shiny marble on the floor. The mall was overwhelmed with people. I then realized why it was extremely crowded; because Mother's Day is after tomorrow and also because it is a Friday (Weekends are Friday–Saturday in Egypt and other predominantly Muslim countries). We stood in front of the display for a couple of minutes. The shops around all had changed their window displays to relate to Mother's Day. (RFN) The three teenagers were standing at Pizza Station. Then each one ordered a slice and they sat down in the seating area. I started feeling hungry myself, so I decided to go for a slice of pizza. I bought a slice and sat on a table next to the three teenagers. I started looking at the food outlets available. Pizza Station was at my right hand side. After Pizza Station, their order was as follows: Mo'men, a local sandwich chain store; McDonald's, an American fast food chain; Fattoush, a Lebanese chain store; Express, another local sandwich chain store; Hardees; followed by Kentucky Fried Chicken; two other American fast food chains; and finally Manchow Wok, a Chinese food outlet. The seating area was overlooking the restaurants and in the middle of the seating area was a beverage counter, where you can order your beverage while seated or you can order it yourself from the counter. (RFN)

Some window shopping and browsing activity by shoppers have been depicted by shoppers as, and motivated by, the desire for modernity. Window shopping in this context is more common among teenagers with low incomes, who find it very fulfilling just to browse the window displays and feel part of the mall culture and environment.

Freedom in this context is related to consumers' need to be free from any restraints in their desire to consume, similar to sentiments found by Lehtonen (2000) in his research on Finnish shopping mall consumers. Different shoppers expressed the idea of being free of restrictions from their point of view in specific situations.

> I asked them how they usually come to the mall. And they told me that either their parents drop them off or they can take cabs.
>
> I realized that more youth were coming into the mall compared to earlier where I could see mostly families. The youth were standing in groups around the food court at the high tables that were randomly distributed around the food court. (RFN)
>
> INT: Do you usually come with your families?
>
> Teenagers (Males & Females): No. Maybe just on special occasions and on Fridays. We usually come here together with our friends and sit at Dino or Costa [coffee shops]. We mainly come during weekends.

Generally speaking, teens preferred to spend their leisure time with their friends rather than family, and the mall provides them the opportunity to meet with these friends. Feeling free to shop also has been significant for some middle-aged women in the study who don't enjoy shopping in the company of their demanding husbands and noisy children.

> INT: Do you usually go alone?
>
> Middle-aged woman: Most of the time yes, as I go when the kids are at school. I drop them off then go to pick up some foodstuff and anything else missing from home. It's the best time to do my home shopping as I am alone without the noise of the kids

and my husband of course! Especially if I want to buy something for myself. Also the mall is usually empty; not so crowded. Especially Carrefour; it's always crowded but during morning times is relatively calm and gives me a chance to pick and choose what I want. After I finish I sometimes sit for some coffee at Cilantro.

People represent different identities at different places. The materiality of the mall has become a medium for the proliferation of diverse forms of identities under certain conditions. Each store evokes different responses from certain types of people. The observations indicate that shoppers project their identities particularly on the various coffee shops at the mall. However, different shoppers prefer different coffee shops, which they perceive as the place that best matches their lifestyle and identity. Different identities are revealed in their narratives about self in the coffee shop context.

> INT: Why Dino and not any other coffee shop?
>
> Teenagers (Males): For many reasons, first of all because it has an outdoor area, and at the same time it doesn't have low class people like other outdoor coffee shops in Alexandria. It's just different from other places because it's very informal and spacious, we can also watch music channels and sometimes we come here to watch football matches. . . . A new coffee shop just opened, called "Costa"; it's okay, but we think it's too expensive and its seating is not so comfortable like here. Cilantro is mostly for families and older people. It's too quiet for us.

Furthermore, class-based identities are expressed through the choice of coffee shops. Hanging out at a specific coffee shop allows various groups of shoppers to signal their social class identity. A significant relationship between young people and sports stores was also found. Sports brands attract teenagers to their windows, and window shopping allows teenagers to imagine themselves wearing new things and trying on new identities, even if these largely lower-class teens can't actually afford to buy from such stores. Music also plays a role in attracting young people to places where they can actively listen to and watch music videos, like Dino coffee shop, which has outdoor plasma screens playing music channels and football matches.

> Teenagers, boys: I asked them why they came to the mall today and they told me that they came to watch the football match at Dino coffee shop as it had a big outdoor plasma screen, and that it's a nice place to meet our friends, eat, drink and watch the football match. . . . They also told me that they usually come for the coffee shops like Dino or Costa and most of the time for watching matches or they come to eat at the food court. (RFN)

The mall also allows shoppers and specifically women to keep track of fashions and keep themselves informed of the latest changes in this dynamic world of its own. Their identities are constantly evolving and changing to stay updated with the fashion world. For them mannequins are not just figures for the display of clothing, they are also figures for the display of their own figures. Overall, the mall represents different kinds of resources for identification: stylish coffee shops, dining opportunities, and branded stores. On the other hand, every segment searches and shops for its own style and identity. The mall management is also aware that the mall serves very different kinds of publics and makes sure that the mall satisfies a variety of identities.

Entertainment was found to be the main reported motive for going to the mall. The mall is an attractive leisure site because of the large variety of stimuli available to visitors. There are many elements that draw consumers to the mall for recreational purposes. These elements can be categorized into tangible and intangible elements. The variety of stores, coffee shops, food court stores, and cinemas represent the tangible/functional elements of the mall. More importantly, by bringing them all together in a themed environment, the glitz, glamour, and continuous

stimulation are the hedonic elements that move consumers emotionally.

> As we walked in I noticed the Easter theme for the day. . . . Then I noticed how attractive the decorations were for children. As I could see children were playing with the chicks and a child with his father observing the rabbits. (RFN)

> I come here a lot with my husband and children. I have two daughters and they just love it here to play at the leisure place. (Middle-aged woman)

> Especially on Mondays as this is the day that my daughter's husband takes the day off from his clinic and we all come here for lunch and the kids can play. We usually go shopping first at the shops; we usually buy shoes and bags from here, as they have very stylish models. Then we pass by Carrefour to buy some food stuff for home and finally we come here at the food court for late lunch or dinner and then go home. It's nicer than any other place that they can go in Alexandria, and every time we come there is something new. (Grandmother in her 50s)

The term *fun* was also commonly used among shoppers. Shoppers communicated their often desperate need for fun. Fun is functional in a society that manufactures stress as the Egyptian society does. Fun dispels the funk that accompanies the vicissitudes of work and home. Visitors go to the mall, which promises a place for fun in their pressured lives. The mall is presented as a funhouse; it acts as an escape from everyday life, which is not supposed to be fun. Consumers say they go to the mall in order to get away from the daily discontents of their lives. When the family goes to the shopping mall together on the weekend, it provides a form of leisure, a source of enjoyment, a place for fun, and a site for maintaining family relations through simply sitting together in the food court or at coffee shops. Furthermore, their children can play around them at the leisure place. Children drag their parents to the mall because they have different kinds of fun there, ranging from playing at the leisure place

to eating at McDonald's. On Fridays, the mall seems to be overwhelmed with families. Given the increasing cost of alternative entertainment forms, the mall advantage continues to be significant, especially for big families. The low cost of entry as well makes malls economical entertainment venues for families. For teenagers, entertainment is pursued through hanging out at coffee shops, where they can watch music channels, see football matches, and exchange stories. Attending mall-related events like a fashion show is also perceived as a very entertaining and creative experience for affluent shoppers.

Figure 1 illustrates the overall model that was deduced from the ethnographic study. The following analytical procedures have been adopted: initial and focused coding, category-theme development, and theoretical sampling. The outcome was seven shopping motives (three functional and four hedonic) as well as 14 different shopping activities related to each one of those motives.

THE QUANTITATIVE PHASE

The quantitative phase aimed at testing some of the most important relationships in the model—hoping that the whole model could be further investigated using more vigorous statistical techniques such as LISREL. The discussion of this phase proceeds from discussing the sampling to the research hypothesis, measurement, and testing hypothesis.

Sampling

The survey data were gathered from 565 mall visitors using a structured questionnaire. After eliminating incomplete questionnaires, 502 were subjected to further analysis. Data was collected from six main shopping malls located at different locations in the city of Alexandria, namely: San Stefano mall, Zahran Mall, Deeb Mall, Mena Mall, Green Plaza Mall, and Wataneya Mall. A mall intercept procedure was adopted to reflect the characteristics of the mall-going population. Data were collected by professional junior researchers during all days of the week with a concentration on weekends and special occasions

FIGURE 1. The Interpretive Model

The Mall Experience

Symbolic motives

Appreciation of modernity

- Occasions celebration
- Food court hangout
- Window-shopping/browsing
- Going to the movies
- Tracing fashion changes

Self-identity

- Coffee shops hanging out
- Window-shopping/browsing
- Tracing fashion changes
- Purchasing apparel & accessories

Entertainment

- Competitions participation
- Children's leisure place
- Occasions celebration
- Meeting family/friends
- Window-shopping/browsing
- Food court hanging out
- Coffee shops hangout
- Going to the movies

Freedom

- Purchasing household products
- Purchasing apparel & accessories
- Coffee shops hangout

Functional motives

Safety

- Children's leisure place
- Window shopping/browsing

Convenience

- Planned purchase
- Performing multiple tasks
- Purchasing apparel & accessories
- Purchasing household products
- Business/work-related meetings

Bargain Hunting

- Purchasing apparel & accessories
- Purchasing household products
- Window-shopping/browsing

because of the high mall traffic at those times. Interviewers stood at the entrance and exit doors, as well as outside the mall in public places nearby to solicit participation. The questionnaire was then self-administered.

Measurement

The two variables under study (motives and activities) that are cited in the model were operationally and conceptually defined to develop those required items to measure them. A total of 106 items were developed to measure both activities and motivations. Among those items 64 were developed to measure activities and 42 items for measuring motivations. The development of those items relied heavily on the findings of the qualitative study, and some statements were deduced from the marketing scales handbook by Gordon C. Bruner, Karen James, and Paul J. Hensel (2001). All items were measured on Likert-type scales ranging from 1 to 7. The final measurement instrument contained these 106 items in addition to questions measuring demographic variables.

Research Hypotheses

Seven hypotheses were derived regarding the relationship between the detected shopping motives and shopping activities based on the ethnographic study and shown in the interpretive model of the mall experience. The hypotheses concern the extent to which the various shopping activities are related to each motive attribution.

H1: Window shopping, occasions celebration, tracking fashion change, food court hanging out, and going to the movies are associated with the Appreciation of Modernity motive.

H2: Purchasing household products, purchasing apparel/accessories, and coffee shop hanging out are associated with the Freedom motive.

H3: Tracking fashion changes, coffee shop hanging out, window shopping/ browsing, and purchasing apparel and accessories are associated with the Self-Identity motive.

H4: Competition participation, children's leisure place activity, food court hanging out, coffee shop hanging out, meeting family/friends, occasion celebration, window shopping/browsing, and going to the movies are associated with the Entertainment motive.

H5: Purchasing household products, purchasing apparel and accessories, and window shopping/browsing are associated with the Bargain Hunting motive.

H6: Purchasing household products, planned purchasing, performing multiple tasks, purchasing apparel and accessories, and conducting business-related meetings are associated with the Convenience motive.

H7: Children's leisure place activity and window shopping/browsing are associated with the Safety motive.

ANALYSIS AND RESULTS

Before testing the research hypotheses, the reliability and validity of the measurement instrument were investigated. Exploratory factor analysis with varimax rotation was used to reduce the number of items for the final analysis. Only items with loading on a single factor at 0.6 or higher and with loading coefficients higher than interitem correlation coefficients were retained for the purpose of testing the research hypotheses. Using these rules, 38 items were eliminated, all related to motives. The remaining items were subject to testing for reliability and validity. Table 1 shows the number of each scale items retained for the final analysis based on the results of the exploratory factor analysis, and their respective reliability coefficients.

As indicated in Table 1 all items were reliable (.6 or more). Correlation analysis was used to test the discriminant validity of the remaining factor scales. As indicated in Tables 2 and 3, all correlation coefficients were lower than its Cronbach alpha, indicating that items were highly discriminable.

After testing the normality of the data using a chi-square test, and computing the correlation coefficients among the remaining items, a linear

TABLE 1. Number of Items Retained in the Scale as a Result of Exploratory Factor Analysis and Their Respective Reliability Coefficients

	Shopping Motives				Shopping Activities		
Variable	Original Items	Retained Items	Cronbach's Alpha	Variable	Original Items	Retained Items	Cronbach's Alpha
Appreciation of Modernity	10	3	.76	Purchasing Household Products	3	3	.79
Freedom	4	2	.6	Window-Shopping/Browsing	3	3	.84
Self-Identity	9	2	.76	Sitting at the Food Court	3	3	.72
Entertainment	15	4	.75	Sitting at the Coffee Shop	3	3	.88
Bargain Hunting	9	4	.75	Tracing Fashion Changes	3	3	.88
Convenience	10	6	.78	Celebrating Occasions	3	3	.94
Safety	5	5	.82	Planned Purchasing	3	3	.71
				Participating in Contests	3	3	.92
				Children's Leisure Place	3	3	.94
				Purchasing Apparel & Accessories	3	3	.78
				Going to the Movies	3	3	.79
				Meeting Family/Friends	3	3	.75

Note. None of those items on the scale measuring activities was eliminated based on the results of exploratory factor analysis.

stepwise regression was adopted to test the hypothesized associations. The overall results of the regression analysis indicated that four out of the seven hypotheses have been fully supported; those related to bargain hunting, safety, self-identity, and freedom were each significantly related to their respective shopping activities as hypothesized. Those activities that were hypothesized to be associated with entertainment, convenience, and appreciation of modernity motives were not supported. Four activities were not related to their hypothesized motives. Those activities included business-related meetings, sitting at the food court, participating in competitions/contests, and going to the movies. Those activities were then removed from the model before further testing for attempting to develop a

mall shopper's typology. Table 4 shows the results of the regression analysis regarding the hypotheses under study.

Further analysis was done to categorize different types of shoppers based on the shopping motives. A two-step cluster analysis was utilized, with the seven different motives as categorical variables involving both functional and hedonic motivations. The shopping motives reflect the shopping activities explaining the variance in the motives based on the regression results for the previous seven hypotheses. Demographic characteristics were then examined to further describe the resulted clusters. The results indicate that there are three significant clusters for mall shoppers. These clusters combine functional and hedonic motives, suggesting that shoppers usu-

TABLE 2. Discriminant Validity of Shopping Motives

Variable	Appreciation of Modernity	Freedom	Self-Identity	Entertainment	Bargain Hunting	Convenience	Safety	Cronbach's Alpha
Appreciation of Modernity	–	.203	.375	.313	.379	.295	.428	.757
Freedom	.203	–	.255	.344	.159	.241	.251	.60
Self-Identity	.375	.255	–	.387	.330	.452	.442	.760
Entertainment	.313	.344	.387	–	.357	.422	.415	.746
Bargain Hunting	.379	.159	.330	.357	–	.314	.409	.751
Convenience	.295	.241	.452	.422	.314	–	.518	.782
Safety	.428	.251	.442	.415	.409	.518	–	.820

Note. All Pearson correlation coefficients in the tables are significant at the .01 level (two-tailed).

TABLE 3. Discriminant Validity of Shopping Activities

Variable	Purchasing Household Products	Window-Shopping/Browsing	Sitting at Food Court	Sitting at Coffee Shop	Tracing Fashion Changes	Celebrating Occasions	Planned Purchase	Participating in Competitions	Children Leisure Place	Purchasing Apparel	Going to Movies	Meeting Family Friends	Performing Multiple Tasks	Business Meetings	Cronbach's Alpha
Purchasing Household Products	—	.490	.227	.277	.282	.263	.290	.197	.209	.288	.280	.261	.258	.214	.787
Window-Shopping/Browsing	.490	—	.411	.404	.538	.254	.131	.253	.201	.401	.293	.315	.408	.205	.841
Sitting at Food Court	.227	.411	—	.553	.356	.225	.228	.266	.199	.404	.416	.479	.484	.278	.716
Sitting at Coffee Shop	.277	.404	.553	—	.481	.251	.170	.226	.164	.476	.484	.533	.586	.249	.882
Tracing Fashion Changes	.282	.538	.356	.481	—	.551	.300	.404	.262	.552	.408	.500	.478	.284	.879
Celebrating Occasions	.263	.254	.225	.251	.551	—	.196	.608	.330	.320	.425	.497	.258	.461	.936
Planned Purchase	.290	.131	.228	.170	.300	.196	—	.608	.241	.320	.289	.379	.354	.085	.709
Participate in Competition	.197	.253	.266	.226	.404	.196	.306	—	.498	.399	.483	.442	.236	.387	.915
Children's Leisure Place	.209	.201	.199	.164	.262	.330	.241	.498	—	.334	.406	.347	.231	.299	.938
Purchasing Apparel	.288	.401	.404	.476	.552	.320	.355	.399	.334	—	.464	.543	.540	.180	.775
Going to Movies	.280	.293	.416	.484	.408	.425	.289	.483	.406	.464	—	.639	.574	.295	.789
Meeting Friends/Family	.261	.315	.479	.533	.500	.497	.379	.442	.347	.543	.639	—	.680	.368	.745
Performing Multiple Tasks	.258	.408	.484	.586	.478	.258	.354	.236	.231	.540	.574	.680	—	.236	.788
Business Meeting	.214	.205	.278	.249	.284	.461	.085	.387	.299	.180	.295	.368	.236	—	.955

Note. All Pearson correlation coefficients in the table are significant at the .01 level (two-tailed).

ally visit the mall with a combination of different motives rather than seeking to fulfill only one specific motive. The three clusters were labeled family-focused, hedonists, and strivers. Table 5 shows the results of the two-step cluster analysis.

Analysis of variance (ANOVA) was run to determine whether there are significant differences in mean activity scores between the different clusters. Table 6 shows the results of this analysis.

As indicated in Table 6, all means for activities were significantly different across the seven shopping motives, at a .05 significance level. A Duncan multiple range test was used to examine the extent to which the centers of the clusters are significantly different from each other. The results showed that for two motives (Appreciation of Modernity and Self-Identity) the highest means (centroids of the group) are not statistically significant from the next highest means; therefore two or more clusters will have the same centers. Table 7a summarizes the results of the two-step cluster analysis and Duncan's Multiple Range Test, and Table 7b shows the main shopping motives that belong to each cluster.

Based on the results shown in Tables 7a and 7b, the following three clusters were developed:

Cluster 1: Family-focused—Shoppers belonging to this cluster are mainly seeking convenience, focused on safety, and self-identity. They endorse more functional reasons for visiting malls.

Cluster 2: Hedonists—Shoppers belonging to this cluster are strictly seeking to fulfill hedonic motives by visiting shopping malls, namely self-identity and appreciation of modernity. They fantasize about almost everything about the mall.

Cluster 3: Strivers—Shoppers belonging to this cluster are mainly seeking to fulfill hedonic motives: entertainment, appreciation of modernity, and freedom from visiting malls in addition to bargain hunting as a functional motive. Thus they tend to emphasize more hedonic reasons for visiting malls. This cluster also represents the largest portion of mall shoppers: 37%.

Demographic factors have been used as correlates, and shopping-related variables have been used as drivers to describe the characteristics of the three clusters; not all of any demographic characteristics would be in a particular cluster, but all of those with a certain shopping orientation would be, as is obvious in Figure 2.

TABLE 4. Results of Testing the Seven Hypotheses Using Multiple Regression Analysis

Study Hypotheses		R^2	F	DF1	DF2	Sig. F
Hypothesis 1		.143	82.339	1	499	.007
Appreciation of Modernity	Celebrating occasions; window-shopping					
Hypothesis 2		.093	50.113	1	498	.008
Freedom	Sitting at a coffee shop; purchasing apparel & accessories; purchasing household products					
Hypothesis 3		.200	119.133	1	497	.031
Self-Identity	Purchasing apparel & accessories; window-shopping; sitting at a coffee shop; tracing fashion changes					
Hypothesis 4		.305	197.898	1	497	.034
Entertainment	Window-shopping; meeting friends/family; children's leisure place; celebrating occasions					
Hypothesis 5		.175	101.926	1	498	.010
Bargain Hunting	Purchasing household products; purchasing apparel & accessories; window-shopping					
Hypothesis 6		.183	105.707	1	498	.002
Convenience	Performing multiple tasks; purchasing household products; planned purchasing					
Hypothesis 7		.178	107.422	1	499	.026
Safety	Window-shopping; children's leisure place					

TABLE 5. Results of the Two-Step Cluster Analysis

	Cluster		
	1 Family-focused	2 Hedonists	3 Strivers
Total Appreciation of Modernity	2.70	**2.99**	**3.20**
Total Freedom	4.12	3.40	**6.41**
Total Self-Identity	**5.26**	**5.04**	2.40
Total Entertainment	4.19	4.16	**4.98**
Total Bargain Hunting	4.52	4.91	**5.77**
Total Convenience	**6.01**	4.63	5.73
Total Safety	**6.70**	1.92	2.30
# of cases in each cluster	**169**	**149**	**184**

Note. Bold: highest centroids (means).

Demographics include gender, age, marital status, parental status, and total household monthly income, as indicated in Table 8.

DISCUSSION

The main objectives of this study were to initially identify why visitors go to shopping malls

TABLE 6. Shopping Motives (ANOVA)

		df	F	Sig.
Total Appreciation of Modernity	Between groups	2	6.817	.001
	Within groups	499		
	Total	501		
Total Freedom	Between groups	2	354.037	.000
	Within groups	499		
	Total	501		
Total Self-Identity	Between groups	2	254.821	.000
	Within groups	499		
	Total	501		
Total Entertainment	Between groups	2	78.199	.000
	Within groups	499		
	Total	501		
Total Bargain Hunting	Between groups	2	28.906	.000
	Within groups	499		
	Total	501		
Total Convenience	Between groups	2	58.574	.000
	Within groups	499		
	Total	501		
Total Safety	Between groups	2	1624.663	.000
	Within groups	499		
	Total	501		

and to attempt to develop a mall-shopper typology from the Mall Experience Model that was deduced from the ethnographic phase of the study. A summary for the quantitative mall-shopper's typology is illustrated in Figure 2.

Unlike previous shopper typologies, this typology classified shoppers based on mixed shopping motives—utilitarian and hedonic—rather than a single motive or single reason for visiting a shopping mall. This implies that shoppers may visit malls with more than one motive in mind or they may go with a single specific reason in mind, but the mall's environment and context triggers other latent motives (Wakefield and Blake 1985). Furthermore, the majority of previous typologies were applied to groceries stores, supermarkets, department stores, and specialty stores rather than the shopping malls. However, this study was done using shopping malls, which represent a central part of modern lifestyles, and present a different combination of activities, attractions, and potential experiences.

Typologies based on shopping motives are very limited in the literature. The fundamental motivations underlying shopping behavior have been examined by Tauber (1972) and further examined by Westbrook and Black (1985). However, such studies have focused on investigating

TABLE 7a. Summary of the Two-Step Cluster Analysis Results and the Duncan Multiple Range Test

Motive	Cluster 1* N = 169 (34%)	Cluster 2 N = 149 (29%)	Cluster 3 N = 184 (37%)
Appreciation of Modernity	2.70	2.99	3.20
Freedom	4.12	3.40	6.41
Self-Identity	5.26	5.04	2.40
Entertainment	4.19	4.16	4.98
Bargain Hunting	4.52	4.91	5.77
Convenience	6.01	4.63	5.73
Safety	6.70	1.92	2.30

Note. Numbers in the table represent the center of each cluster for motive, or the mean of each motive.
☐ Highest mean.

⎦‾‾⎦   Next highest mean with no significant difference from the highest mean according to the result of Duncan Multiple Range test.

TABLE 7b. The Main Shopping Motives for Each Cluster

Cluster 1: Family-focused (34%)	Cluster 2: Hedonists (29%)	Cluster 3: Strivers (37%)
• Self-Identity • Convenience • Safety	• Appreciation of Modernity • Self-Identity	• Freedom • Bargain Hunting • Entertainment • Appreciation of Modernity

shopping motives in general, regardless of the context or type of merchandise for which shoppers shop. Some of the prior shopper-motive findings are similar to the shopping motives identified in this study. For example, the shopping motives of role-playing, self-gratification, and peer-group interaction are all relevant to the motive of Self-Identity identified in this study. Learning about new trends and ideas, sensory stimulation, and enjoying status and authority are relevant to the motive of Appreciation of Modernity. Enactment of an economic shopping role and negotiation to obtain price concessions from sellers (something more unique to the Egyptian context studied) are relevant to the motive of Bargain Hunting. Social experiences outside the home with friends, communication or gossip with others, and sensory stimulation from the mall are all relevant to the motive of Entertainment. This supports the viewpoint of Sit and colleagues (2003) that entertainment deserves to be a distinct element that comprises multiple items rather than a single item. The motive of choice optimization identified by Westbrook and Black (1985) is relevant to the motive of Convenience identified in this study.

This study has introduced two additional shopping motives: Freedom and Safety. Safety is a shopping motive that is related to family-focused shoppers who seek safe environments free from harassments and bad weather conditions, especially during wintertime. Furthermore, this motive is of particular concern to Muslim women, who are generally more conservative compared to others; the mall for them is a much safer and appropriate place compared to street shopping. Freedom on the other hand is related to Strivers, who are generally teenaged girls preferring to spend their leisure time with their friends rather than under their parents' supervision (see Hoodfar 1997; Alsanea 2008).

Family-focused shoppers are mainly mothers who visit the mall with their children, as for them the mall represents a safe, enclosed, and multipurpose place where they can spend their leisure time and also purchase household goods and clothes for themselves and their children. Therefore, they are driven by the need

TABLE 8. Dominant Demographic Characteristics of Clusters

Clusters	Gender	Age	Marital Status	Children	Monthly Income L.E.
Cluster 1: Family-focused (34%)	Mostly Female (56%)	Middle to upper age (75%)	Married (82%)	Yes (91%)	Low-middle to upper income (3,000–20,000+ = 76%)
Cluster 2: Hedonists (29%)	Mostly Males (57%)	Young to middle-aged (76%)	Single and engaged (86%)	No (0%)	Low middle to middle income (3,000–10,000 = 77%)
Cluster 3: Strivers (37%)	Females (75%)	Young (96%)	Single (72%)	No (0.7%)	Low to low-middle income (500–6,000 = 96%)

Note. L. E. = Egyptian pound.

FIGURE 2. Mall-Shopper Typology
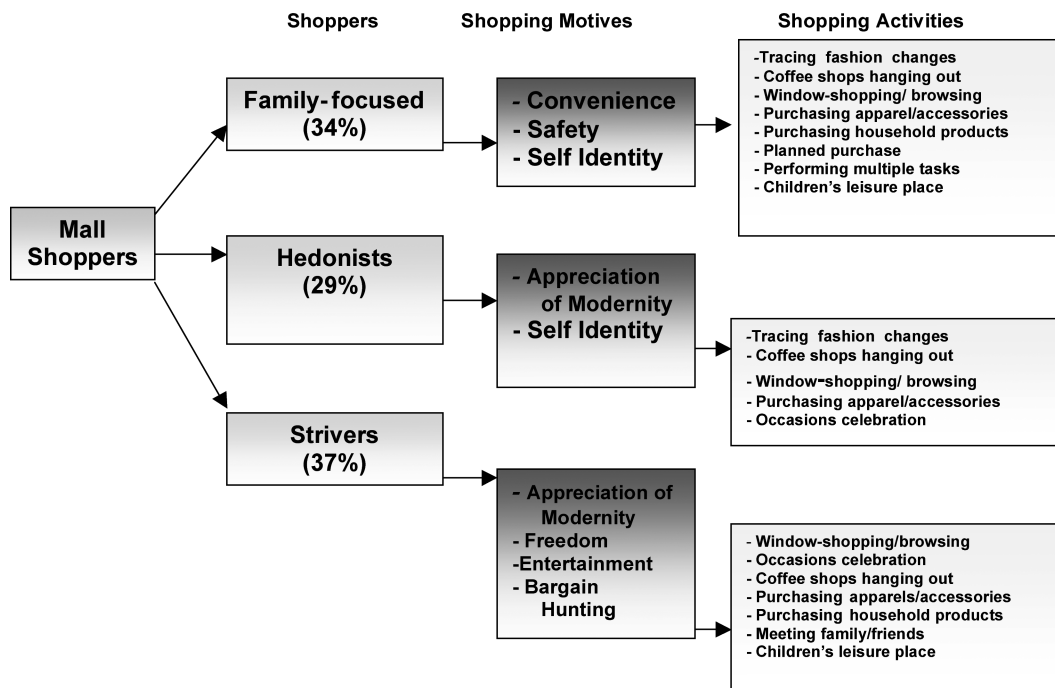
for Convenience, Safety, and Self-Identity, as is clear from Figure 2. This type of shopper is similar to Miller's (1998) finding that women carry out most shopping for the benefit of other household members or in the hope of pleasing these family members and winning their love. They seek convenience through being able to take their children to play and have fun themselves while they carry out a variety of other activities like household shopping. They also seek safety under the shelter of an enclosed, air-conditioned mall (an important factor in the hot Alexandria climate). Attractive window displays at the mall provide them the opportunity to track fashion changes as well as purchase apparel and accessories. Window displays as well as their choice of coffee shops plays a role in shaping and expressing their identities. There is no motivational grouping of shoppers in the past literature that is similar to the family-focused shoppers detected here. Most of the typologies focus on one specific behavioral aspect related to family-focused shoppers. The term *family-focused* can include a range of "apathetic "(Stone 1954), "compulsive" (*Chicago Tribune* 1955), "relaxed" (El-Adly 2007), and "convenience"-oriented

shoppers (Stephenson and Willet 1969; Darden and Ashton 1975; and Williams et al. 1978) as well as "predators" (Hassay and Smith 1996).

There is also evidence of the effect of the mall's themed environment, glitz, and glamour on Alexandrian mall shoppers. It stimulates these consumers and triggers a variety of hedonic motives, in addition to the traditional/conventional functional/utilitarian motives for visiting malls. The "hedonist" shopper identified in this study is driven by hedonic/symbolic motives: namely, Appreciation of Modernity and Self-Identity. "Hedonists" are similar to Westbrook and Black's (1985) "shopping process-involved," Bellenger and Korgaonkar's (1980) "recreational" consumers, and Bloch and colleagues' (1994) "enthusiasts." Furthermore, O'Brien and Harris (1991, 120–121) identified "hedonist" shoppers as well and "fun and experiential" shoppers. Lunt and Livingstone (1992) also identified leisure shoppers who appear to be similar to the "hedonist" shoppers identified in this study. However, these typological categories lack survey evidence and bear little relation to the shifting and complex nature of social identities stimulated at shopping

malls. Reynolds and Beatty (1999) have also identified the "challenge shopping lovers" who appear to be somewhat similar to the "hedonists" but lack shopping confidence and social needs.

"Hedonists" here are mainly teenage males who go to the mall for the fun of it. They use the mall as a place where they can shape their identities, personalities, and image in their surrounding environment. They are somewhat like Cypriot youths found in a shopping mall study in the UK by Miller and colleagues (1998), but do not experience a similar ethnic prejudice in Egypt. They instead visit the mall to appreciate modernity, as is clear from Figure 2, through window shopping/browsing and occasion celebration. Furthermore they enjoy tracking fashion changes, sitting at their preferred coffee shop, and purchasing apparel/accessories from the global brands available at stores in the mall.

Finally, the Strivers represent the largest portion of mall shoppers. They are mainly teenage girls with low purchasing power, which explains why they are driven by Bargain Hunting as a shopping motive. But at the same time they constantly dream about the mall and look forward to being a more active part of this stimulating and interesting atmosphere. This is consistent with the fact that they are also being driven by a variety of hedonic/symbolic motives that are important to them, as seen in Figure 2, especially Appreciation of Modernity, Freedom, and Entertainment. For them, just hanging around at the mall represents a form of entertainment and satisfies their need to feel modern and lead a contemporary lifestyle, even if it is only vicarious and just for the hours spent in the mall. This particular classification has not been significantly identified in the past literature. This may be because most studies about shopping malls and shoppers have been conducted in affluent societies, where consumers have plenty of leisure time and have the purchasing power for fully utilizing it.

MANAGERIAL IMPLICATIONS

It is true that the shopping mall represents a very controversial phenomenon in Egypt and other similar countries characterized with low per capita income and dual-income distribution where the gap between the rich and the poor is very significant. On the other hand, we find a yearly increase in the number of shopping malls built across different locations. Although the majority of Egyptian consumers lead pressured and unstable lives and hardly have enough time and resources for leisure, they still insist on patronizing shopping malls. The mall in itself represents the suitable, cheap, and convenient outing to break the daily routine and feel part of a different world. But do mall developers and managers target those Strivers in their retailing strategies? They should create appropriate activities and services inside the mall to attract such clientele, like affordable coffee shops and discount stores, without sending out a message of inferiority. Marketing plans and strategies should be more focused and fine-tuned to each different type of shopper visiting the mall, rather than utilizing a mass marketing strategy with no specific target group in mind. It is the challenge of any mall to make every visitor feel that the mall was created solely for him/her. Finally, it is important for mall managers to promote the mall as a unique brand and take care of the environmental context surrounding the mall, like the architecture, interior design, decorations, and anchors related to the mall as they seem to play an integral role in shaping visitors' reasons for going to and spending time at the mall.

LIMITATIONS AND FUTURE RESEARCH

This study opens doors to many research ideas and investigations. Ethnographic research, as proven useful here, can be further utilized in order to gain deeper insights into the types of stores visited by shoppers inside shopping malls, as the typology in this study was based on shopping motives and shopping activities related to each motive regardless of the stores visited at the mall. Focusing on the store as a unit of analysis can potentially enhance the current findings and mall-shopper typologies in general. Furthermore, a closer investigation of the relationship between occasions or specific times of the year and types of shoppers visiting the mall and the

types of activities performed can also provide deeper insights to the reasons behind visiting malls and why malls are particularly crowded or overwhelmed on specific occasions such as Eid (a Muslim Feast), Christmas, and Easter, especially in this part of the world where the mall is regarded as a significant outing for leisure, household shopping, and entertainment.

REFERENCES

Abaza, M. 2001. Shopping malls, consumer culture and the reshaping of public space in Egypt. *Theory, Culture & Society* 18 (5): 97–122.

El-Adly, M. I. 2007. Shopping malls attractiveness: A segmentation approach. *Journal of Retail & Distribution Management* 35 (11): 936–950.

Alsanea, R. 2008. *Girls of Riyadh*. London: Penguin.

Anderson, W. T. Jr. 1971. Identifying the convenience-oriented consumer. *Journal of Marketing Research* 8 (2): 179–183.

Babin, B. J., W. Darden, and M. Griffin. 1994. Work and/or fun: Measuring hedonic and utilitarian shopping value. *Journal of Consumer Research* 20 (4): 644–656.

Bauman, Z. 1996. From pilgrim to tourist—or a short history of identity. In *Questions of Cultural Identity*, ed. S. Hall and P. du Gay, 18–36. London: Sage.

Bellenger, D. N., and P. K. Korgaonkar. 1980. Profiling the recreational shopper. *Journal of Retailing* 56 (Fall): 77–92.

Bellenger, D. N., D. H. Robertson, and B. A. Greenberg. 1977. Shopping center patronage motives. *Journal of Retailing* 53 (2): 29–38.

Bloch, P. H., N. M. Ridgway, and S. A. Dawson. 1994. The shopping mall as consumer habitat. *Journal of Retailing* 70 (1): 23–42.

Bloch, P. H., N. M. Ridgway, and J. E. Nelson. 1991. Leisure and shopping malls. *Advances in Consumer Research* 18:445–452.

Bloch, P. H., N. M. Ridgway, and D. L. Sherrel. 1989. Extending the concept of shopping: An investigation of browsing activity. *Journal of the Academy of Marketing Science* 17 (1): 13–21.

Bruner, G. C., K. James, and P. J. Hensel. 2001. *Marketing scales handbook: A compilation of multi-item measures*. Vol. 3. Chicago: American Marketing Association.

Central Agency for Public Mobilization and Statistics (CAPMAS). 2005. *Census 2005*. Cairo, Egypt: Author.

Chicago Tribune. 1955. Psychological aspects of shopping: A supplement to the new consumer. Chicago Tribune Research Division.

Csaba, F., and S. Askegaard. 1999. Malls and the orchestration of shopping experience in historical perspective. *Advances in Consumer Research* 26:34–40.

Darden, W. R., and D. Ashton. 1975. Psychographic profiles of patronage preference groups. *Journal of Retailing* 50 (4): 99–112

Darden, W. R., and F. P. Reynolds. 1971. Shopping orientations and product usage rates. *Journal of Marketing Research* 8 (4): 505–508.

Debord, G. 1995. *The society of the spectacle*. Trans. D. Nicholson-Smith. New York: Zone Books.

Falk, P., and C. Campbell. ed. 1997. *The shopping experience*. London: Sage.

Fischer, E., and S. J. Arnold. 1990. More than a labor of love: Gender roles and Christmas gift shopping. *Journal of Consumer Research* 17: 333–345.

Frat, A. F., and A. Venkatesh. 1993. Postmodernity: The age of marketing. *International Journal of Research in Marketing* 10 (3): 227–249.

Friedman, J. 1994. *Cultural identity and global process.* London: Sage.

Gottdiener, M. 2000. *New forms of consumption: Consumers, culture and commodification*. New York: Rowman and Littlefield.

Hassay, D. N., and M. C. Smith. 1996. Fauna, foraging and shopping motives. *Advances in Consumer Research* 23:510–515.

Hoodfar, H. 1997. *Between marriage and the market: Intimate politics and survival in Cairo.* Berkeley, CA: University of California Press.

Jarboe, G. R., and C. D. McDaniel. 1987. A profile of browsers in regional shopping malls. *Journal of the Academy of Marketing Science* 15 (1): 46–53.

Kirtland, K. M. 1996. The 1996 mall customer shopping patterns report. *International Council of Shopping Centers Research Quarterly* 3 (4): 1–6.

Kozinets, R. V., J. F. Sherry Jr., D. Storm, A. Duhachek, K. Nuttavuthisit, and B. DeBerry-Spense. 2004. Ludic agency and retail spectacle. *Journal of Consumer Research* 31 (3): 658–672.

Lehtonen, T.-K. 2000. Desire, self-discipline, and pleasure: The tension between freedom and restriction in shopping. *Research in Consumer Behavior* 9: 197–225.

Lunt, P., and S. Livingstone. 1992. *Mass consumption and personal identity.* Buckingham, UK: Open University Press.

Marsden, T., and Wrigley, N. 1996. *Retailing, consumption and capital.* Harlow, UK: Longman.

Miller, D. 1998. *A theory of shopping*. Ithaca, NY: Cornell University Press.

Miller, D., P. Jackson, N. Thrift, B. Holbrook, and M. Rowlands. 1998. *Shopping, place and identity*. London: Routledge.

Monroe, K. B., and J. P. Guiltinan. 1975. A path-analytic exploration of retail patronage influences. *Journal of Consumer Research*, 2 (1): 19–28.

Moschis, G. P. 1976. Shopping orientations and consumer uses of information. *Journal of Retailing* 52 (2): 61–70.

Ng, C. F. 2003. Satisfying shoppers' psychological needs: From public market to cyber mall. *Journal of Environmental Psychology* 23: 439–455.

Nurani, N. 2003. Mall with a purpose. *Malaysian Business*, February 1.

O'Brien, L., and F. Harris. 1991. *Retailing: Shopping, society, space*. London: David Fulton.

O'Guinn, T. C., and R. Belk. 1989. Heaven on earth: Consumption and Heritage Village, USA. *Journal of Consumer Research* 16 (2): 227–238.

Peñaloza, L. 1999. Just doing it: A visual ethnographic study of spectacular consumption behavior at Nike Town. *Consumption, Markets and Culture* 2 (4): 337–400.

Pine, B. J., and J. H. Glimore. 1999. *The experience economy: Work is theater & every business a stage.* Cambridge, MA: Harvard University Press.

Reynolds, K., and S. E. Beatty. 1999. A relationship customer typology. *Journal of Retailing* 75 (4):509–523.

Reynolds, K., J. Ganesh, and M. Luckett. 2002. Traditional malls vs. factory outlets: Comparing shopper typologies and implications for retail strategy. *Journal of Business Research* 55 (9): 687–696.

Ritzer, G. 2001. *Exploration in the sociology of consumption.* Thousand Oaks, CA: Sage.

Roy, A. 1994. Correlates of mall visit frequency. *Journal of Retailing* 70 (2): 139–162.

Schindler, R. M. 1989. The excitement of getting a bargain: Some hypotheses concerning the origins and effects of smart-shopper feelings. In *Advances in Consumer Research*, Vol. 16, ed. M. Wallendorf and P. F. Anderson, 447–453. Provo, UT: Association for Consumer Research.

Sherry, J. F. Jr., R. V. Kozinets, D. Storm, A. Duhachek, K. Nuttavuthisit, and B. DeBerry-Spence. 2001. Being in the zone: Staging retail theater at ESPN Zone Chicago. *Journal of Contemporary Ethnography* 30 (4): 465–501.

Shillingburg, D. 1994. Entertainment drives retail. *Architectural Record* August:82–87.

Sit, J., B. Merrilees, and D. Birch. 2003. Entertainment-seeking shopping centre patrons: The missing segments.

International Journal of Retail & Distribution Management 31 (2): 80–94.

Stephenson, R. P., and R. P. Willet. 1969. Analysis of consumers' retail patronage strategies. In *Marketing Involvement in Society and Economy*, ed. P. R. McDonald, 316–322. Chicago: American Marketing Association.

Stone, G. P. 1954. City shoppers and urban identification: Observations on the social psychology of city life. *American Journal of Sociology* 60 (1): 36–45.

Talpade, S., and J. Haynes. 1997. Consumer shopping behavior in malls with large scale entertainment centers. *The Mid-Atlantic Journal of Business* 33 (2): 153–162.

Tauber, E. M. 1972. Why do people shop? *Journal of Marketing* 36 (4): 46–49.

Terblanche, N. S. 1999. The perceived benefits derived from visits to a super regional shopping centre: An exploratory study. *South Africa Journal of Business Management* 30 (4): 141–146.

Thompson, C. J., W. B. Locander, and H. E. Pollio. 1990. The lived meaning of free choice: An existential-phenomenological description of everyday consumer experiences of contemporary married women. *Journal of Consumer Research* 17 (3): 346–361.

Wakefield, K. L., and J. Baker. 1985. Excitement at the mall: Determinants and effects on shopping response. *Journal of Retailing* 74 (4): 515–539.

Westbrook, R. A., and W. C. Black. 1985. A motivation-based shopper typology. *Journal of Retailing* 61 (3): 78–103.

Williams, R. H., J. J. Painter, and H. R. Nicholas. 1978. A policy-oriented typology of grocery shoppers. *Journal of Retailing* 54 (1): 27–42.

Wrigley, N. 1991. Is the golden age of British grocery retailing at a watershed? *Environment and Planning* A23 (11): 1537–1544.

Wrigley, N., and M. Lowe. 1996. *Retailing, consumption and capital*: *Towards the new retail geography*. Harlow, UK: Longman.