

Correlates of Shopping Orientation with Retail Choice Decisions among Young Consumers

Safiek Mokhlis
Abdul Razak Kamaruddin
Sulaiman Md. Yassin

ABSTRACT

This paper attempts to investigate the relationship between adolescents' shopping orientation and their choice of retail purchases. Adolescents' shopping decisions comprised of two categories of retail institution, i.e., eating outlets and shopping centres. The data sample (N=934) was gathered from high school students at a number of schools in Terengganu and Selangor. Employing an area sampling approach, a survey was conducted among the respondents using a structured-type questionnaire. From the results of multiple regression analyses, several significant relationships were found between adolescents' shopping orientation and their choice of retail institutions. Adolescents would choose modern retail outlets when their motivations for consumption are stimulated by the desire for social and hedonistic reasons. On the other hand, when their motivations for consumption are reflected by the desire for getting the best value for their money, they tend to choose traditional retail outlets.

ABSTRAK

Kertas ini bertujuan untuk mengkaji hubungan antara orientasi pembelian remaja dengan pemilihan pembelian runcit mereka. Keputusan pembelian remaja melibatkan dua jenis institusi runcit, iaitu kedai makanan dan pusat beli belah. Sampel kajian (N=934) diperolehi dari pelajar menengah atas dari sekolah-sekolah sekitar negeri Terengganu dan Selangor. Dengan menggunakan kaedah persampelan kawasan, survei dijalankan ke atas responden dengan borang soal selidik berstruktur. Daripada analisis regresi, beberapa hubungan signifikan telah ditemui antara orientasi pembelian dan pilihan institusi peruncitan. Remaja akan memilih pusat membeli belah moden apabila motivasi penggunaan mereka dipengaruhi oleh keinginan sosial dan hedonistik. Sebaliknya, apabila motivasi penggunaan mereka berasaskan keperluan untuk mendapatkan nilai wang yang terbaik, remaja berkenaan akan memilih pusat peruncitan tradisional.

INTRODUCTION

The importance of the shopping orientation concept, as it has been used in marketing as a consumer segmentation predictor, is well documented in past studies as a meaningful base for planning marketing strategies. Understanding the target market's shopping orientations has a significant impact on a retailer's success. This is because shopping orientation has been regarded as the most influential factor that directly affects patronage choice (Hawkins, Best & Coney 2001) or indirectly through consumers' evaluation of relevant attribute of store alternatives, which then becomes the basis for their store choice (Home 2002). This fact has significant implications because it suggests that retailing strategy should encompass more than just tangible product and economic variables. Hence, to maximize customer satisfaction and loyalty, retailers must understand consumers' shopping orientations that are unique in shopping attributes and patronage behavior (Shim & Bickle 1994; Shim & Kotsiopoulos 1993).

While the literature on shopping orientations undoubtedly have made a significant contribution to marketing theories and practices, one major problem with most of the past studies is that the determination of shopping orientation on behavioral patterns when choosing between alternative products or stores has been virtually ignored. The second deficiency is that most of previous studies mainly concentrate on the formation of shopping orientation typology among adult consumers. Only a few studies currently exist with respect to adolescents' shopping orientation (Shim 1996; Shim & Gerht 1996). The fact that adolescents' shopping orientation, and consequently its influence on choice behavior will be differ from that of adults, since consumers' behavior appears to undergo drastic changes during their adolescent years.

Looking at the development of shopping orientation studies, a natural outgrowth of interest in this subject so far is the attempt to classify consumers according to their typology of shopping patterns, which implies that consumers are thought to approach the market with certain basic styles (e.g. Kenson 1999; Md. Nor & Lim 1998; Moschis 1976; Osman & Muayyad 1996; Shim & Gehrt 1996; Shim & Kotsiopoulos 1993; Stone 1954). However, despite a growing body of consumer literature concentrating on the configuration of shopping orientation, the definition of shopping orientation seems to be blurred due to the different empirical approaches and research contexts across studies.

Perhaps the definition of consumer decision style is the most applicable to explain the basic concept of shopping orientation, whereby Sproles and Kendall (1986: 270) viewed consumer style as "a mental orientation characterizing a consumer's approach towards choosing." Shim and Gehrt (1996: 309) maintained this view by defining shopping orientation as "a

cognitive and affective aspect of consumer behavior since it relates to a general predisposition towards the act of shopping and characterizes a consumer's mental approach to making choices in the marketplace." On the other hand, choice can be defined as the selection of one option from a set of two or more alternatives, after all the alternatives available to them have been evaluated (Kardes 1999). Consumer knowledge, previous experiences, information present at the time of purchase, information obtained from friends and advertisements and information from shopping interact with consumer needs, motivations, and evaluative criteria would shape their choice decision (Spiggle & Sewall 1987).

Taking into account the Malaysian marketplace, the purpose of this paper is to examine the correlation of shopping orientation with choice between traditional retail outlets and modern retail outlets. Based on the existing research and the beliefs regarding the logical relationships between shopping orientation and choice decision, this study conceptualizes shopping orientation as representing a cognitive and affective aspect of consumer behavior that characterizes a consumer's mental approach to making choices in the marketplace (Shim & Gehrt 1996). Hence, an individual will go through various stages of decision-making process such as search for information, evaluate the alternatives, selection and post-purchase evaluation. Consumer's choice decision, on the other hand, is a manifestation of various mental orientations, which represent a behavioral aspect of consumer behavior (Moschis 1987).

In the following section, several previous studies on shopping orientation and retail store selection are discussed. Next will be the discussion on the research methodology and data analysis. The paper will then elaborate on the logic of the research findings, its managerial implications and finally limitations of the study as well as some suggestions for future research needed in this area.

PREVIOUS RESEARCH

SHOPPING ORIENTATION RESEARCH

Scholarly research into shopping orientation began in the mid-1950s with some early pioneers in patronage behaviour research who attempted to explain shopping behaviour in terms of social-psychological concepts. Utilisation of these concepts resulted in a number of studies treating shopping behaviour as being unaffected by physical space, contrary with the early views of patronage behaviour from an economic-geographic perspective. Notable early examples of this approach include Stone's (1954) work on categorizing shopping orientations of consumers in urban areas. Using depth interviews with a sample of 124 female department store shoppers, Stone's

seminal study reported four distinct shopper types, based on their varying orientations toward the activity of shopping: (1) economic consumer, (2) personalizing consumer, (3) ethical consumer and (4) apathetic consumer. Economic shoppers were characterized as a shopper with careful approach to shopping, giving attention to merchandise assortment, price and quality. On the other hand, personalizing shoppers appeared to seek strong personal attachments with retail personnel, while ethical shoppers were willing to behave consistently with moralistic beliefs. Finally, shoppers with apathetic orientation tend to shop largely out of necessity, with the shopping activity holding no intrinsic interest.

In one study, Moschis (1976) proposed another dimension of looking at shoppers' profiles, that is, to relate the shopping orientation to purchasing behavior. Upon investigating the shopping orientations and consumer usage of information among cosmetics buyers using structured AIO (Activities, Interests, Opinions) type of rating measures, the researcher observed six distinct shopping orientations: (1) store-loyal shoppers, (2) brand-loyal shoppers, (3) "specials" shoppers, (4) psycho-socializing shoppers, (5) name-conscious shoppers, and (6) problem-solving shoppers. The author also found that different types of shoppers possessed different orientations; they had different information needs and preferences for sources of communication. This typology, however, appears to mix shopping behavior strategies and the underlying motivational orientation of consumers.

In their investigation, Westbrook and Black (1985) noted that the most distinct typologies that appear consistently across the past studies are (1) economic, (2) social, and (3) apathetic shoppers. Accordingly, the authors have offered an alternative shopper typology scheme based upon underlying consumer's shopping motivations. They identified seven shopping motivations: (1) anticipated utility of prospective purchases, (2) enactment of an economic shopping role, (3) negotiation to obtain price concessions from the seller, (4) optimization of merchandise choice in terms of matching shoppers' needs and desires, (5) affiliation with reference groups, (6) exercise of power and authority in marketplace exchange, and (7) sensory stimulation from the marketplace. The basic premise of this taxonomy is that shopping behavior is motivated by a variety of psychosocial needs, beyond those relating to the products being acquired, which is consistent with Tauber's (1972) contention on shopping motives.

Focusing on cognitive and affective orientations, Sproles and Kendall (1986) offered a typology of consumer style known as Consumer Styles Inventory (CSI) that is specifically related to consumer decision-making. Their inventory consists of eight mental characteristics of consumer decision-making: (1) perfectionist or high-quality conscious, (2) brand conscious, (3) novelty-fashion conscious, (4) recreational shopping conscious, (5) price-value conscious, (6) impulsive, (7) confused by overchoice, and (8) habitual,

brand-loyal consumers. The major thrust implied from this study is that consumers shop for a variety of reasons and therefore, it does not essentially mean that consumer motives for shopping is restricted to economic factors. Thus the effect of various non-rational factors played a significant role in the choice decision of shoppers and consumers.

Shim and Kotsiopoulos (1993) also conducted research in this field. They developed shopping typologies of female apparel shoppers based on nine identified shopping orientations. Their shopping typologies consisted of three groups: (1) highly involved shoppers, (2) apathetic apparel shoppers and (3) convenience-oriented catalogue shoppers. The researchers concluded that shopping orientations are a base for segmenting female apparel shoppers and these groups were unique in consumer buying characteristics such as the usage of informational sources, importance of store attributes, lifestyle activities, patronage behaviour and demographics.

In a more recent study, Shim and Gehrt (1996) adopted the Consumer Style Inventory from Sproles and Kendall (1986) as shopping orientations inventory in their exploratory study on the differences of shopping orientations between White, Hispanic and Native American adolescents in the U.S. The authors have conceptualized eight consumer styles into three groups of shopping approach: (a) social/hedonistic (brand conscious, novelty/fashion conscious, recreational and brand loyal), (b) overpowered (impulsive and confused by overchoice) and (c) utilitarian (quality conscious and price conscious). Though this typology is a direct replication from Sproles and Kendall (1986), it provides a new dimension of classifying consumers according to their positive and negative behavior when making choices. Table 1 depicts the characteristics of the eight consumers' shopping orientations.

In Malaysia, a study by Osman and Muayyad (1996) on the antecedents of loyalty patronage behavior employed three types of shoppers as identified through their focus group study, i.e. shoppers who are (1) economic, (2) social and (3) apathetic. Based on the investigation of 215 retail customers, the findings from this study, among others, indicate that consumers' shopping orientations are influenced by their lifestyles (or psychographic attributes). Consequently, shopping orientations were found to influence the congruity of store image but not on the formation of loyalty patronage behavior. In another study, Md. Nor and Lim (1998) attempted to examine the shopping habits and shopping orientations of urban Malaysian consumers in the shopping malls. Based on previous classification, the authors have categorized consumers' reasons for patronizing shopping malls into seven orientations: (1) aesthetic, (2) escape, (3) flow, (4) exploration, (5) role enactment, (6) social, and (7) convenience. The results also showed that aesthetic and convenience were the main reasons why consumers patronize shopping malls.

TABLE 1. Characteristics of eight consumer shopping orientations
(Shim and Gehrt 1996)

Shopping Orientation	Characteristics
a. Social / Hedonistic	
Brand-Conscious	An orientation characterized by the degree to which a consumer is oriented toward buying well-known brands.
Novelty / Fashion-Conscious	An orientation characterized by the degree to which a consumer appears to like innovative products and gains excitement from seeking out new things.
Recreational	An orientation characterized by the degree to which a consumer enjoys the act of shopping.
Brand-Loyal	An orientation characterized by the degree to which a consumer repetitively chooses the same brands and stores.
b. Overpowered	
Impulsive	An orientation characterized by the degree to which a consumer tends to buy on the spot of the moment and is unconcerned about how much they spend.
Confused by Overchoice	An orientation characterized by the degree to which a consumer perceived too many brand and stores from which to choose and who, therefore is likely to experience information overload.
c. Utilitarian	
Quality-Conscious	An orientation characterized by the degree to which a consumer searches for the best quality in products.
Price-Conscious	An orientation characterized by the degree to which a consumer is cognizant of prices.

In summary, a survey of the literature on shopping orientation highlighted numerous studies which have included some aspects of shopping style concept. Studies of consumer shopping orientations attempt to classify consumers into a limited number of types, which differ from each other. However, due to the different empirical approaches and research contexts across studies, various ways of characterizing consumers' shopping orientations have been reported in the marketing and retailing literature. The development of many different scales has resulted in numerous typologies, which leads to a plethora of evidence of shopping orientations and yet no single accepted typology to date.

CONSUMERS' RETAIL STORE SELECTION

The potential of examining shopping orientation, as the determinant of choice decision seems obvious from the definition of shopping orientation as postulated by Shim and Gehrt (1996). A consumer's choice decision represents a behavioral aspect, which is a manifestation of various mental orientations and can be viewed in terms of either single or repeat choices (Moschis 1987). Prior studies have interchangeably used the term consumer choice, preferences and patronage for studying consumer retail store selection. To distinguish the concept of retail choice from patronage and preference, Spiggle and Sewall (1987: 98) offered a more specific definition of choice in terms of retail store selection in their very own words:

Retail choice is the result of a specific purchase task and refers to purchase from a given store, usually after some information search and evaluation of alternative stores. It represents some degree of extended decision making and the outcome is binary – the consumer either purchases from the store or does not for a particular purchase task.

Most of the earlier research on this subject explored the impact of store image as a determinant of retail store selection. For example, Stephenson's (1969) classical study of retail patronage suggested that store image attributes appeared to be the critical factors in customers' patronage decision. The author identified eight dimensions that determine customers' choice among competing food outlets, i.e., (1) advertising by the store, (2) physical characteristics, (3) convenience of reaching and location, (4) friend's perceptions (5) merchandise selection, (6) store personnel, (7) prices charged, and (8) dependability. Similarly, Arnold, Ma and Tigert (1978) investigated the attribute importance and determinacy in retail store selection based on the aggregate results obtained from twelve different commercial studies. The data were analyzed from two different retail stores, i.e., retail food stores and women's fashion clothing stores. The study shows that location and price appeared as important determinants in food stores selection while value for money, assortment and quality of merchandise were the salient determinants in the selection of fashion clothing stores.

More recently, Arnold, Handerman and Tigert (1996) surveyed those low-priced department store shoppers in four different cities in the U.S. and a city in Canada using telephone interview method. They found that a store that is identified as being the best on the performative attributes such as location convenience, price and assortment of merchandise are more likely to be patronized by customers. The study also revealed that a store identified as having a strong community reputation not only directly affected store choice, but also moderated the effect of location, price and assortment attributes.

Perhaps a study by Shim and Kotsiopoulos (1992) provides some explanation of how consumers' shopping orientations could exert a strong influence on their choice of retail stores. The authors used multiple regression analysis to investigate the effect of store attributes, shopping orientations, information sources and personal characteristics on shopping for apparel at discount stores, specialty stores, department stores and catalogue shopping. They found that shopping orientations appeared to be the most influential factor in determining store choice, followed by information sources and personal characteristics.

To recapitulate the discussion on previous studies, it can be concluded that no major works are evidence in the scholarly literature that specifically explores the relationships between shopping orientation and choice between traditional and modern retail outlets. It is believe that using shopping orientation as a determinant of choice decision is theoretically rich, offering deep insights into a consumer's cognitive and affective aspect of behavior, consistent with a definition offered by Shim and Gehrt (1996). Clearly, the lack of quantifiable research data related to shopping orientation among Malaysian adolescents, a market segment with a rapid growth, the logic of possible relationships between shopping orientation and choice decision, as well as the rapid development of retail sector in Malaysia, all provide justifications for the present study.

METHODOLOGY

MEASUREMENTS

Choice Decision The questions used to elicit response on respondents' choice decision are by using categorical format questions. Two types of retail structures (as described by Rohaizat 1997) were conceptualized as forming the consideration sets: (1) traditional retail outlets and (2) modern retail outlets. Respondents were asked to indicate their choice decision when facing with these two situations: (1) choice of eating outlets and (2) choice of shopping venues. The first situation involves consumer's choice between traditional eating outlets (e.g., traditional restaurants and hawker stalls) and modern eating outlets (e.g., KFC, McDonald's, A&W and Pizza Hut). Similarly, the second choice situation involves the selection between traditional shopping venues (e.g., clothing shops, bazaars and night markets) and modern shopping venues (e.g., shopping complexes and specialty stores).

Shopping Orientation Inventory A total of 32 statements of Consumer Style Inventory (CSI) was used to measure adolescents' shopping orientations were adapted from the study by Shim and Gehrt (1996). The CSI was originally developed by Sproles and Kendall (1986) and validated from a target population of high school students at the US. Instead of using 41 statements

of CSI by Sproles and Kendall (1986), the present study used the CSI by Shim and Gehrt (1996) comprising of eight dimensions. This is to the fact that the four-items subscales for each of the eight consumer style scales used by the authors appeared to have slightly greater reliabilities as compared to the results obtained by Sproles and Kendall (1986). In this section, respondents were asked to indicate the degree of agreement with each statement as a description of themselves as consumers of products such as foods and clothes on a 5-point Likert-type scale ranging from 1 (*strongly disagree*) to 5 (*strongly agree*). Table 2 provides sample statements for each scale and the

TABLE 2. Shopping orientation scales and reliabilities

Scale	Sample statements	Cronbach Alpha Coefficients	
		Shim and Gehrt (1996)	Current study
Brand conscious	The well-known national brands are best for me. The more expensive brands are usually my choices.	0.72	0.79
Novelty/fashion conscious	I usually have one or more outfits of the very newest style I keep my wardrobe up-to-date with the changing fashions.	0.70	0.69
Recreational	Shopping is a pleasant activity to me. Going shopping is one of the enjoyable activities of my life.	0.86	0.76
Brand loyal	I have favorite brands I buy over and over. Once I find a product or brand I like, I stick with it.	0.63	0.70
Impulsive	I should plan my shopping more carefully than I do. Often I make careless purchases I later wish I had not.	0.45	0.54
Confused by overchoice	There are so many brands to choose from that I often feel confused. Sometimes it's hard to choose which stores to shop.	0.62	0.80
Quality conscious	Getting very good quality is very important to me. When it comes to purchasing products, I try to get the very best or perfect choice.	0.73	0.59
Price conscious	The lower price products are usually my choice. I compare prices to find the lower-priced products.	0.68	0.43

comparison between standardized alpha coefficients obtained by Shim and Gehrt (1996) and the current study.

DATA COLLECTION AND CHARACTERISTICS OF RESPONDENTS

Back-translation procedure was done to produce a Malay-language version of the questionnaire, using the assistance of two language teachers. Prior to the actual survey, a pilot study was carried out with 46 respondents and some revisions were made based on the feedback obtained from them. The final data were solicited using a 7-paged questionnaire from two states in Malaysia (Terengganu and Selangor), representing the West Coast and East Coast region. A sample of 1,080 students was chosen, after taking into consideration the method employed in data collection i.e., self-administered survey, as well as time frame for completing the study. Prior to the survey, approval was sought from the Education Planning and Research Division (EPRD), Ministry of Education, Malaysia. Then, permission to conduct the survey at the selected schools was obtained from the Department of Education of the respective states and finally, the survey was conducted at the respective schools.

Students from five secondary schools in Kuala Terengganu and four secondary schools in Klang area made up the sampling frame. The schools were selected based on area sampling procedures, representing the East Coast and West Coast provinces, as well as representing both urban and rural schools.. Adolescents between the ages of 16 to 19 were included for the purpose of this study and therefore, only students in Form Four, Five, Lower Six and Upper Six were randomly selected to participate in the survey.

Out of 1,080 questionnaires distributed, 934 of these were completed and useable for data analysis, yielding a response rate of 86.5%. The sample consisted of 42.8% male and 57.2% female. In terms of age, the majority group is 17 years old (30%), followed by the 16 years old group (31.4%), 19 years old (23.1%) and 18 years old (15.5%). Chinese constituted the largest ethnic group, which is 46.9% of the respondents, followed by the Malays (43.1%), the Indians (9.7%) and "the others" (0.2%). Profiles on the residential area of the respondents showed that a large proportion of the respondents reside in urban areas (57.8%), followed by the respondents from the suburban areas comprising 25.1% of the total. Another 17.1% of the respondents are from the rural areas.

DATA ANALYSIS AND RESULTS

The data were entered into the computer for statistical analysis with the application of SPSS computer program. To test for the possible presence of inter-correlations among independent variables, a correlation matrix among the eight independent variables was performed. It was found that the inter-

correlations among the eight independent variables are rather low, ranging from 0.01 to 0.37. Thus, it can be concluded that there were no reasons to be concerned since none of high inter-correlations existed among these variables. However, the absence of high bivariate correlations does not imply lack of collinearity because the correlation matrix may not reveal collinear relationships involving more than two variables (Mason & Perreault 1991). Therefore, the tolerance values of the independent variables were assessed while the multiple regression analyses were run by using the conventional tolerance value of 0.1 as the cutoff point for high multicollinearity (Hair, Anderson, Tatham & Black 1995).

A series of two stepwise multiple regression analyses was employed using shopping orientation as predictor variables and choice decision as criterion variables. Two choice decisions were analyzed: (1) choice of eating outlets, and (2) choice of shopping venues. Each of these two criteria was coded as dummy variables (0 = modern outlets, 1 = traditional outlets). As noted in Tables 3 and 4, the *F* test statistics of both regression analyses are significant at $p < 0.001$, indicating the existence of significant relationship between adolescents' shopping orientation and their choice decisions. However, the R^2 values in the regression models were very small, suggesting caution in interpreting the results.

SHOPPING ORIENTATION WITH CHOICE OF EATING OUTLETS

With regards to the relationship of adolescents' shopping orientation with their choice of eating outlets (Table 3), the data indicated that the *F* test statistic ($F = 20.768$) is significant at $p < 0.001$. The adjusted R^2 is 0.06, implying that shopping orientation variables are able to explain for only 6% of the variation in choice decision of eating outlets. This effect size can be classified as small to medium (Sawyer & Ball 1981). Looking at multicollinearity diagnoses results, the tolerance values ranged from 0.906 to 0.967. The high tolerance value implies that the intercorrelations among the eight-predictor variables are very low. Thus, the resulting multiple regression coefficients in the present analysis can be considered as accurate estimates of the true effects of the respective variables on the criterion variables.

Only three shopping orientations accounted for a significant amount of variance in the choice of eating outlets: brand conscious, recreational and price conscious. Brand conscious ($b = -0.095$, $p < 0.01$) and recreational orientation ($b = -0.16$, $p < 0.001$) were associated with choice of modern eating outlets. However, the study found price conscious to be significantly correlated with choice of traditional eating outlets ($b = 0.118$, $p < 0.001$). The general observation shown from these findings is that youngsters with brand conscious and recreational orientation would choose modern outlets particularly those fast-food restaurants when making choice decision. On the other hand, youngsters with price conscious orientation would incline to choose the traditional outlets as their place of eating-out.

TABLE 3. Relationships between shopping orientation and choice of eating outlets^a

Shopping Orientation	Standardized Beta Coefficient	Tolerance Value
Social/hedonistic		
Brand conscious	-0.095**	0.906
Fashion conscious	NS	NE
Recreational	-0.16***	0.933
Brand loyal	NS	NE
Overpowered		
Impulsive	NS	NE
Confused by overchoice	NS	NE
Utilitarian		
Quality conscious	NS	NE
Price conscious	0.118***	0.967
R^2 (adjusted R^2)	0.063 (.06)	
F value	20.768	
Sig. F	0.000***	
Tolerance range	0.906 to 0.967	

Note: a: 0 = modern; 1 = traditional

NS = not significant

NE = not entered due to insignificant result

* $p < .05$ ** $p < .01$ *** $p < .001$

SHOPPING ORIENTATION WITH CHOICE OF SHOPPING VENUES

With respect to the relationship between adolescents' shopping orientation and their choice of shopping venues, the F test statistic ($F = 20.121$) was significant at $p < 0.001$. The effect size of shopping orientation as indicated by adjusted R^2 is 0.109, suggesting that shopping orientations are able to explain for only 10.9% of the variation in the choice decision of shopping venues, which can be classified as medium (Sawyer & Ball 1981). When the result of multicollinearity diagnoses were examined, the data indicates that the tolerance values was high, ranged from 0.791 to 0.967, which can be concluded that the interpretation of multiple regression results should not be affected by the presence of multicollinearity.

The study found six shopping orientations to be significantly associated with choice of shopping venues: fashion conscious, recreational, brand loyal, confused by overchoice, quality conscious and price conscious. In particular, the choice of modern shopping venues is associated with fashion conscious ($b = -0.167$, $p < 0.001$), recreational ($b = -0.069$, $p < 0.01$) and brand loyal ($b = -0.108$, $p < 0.001$) orientations under social/hedonistic

category. Quality conscious orientation was found to correlate with choice of modern shopping venues ($b = -0.171, p < 0.001$); implying a preference towards superstores, departmental stores and specialty shops. On the other hand, adolescents who are particularly conscious of prices are more likely to choose traditional shopping venues ($b = 0.122, p < 0.001$) rather than modern shopping venues. The study also found a relationship between confused by overchoice orientation and traditional shopping venues ($b = 0.077, p < 0.01$), suggesting that adolescents who are confused by overchoice will decide to choose traditional shopping venues when making choice decision.

TABLE 4. Relationships between shopping orientation and choice of shopping venues^a

Shopping Orientation	Standardized Beta Coefficient	Tolerance Value
Social/hedonistic		
Brand conscious	NS	NE
Fashion conscious	-0.167***	0.791
Recreational	-0.069*	0.863
Brand loyal	-0.108***	0.967
Overpowered		
Impulsive	NS	NE
Confused by overchoice	0.077*	0.948
Utilitarian		
Quality conscious	-0.171***	0.902
Price conscious	0.122***	0.936
R^2 (adjusted R^2)	0.115 (0.109)	
F value	20.121	
Sig. F	0.000***	
Tolerance range	0.791 to 0.967	

Note: a: 0 = modern; 1 = traditional

NS = not significant

NE = not entered due to insignificant result

* $p < .05$ ** $p < .01$ *** $p < .001$

DISCUSSION

CHOICE DETERMINANTS OF EATING OUTLETS

The study's findings show that adolescents who are brand-conscious would prefer modern outlets than traditional eating outlets. One plausible explanation for this result is that brand importance in choice decision is greatly influenced by the popularity of the outlet's trademark. It is obvious that well-known

modern restaurants such as KFC, Pizza Hut, A&W and McDonald's are more appealing and have become a generic name among young Malaysians as compared to those traditional restaurants. These western fast food chains are generally perceived as being prestigious restaurants, modern, clean, hygienic and comfortable as compared to the traditional restaurants. This phenomenon may be further explained in light of the fact that Malaysian adolescents are less traditionally bound and hence, more receptive to the American fast-food concept.

It is also suggested that adolescents who are oriented toward recreation and entertainment may find modern restaurants more enjoyable for them to visit. A number of reasons could be given to explain this phenomenon. First, it is possible that the self-service concept in modern restaurant outlets may attract those who are oriented toward recreational activities, as they might perceive it as enjoyable exercise. Second, in contrast to traditional restaurants or hawker centers, these modern restaurants are more attractive with its physical comfort, colorful decoration, posters, and displays and hence, stimulated a kind of fun and pleasant emotion. Third, fast food restaurant seems to represent a form of recreational consumption behavior for those who dine out with their family or friends, who are in the midst of shopping or who celebrate special occasions, such as birthday parties. They might find that fast food restaurants are more enjoyable and fun to visit for these purposes.

On the other hand, adolescents who are particularly concerned with getting the best value for their money would decide to choose traditional eating outlets, rather than modern outlets. These youngsters may feel that it is more worth for them to spend their money buying foods at traditional restaurants or hawker's stalls. It is obvious that traditional outlets such as traditional restaurants and hawkers stalls charged a cheaper price as compared to modern eating outlets.

CHOICE DETERMINANTS OF SHOPPING VENUES

The results of this study suggest that adolescents who are oriented toward fashion, recreational activity and brand loyalty would choose modern shopping venues rather than traditional venues when making their choice decision. These three orientations in general characterize adolescents as oriented toward repetitively buying the same brands, patronize the same stores, gaining excitement from seeking out new things and consider shopping as their recreational activities. From the conceptual point of view, all these characteristics represent social and conspicuous aspects of adolescents' shopping behavior since it relates to their motivation and desire for social reasons.

As adolescents with fashion-conscious orientation is characterized as consumers who are particularly concerned with keeping up with styles, they

might consider modern shopping venues such as shopping malls and specialty stores as suitable places to visit where they can find out what is new in fashion and product innovation. Perhaps, the obvious reasons for them to choose modern shopping venues are the availability of variety of goods and brands that can fulfill their desire for high-fashion items. This finding can be corroborated with a previous exploratory study by Tauber (1972), who found that an individual is motivated to visit the stores to learn about the latest trends in fashion, styling or product innovations and such learning can be take place with or without a purchase. In addition, the authors posit that stores, which are trend-conscious, may appeal to those who are interested in seeking out new product innovations.

The study indicates that adolescents who treat shopping as their recreational activity would choose modern shopping venues. They might find that modern shopping venues such as malls are more enjoyable for family outings, social events or simply relaxation because of their attractive atmosphere and apparent conducive places for them to browse around. Again, this finding was consistent with Tauber's (1972) contention on personal and social motives for shopping. Indeed, a number of recent studies conducted in Malaysia also suggest that modern shopping venues have become a place where people engage in leisure activities (Md. Nor & Lim 1998; Md. Nor & Ong 1993 and Rohaizat 1997). The fact is, modern shopping venues, notably shopping malls in Malaysia, have transcended from their initial economic role to become community centers for social and recreational activities (Md. Nor & Lim 1998).

It is also found that choice of modern shopping venues is associated with brand loyal orientation. Adolescents with brand loyalty are characterized as consumers who have favorite brands and stores and have formed habits in choosing these repetitively. This finding implies that those who are oriented toward buying the same brands whenever they made purchases tend to choose modern shopping venues. Perhaps modern shopping venues offer a wide variety of brands and these adolescents believe that they can easily find their favorite brands whenever they need in making purchases.

Adolescents who are particularly concerned with getting high quality products would decide to choose modern shopping venues. This would suggest that adolescents believe modern shopping venues as places that sell high quality products. The obvious explanation of this finding is that modern shopping venues such as shopping complexes and superstores offer a wide range of products and brands as compared to traditional shopping venues where a limited choice of products are available. Hence, with a wider choice of products and brands offered by modern shopping venues, adolescents who are high quality conscious would have greater opportunity to search carefully and systematically in getting the best quality products.

On the contrary, adolescents who are price conscious tend to choose traditional shopping venues, i.e., bazaars and night markets. A number of plausible reasons could be advanced to explain this phenomenon. Perhaps adolescents who are concerned with getting low prices believe that traditional shopping venues offer products with reasonable prices as compared to modern shopping venues. In addition, those traditional shopping outlets such as provision clothing shops and open-air night markets allow them to shop around in seeking bargains for the best value. Since adolescents who are conscious of prices appear to be comparison shoppers and stressing low prices, they might enjoy the acts of haggling and bargaining so that goods can be reduced to a more reasonable price. It would be of interest to note that modern shopping venues displaying products with fixed price tags might prevent them from deriving satisfaction when making purchases. Seeking this may induce them to flock to traditional shopping outlets as an alternative.

Finally, adolescents who are confused by over-choice would decide to choose the traditional shopping venue, rather than the modern types. It is rather difficult to note how this personal trait was correlated with choice of traditional shopping venue. Perhaps a plausible explanation for this finding is that adolescents who felt overwhelmed with the complexities of today's modern marketplace characterized by a wide range of choices may simply decide to choose traditional shopping venues to avoid confusion due to excessive brands, products and stores to choose from.

CONCLUSIONS

This study has provided some information that helps to explain how adolescents' shopping orientation would determine their choice of retail outlets. The foregoing discussion implies that shopping orientation is capable of exerting an impact on their choice between traditional and modern retail outlets in the marketplace. Adolescents would choose modern retail outlets when their motivation for consumption is stimulated by the desire for social and hedonistic reasons. On the other hand, traditional retail outlets were chosen when their motivation for buying is reflected by desire for getting the best value for their money.

An understanding with respect to the relationship between adolescents' shopping orientation and their choice decision would be beneficial to the management of modern shopping venues such as shopping malls and supermarkets. The most revealing finding of this study is that adolescents appear to choose modern shopping venues when their social and hedonistic reasons underlay their motivation for shopping. Adolescents who are loyal toward particular brands would choose modern shopping venues to find for their favorite brands. This information would be helpful to retail operators

whereby they should realize that adolescents expect modern shopping venues to offer merchandise with a wide variety of brands from which to choose from. By offering a variety of brands, it would receive favorable attention by these adolescents, as they might perceive it as a good place to visit in searching for their preferred brands.

Although it was found that adolescents with brand loyal orientation formed the habits in choosing the same brands or stores repetitively, the management of shopping malls and supermarkets should not under-emphasize this finding and simply believe that young customers will choose their premises whenever they go shopping. The implication of this finding should be viewed in a broader scope with a question of how to retain these young customers. Appropriate marketing strategies must be set up to enhance loyalty among them. In particular, retailers must be able to meet the needs of the customers. They should realize that loyalty only comes with satisfaction. The favorable experiences that customers had with the stores would certainly encourage them to continue patronizing the particular stores. Managers should therefore constantly monitor their services in an effort to detect any weaknesses, which might cause customers' dissatisfaction. This points to the need for improvement on the overall image of their malls and superstores by offering high quality products and services.

It was also noted that novelty and fashion consciousness is the orientation underlying adolescent's decision of choosing modern shopping venues. Knowing this fact, marketing managers of stores, malls and supermarkets should always make sure that all the merchandise they offer is up-to-date according to the latest fashion, styles and product innovation. Together with this, quality is another critical aspect that should be taken into consideration. The study found the existence of relationship between quality-conscious orientation and choice of modern shopping venues. This finding further suggests that adolescents who are conscious of getting quality products would choose modern shopping venues. Hence, stores' management should develop advertisements targeting adolescent consumers by focusing on quality and high fashionable merchandise offered by the malls.

Shopping itself is no longer confined to purchasing of goods but has been perceived as a form of recreation (Rohaizat 1997). As such, retail operators should be aware that modern shopping venues have become a social and recreational center where adolescents go for shopping, recreational activities, entertainment, meeting friends or simply browsing around the malls. Thus, besides offering a variety of products, shopping malls have to tailor themselves to meet the changes by putting in amusement facilities like cinemas, bowling alleys, theme parks and dining outlets. In addition, they should always make sure that the premise environment is pleasant for customers to stay and spend their time. This would also encourage potential customers to visit their premises.

DIRECTIONS FOR FUTURE STUDIES

Adolescents' shopping orientation does not seem to explain for a large amount of variance in choice decision, although the relationship between these two variables was statistically significant. It should be emphasized here that this result does not imply that adolescent's choice decision was not the consequence of their various orientations toward shopping. On the contrary, the interpretation of low R^2 is that other factors besides those shopping orientation might indirectly or directly influenced their choice decision. These might include consumer psychological states (e.g., attitudes, perceptions, image and attribute image), consumer characteristics (e.g., demographic and lifestyle) as well as retail outlet features such as distance, assortment and travel time (Spiggle & Sewall 1987).

Some important points should to be taken into consideration when accepting the generalisability of the findings. First is the demographic background of the respondents. Although care was taken to obtain a fair representation of samples from both West Coast and East Coast areas during the sampling stage, the useable response rate was lower among respondents coming from schools in the rural areas, especially in Kuala Terengganu. This has resulted in respondents from urban areas, particularly the Chinese of Klang sample, to over-represent as a dominant ethnic group in the final sample. In this case, the results should be interpreted with caution and under an assumption that both sample groups are similar in terms of their economic orientation. Further, it should be cautioned that this study has focused on adolescent's choice between traditional and modern retail outlets with regards to eating outlets and shopping venues for clothing. In this case, the explanation of adolescent's choice behavior in the marketplace derived from this study is limited to certain types of products. Thus, it would not be illogical for us to assume that similar effects are at work in producing the same patronage behavior for other consumer goods. This assumption therefore would need to be tested in the future.

On a final note, several interesting questions remain in this study promises numerous directions for further research. The present study has focused on adolescent's choice decision between two classification retail structures: traditional retail outlets and modern retail outlets. It would be interesting and fruitful for future studies to examine the relationship between adolescents' shopping orientations and their choice of retail institution in each of these two retail structures. This might include hawkers' stalls; provision shops and bazaars that can be classified as traditional retail outlets, whereas chain stores, convenience stores, supermarkets and hypermarkets are classified as modern retail outlets (Rohaizat 1997). Perhaps, each of these might vary in terms of its relationships with adolescents' shopping orientation. This would certainly provide us with a wider view on adolescents' choice behavior in the marketplace.

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Faculty of Management and Economics
University College of Science and Technology
21030 Kuala Terengganu
Terengganu Malaysia