



UNIVERSITI PUTRA MALAYSIA

***MEDIATING EFFECTS OF SHOPPING ORIENTATIONS AND MODERATING
EFFECTS OF GENDER ON RELATIONSHIPS BETWEEN PERSONAL
FACTORS AND REPATRONAGE BEHAVIOURAL INTENTION***

WONG YUE TENG

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INTENTION**

By

WONG YUE TENG

**Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia,
in Fulfillment of the Requirements for the Degree of Doctor of Philosophy**

February 2014

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Abstract of thesis presented to the Senate of Universiti Putra Malaysia in
Fulfillment of the Requirements for the Degree of Doctor of Philosophy

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INTENTION**

By

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February 2014

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Faculty: Human Ecology

Personal-centric marketing is determined by, and therefore an indicator of, the repatronage behavioural intention. The main objective of this study was to examine the factors related to repatronage behavioural intention among apparel adult shoppers. The Theory of Planned Behaviour and 3M Model of Motivation and Personality functioned as the basis for the theoretical framework of the study. A conceptual framework was developed from the theoretical settings to identify the personal factor influences of i) elemental traits (openness to experience, conscientiousness, extraversion, agreeableness, neuroticism and material needs); ii) compound traits (need for activity and impulsiveness) and iii) situational traits (shopping confidence and interpersonal influence susceptibility) on repatronage behavioural intention. The study also investigated the mediating effects of shopping orientations (utilitarian shopping orientation and hedonic shopping orientation) in the relationships between personal factors and repatronage behavioural intention. The moderating effect of gender was examined in the study so as to ascertain the gender differences with regard to the influences of personal factors on repatronage behavioural intention. The conceptualized model in the study was then developed into shopper typologies. A quota sampling was used to gather the data of 600 adult apparel shoppers from five shopping malls, namely, Berjaya Time Square, The Mines, Sunway Pyramid, Mid Valley Megamall and 1 Utama located in the Klang Valley in Malaysia. The self-administered questionnaire was distributed using the store-intercept technique. There were 569 useable responses maintained for the analysis of the study. The data were statistically analyzed using descriptive analysis, Pearson Product Moment Correlation, Structural Equation Modeling and hierarchical and non-hierarchical cluster analysis. It was observed that a moderate to high level of repatronage behavioural intention was identified among the Malaysian apparel adult shoppers. A relatively good fit of the model to the data was obtained in the study. There were significant linear relationships found between the traits of agreeableness, material needs, need for activity and interpersonal influence susceptibility and repatronage

behavioural intention. The hedonic shopping orientation was distinguished as a mediator in the relationships between neuroticism, material needs, impulsiveness and repatronage behavioural intention. The hedonic mediating structural model showed the advancement of 59% to the direct model (46%) to explain the variance in repatronage behavioural intention. However, the utilitarian shopping orientation was not a mediator in the relationships between personal factors and repatronage behavioural intention. Moderation effect of gender showed that although male and female shoppers did not share the same regression weights in the hypothesized model, the predictors of repatronage behavioural intention functioned similarly for the two shopper groups. Based on the confirmed hypothesized model, shopper typologies of Self-confined, Apathetic Shoppers; Moderate, Pragmatic Shoppers and Confident, Enthusiastic Shoppers were constructed. This study appeared to support the importance of personal-centric elements, with the empirically substantiated findings alongside the theoretical rationalizations, in understanding the repatronage behavioural intention of apparel adult shoppers. This study has highlighted some implications and made recommendations to facilitate the repatronage behavioural intention of the shoppers. The necessity for future research on the repatronage behavioural intention is also highlighted.

Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk ijazah Doktor Falsafah

**KESAN PENGANTARAAN ORIENTASI MEMBELI-BELAH DAN KESAN
PENGAWAL JANTINA DALAM HUBUNGAN ANTARA FAKTOR-
FAKTOR PERIBADI DAN KEINGINAN UNTUK BERKUNJUNG SEMULA**

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Pemasaran berlandaskan peribadi adalah ditentukan dan bertindak sebagai petunjuk kepada keinginan untuk berkunjung semula. Objektif utama kajian ini adalah untuk meneliti faktor-faktor yang mempengaruhi terhadap keinginan untuk berkunjung semula dalam kalangan pembeli-belah dewasa yang membeli pakaian. 'Theory of Planned Behaviour' dan '3M Model of Motivation and Personality' berfungsi sebagai asas bagi kerangka teori untuk kajian ini. Sebuah kerangka konseptual yang berpandukan latar belakang teori dibentuk untuk mengenal pasti pengaruh faktor-faktor peribadi termasuk i) tret asasi (*openness to experience, conscientiousness, extraversion, agreeableness, neuroticism* dan *material needs*), ii) tret gabungan unsur (keperluan untuk menjalankan aktiviti, suka mengikut gerak hati) dan iii) tret situasi (keyakinan dalam membeli-belah dan kecenderungan terhadap pengaruh interpersonal) terhadap keinginan untuk berkunjung semula. Kajian ini juga mengkaji kesan pengantaraan orientasi membeli-belah (orientasi membeli belah utilitarian dan orientasi membeli belah hedonik) dalam hubungan antara faktor-faktor peribadi dan keinginan untuk berkunjung semula. Kesan pengawalan ke atas jantina diuji dalam kajian ini untuk memastikan perbezaan antara jantina tentang pengaruh faktor-faktor peribadi terhadap keinginan untuk berkunjung semula. Model konsepsi kajian ini seterusnya menghasilkan tipologi pembeli-belah. Persampelan kuota telah digunakan untuk mengumpul maklumat daripada 600 pembeli-belah dewasa yang membeli pakaian di lima pusat membeli-belah, iaitu *Berjaya Time Square, The Mines, Sunway Pyramid, Mid Valley Megamall* and *1 Utama* yang terletak di Lembah Klang, Malaysia. Soal selidik yang ditadbir sendiri telah diedarkan menggunakan teknik 'store-intercept'. Terdapat 569 respon yang boleh digunakan untuk analisis kajian. Data dianalisis dengan menggunakan analisis deskriptif, korelasi *Pearson Product Moment*, Model Persamaan Struktural, analisis kluster Hirarki dan Bukan-Hirarki. Hasil tinjauan menunjukkan bahawa tahap sederhana ke tinggi dalam keinginan untuk berkunjung semula dikenal pasti dalam

kalangan pembeli-belah dewasa yang membeli pakaian di Malaysia. Ketepatan padanan yang agak baik mengenai model terhadap data telah diperolehi dalam kajian ini. Tret *agreeableness*, keperluan dalam bentuk kebendaan, keperluan untuk menjalankan aktiviti dan kecenderungan terhadap pengaruh hubungan sesama manusia mempunyai perhubungan linear yang signifikan dengan keinginan untuk berkunjung semula. Orientasi membeli belah hedonik dikenal pasti sebagai pengantara dalam perhubungan di antara *neuroticism*, keperluan dalam bentuk kebendaan, suka mengikut gerak hati dan keinginan untuk berkunjung semula. Model struktur pengantaraan hedonik telah menunjukkan peningkatan 59% berbanding model langsung (46%) dalam menerangkan variasi dalam keinginan untuk berkunjung semula. Walau bagaimanapun, orientasi membeli-belah utilitarian tidak berperanan sebagai pengantara dalam perhubungan di antara faktor-faktor peribadi dan keinginan untuk berkunjung semula. Kesan pengawalan ke atas jantina menunjukkan walaupun pembeli lelaki dan perempuan tidak berkongsi berat regresi yang sama dalam model andaian, peramal keinginan untuk berkunjung semula mempunyai fungsi yang sama bagi kedua-dua kumpulan pembeli-belah. Berdasarkan model andaian yang telah disahkan, tipologi pembeli-belah iaitu Pembeli yang Sempit dan Bersifat Tidak Peduli; Pembeli yang Sederhana dan Pragmatik dan Pembeli yang Berkeyakinan dan Berminat telah dibentuk. Kajian ini menunjukkan sokongan kepada kepentingan unsur-unsur berteraskan peribadi yang berasaskan hasil kajian dan rasionalisasi teori secara empirikal dalam pemahaman keinginan untuk berkunjung semula dalam kalangan pembeli-belah pakaian dewasa. Kajian ini telah menekankan beberapa implikasi dan cadangan untuk menggalakkan keinginan untuk berkunjung semula dalam kalangan pembeli-belah. Keperluan untuk kajian akan datang tentang keinginan untuk berkunjung semula turut ditekankan.

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I certify that a Thesis Examination Committee has met on 21st February 2014 to conduct the final examination of Wong Yue Teng on her thesis entitled “Mediating Effects of Shopping Orientations and Moderating Effects of Gender on Relationships between Personal Factors and Repatronage Behavioural Intention” in accordance with the Universities and University Colleges Act 1971 and the Constitution of the Universiti Putra Malaysia [P.U.(A) 106] 15 March 1998. The committee recommends that the student be awarded the Doctor of Philosophy.

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DECLARATION

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LIST OF ABBREVIATIONS

3M Model	3M Model of Motivation and Personality
AGFI	Adjusted Goodness-of-fit Index
AIC	Akaike Information Criterion
ANOVA	One-way Analysis of Variance
ASV	Average Shared Squared Variance
AVE	Average Variance Extracted
BFI	Big Five Inventory
C.R.	Critical Ratio
CFA	Confirmatory Factor Analysis
CFI	Comparative Fit Index
CMIN	Chi-square discrepancy
CR	Construct Reliability
DF	Degree of Freedom
GFI	Goodness-of-fit Index
GOF	Goodness-of-fit
IFI	Incremental Fit Index
MCAR	Missing Completely at Random
MLE	Maximum Likelihood Estimation
MSV	Maximum Shared Squared Variance
NFI	Normed Fit Index
PNFI	Parsimonious Normed Fit Index
RFI	Relative Fit Index
RMR	Root Mean Square Residual
RMSEA	Root Mean Square of Approximation
SD	Standard Deviation
SEM	Structural Equation Modeling
SRMR	Standardized Root Mean Square Residual
TLI	Tucker-Lewis Index
TPB	Theory of Planned Behaviour
TRA	Theory of Reasoned Action
VIF	Variance Inflation Factor
χ^2/df	Relative Chi-Square

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Malaysia was the ninth most popular tourism destination in 2011, with 24.7 million visitors generating RM 56.3 billion (US\$ 17.6 billion) in tourism receipts in United Nations World Tourism Organization's (UNWTO) 2012 report ("M'sia is ninth", 2012). The report stated that the proliferation of shopping destinations in Malaysia is one of the crucial factors to have propelled the tourism industry in Malaysia. It is also important to note that domestic shopping receipts have also significantly contributed to the revenues in tourism ("Bid to change", 2010).

The shopping malls in Malaysia have undergone a massive transformation from their initial function as merely places for commercial activities into a nationwide network of community centre for social and entertainment pursuits (Zafar, Ghingold & Zainurin, 2007). This is understandable as Malaysian shopping malls nowadays have become not only shopping havens but also have inbuilt entertainment elements all under one roof. The continuous upgrading of the shopping malls is to accommodate the rapid changes and cosmopolitan lifestyle of the citizens. There were about 300 retail centres offering a total of 49 million square feet operating in the country in 2010 (Mahalingam, 2011a). Apart from that, the Klang Valley in Peninsular Malaysia is recognized as the main shopping and commercial hub with the largest number of shopping malls in the region. Notwithstanding the current over-supply situation of retail space, there is a plethora of new retail space under development or planning, particularly within the Klang Valley, comprising Kuala Lumpur, Selangor and Putrajaya (Mahalingam, 2011b).

The mall market in the Klang Valley has reached saturation point with the mushrooming of large-scale shopping centres. In fact, there is too much retail space chasing the same customers, judging by the number of malls. For the past few years, there has been evidence of such saturation as indicated by new mall openings facing less than full occupancy (Mahalingam, 2011a). However, despite such indications, a reason for the continuing development of new malls is the strong showing of shopping as the most popular and affordable form of outing among Malaysians (Lee, 2013). This scenario is further supported by the statistics from the Malaysian Association of Shopping and High-rise Complex Management, indicating that one in five Malaysians visited a shopping mall on a weekend (Price Waterhouse Coopers, 2005/2006). Research conducted by Frank Small and Associates revealed that Malaysian adults above 18 years old spent 48% of their leisure time in shopping malls (Zafar et al., 2007).

In light of the growth of a younger labour force in Malaysia, there is a growing trend of shoppers heading for up-market and lifestyle malls offering the latest fashion brands (Zafar et al., 2007). The evolutions of social role, lifestyle and shopping behaviour have marked the changes in fashion industry. The expression of fashion includes the products of clothing, accessories and footwear. Among the different expenditure groups in shopping, the clothing and footwear group appears to be one of the categories with the most significant increase of 27.11% in average monthly

expenditure from RM 59 in 2004/05 to RM 75 in 2009/10 (Malaysia Official Statistics, 2011). In addition, the apparel market is of particular interest because according to Euromonitor International (2011), Malaysian consumer expenditure on clothing and footwear witnessed a steep rise of 341.69% from RM 2.207 million (US\$ 0.69 million) in 1999 to RM 9.750 million (US\$ 3.05 million) in 2010. Therefore, it is obvious that the apparel market is expanding rapidly and most shoppers assign a substantial amount of their budget to apparel. Associated with that, apparel is viewed as a product category with high investigative value.

Within the field of consumer behaviour, it has been a deep-rooted fact that shopping is a 'gendered' activity. Shoppers have been identified with group-based differences in shopping behaviour. The responses of male and female shoppers differ in terms of their attitude and behaviour towards shopping. The gender differences in shopping styles are however perceived as more likely to be a reflection of personality or interests (Hoeger, Young & Schroeder, 2006). The involvement of men in shopping activities has greatly increased (Mitchell & Walsh, 2004). The apparel market has now extended its services to men owing to the rise of fashion consciousness among the male shoppers (Sondhi & Singhvi, 2006). With particular reference to the publicly noticeable product such as fashion apparel and accessories, individuals are more susceptible to interpersonal influences in purchasing behaviour (Khan & Khan, 2008). It is noted in the same study that susceptibility to reference group influences was found to be related to the gender of the shoppers. In terms of interpersonal influence susceptibility, female shoppers have been observed to be more easily influenced by the value-expressive aspects of clothing, while male shoppers tend to be more susceptible to the functional aspects of clothing. The well-established differences between male's and female's characteristics in consumption behaviour indicate the importance of integrating gender in the research.

Due to the group-based differences in shopping, adult apparel shopper typologies present an effective platform for identifying the common groups, with the emphasis on the individual and his/her consumption behaviour. Furthermore, shopping serves distinctive purposes for different people. The shopping orientation can be realized as (1) hedonic activity where the individual enjoys shopping around with nothing to buy in mind particularly or (2) utilitarian activity where the individual with no concern of recreational values involves in shopping for the reason of obtaining necessities (Bellenger & Korgaonkar, 1980). Generally, Malaysian shoppers are labelled as enthusiastic and with a shopping fetish, particularly during weekends and public holidays. These consumers appear to belong to three groups in particular, consisting of those who shop for necessities, bargain seekers, and those on seasonal shopping sprees with high purchasing power (Price Waterhouse Coopers, 2005/2006).

Given that both the potentials and constraints of the retail market, it is of utmost importance for the retailers to equip themselves with strong adaptation skills to compete with others as well as to keep up with the shifting shopping trends and fickle purchasing styles. Market saturation, rather than themes and concepts is regarded as the major challenge faced by shopping centres nowadays (Mahalingam, 2011b). To survive in the highly-concentrated shopping industry, retailers will need to rethink their business practices to capture that portion of expenditure from the new and existing shoppers who display any indications of repatronage behavioural intention. In fact, a new direction of consumer-centric marketing highlighting

personal factor characteristics, which has not been popularized in most developing countries such as Malaysia, is now advocated to be included in the implementation strategy (Mburu, Mutua & Massimo, 2002; Niininen, Buhalis & March, 2007).

The purchasing decisions of consumers are driven by an inclination to convey their personality, social status or to fulfill their innate desires (Jin & Kim, 2001). Also, they tend to embrace shopping orientations that are related to their temperaments and their dispositional traits in mall consumption. Thus, the needs and wants of the consumers should be the top priority if companies desire to succeed in getting a significant portion of the consumers' shopping expenditure (Mburu et al., 2002). It appears that earlier marketing efforts focusing on aspects of products, store layout, store attributes, store atmosphere and so on have not been successful in providing the retailers with the desired competitive edge as this was a product-based approach rather than a consumer-traits-based approach that is demanded by today's changed lifestyles and expectations.

Therefore, grounded on these premises, this study has attempted to provide a new insight into the apparel market industry by assessing the importance of personal-centric elements in influencing repatronage behavioural intention. The integrative model consisting of personal traits such as elemental (basic) traits, compound (complex) traits, situational traits and shopping orientations were identified as the important sources for understanding the underlying factors embedded in shoppers that may affect their repatronage behavioural intention.

1.2 Problem Statement

For the last few decades, the study of shopping behaviours has been of major concern in both academic and practical fields. Shopping behaviour literature has confirmed patronage and repatronage behavioural intention as the basic premise of many marketers (Hellier, Geursen, Carr & Rickard, 2003; Machleit, Meyer & Eroglu, 2005; Seiders, Voss, Grewal & Godfrey, 2005). The concerns of creating new and maintaining existing customers are advocated as the agenda to confront the battle of intense competition in the marketplace and the downscaling of existing market segments. The effort to maintain re-visit shoppers is considered as the key direction of a business to continue in existence considering that the cost of maintaining an existing customer is much lower than the cost of enticing a new customer (Blodgett, 1994). On top of this, based on a 20-80 principle proposed by Kotler and Keller (2005), 80% of the total profit for a company is generated by the topmost 20% of the customers. The 20% of the customers refer to those pleased and satisfied customers.

Previous studies have shown that a remarkable variety of dimensions were used as the approaches to investigate repatronage behavioural intention (Jin & Kim, 2001; Verhoef, 2003). In the local shopping behaviour context, studies on repatronage behaviour intention have focused on store image (Osman, 1993), shopping motivation (Ahmed, Morry & Zainurin, 2007) and consumer decision making (Akir & Othman, 2010). While considerable research has been concentrated on repatronage behavioural intention, little evidence is available about the personal factors, as the personality characteristics of the shoppers, in influencing repatronage behavioural intention.

The personal factor approach is of great importance because there are inclinations among the shoppers to convey and project their personalities, psychological needs and wants and shopping orientations that are consistent with their dispositional traits when making purchasing decisions (Huber, Herman & Morgan, 2001; Jin & Kim, 2001). Notwithstanding the importance of personal factors in determining repatronage behavioural intention, the implementation of this pull strategy is still at the infancy level in most developing countries. In the Malaysian market specifically, the individual levels of the consumers are not being factored into the decisions relating to the marketing strategy (Mburu et al., 2002). The common practice of the push strategy is still being adopted in marketing the products and services. The importance of personality traits as the antecedents of repatronage behavioural intention is emphasized in the study by Breazeale and Lueg (2011). Apart from the need to replicate an adult sample, Breazeale and Lueg (2011) revealed that other personality traits instead of particular interest comprised of self-esteem, extraversion and interpersonal communication might cater for more instructive powers and thus it calls for further investigation.

Through apparel and fashion, an individual's personality and identity representations could be identified (Moody, Kinderman & Sinha, 2010). Undeniably, a greater part of shopping behaviour studies has actually focused mainly on female apparel shoppers. The central attention of the literature on female consumers is attributed to the perception of traditional gender roles (Otnes & McGrath, 2001). Although the variation in shopping behaviour has been distinguished among the genders, the gender differences in shopping behaviour as a reflection of personality or shopping orientations are generally ignored. In this respect, a shopper segmentation study would be highly useful based on the premise that apparel shoppers could be grouped into the range of highly involved shoppers at one extreme and uninvolved shoppers at the other extreme with the manifestation of personality traits and shopping orientations (Visser & Preez, 2001).

The importance of personal factors in prioritizing shopping orientation as an influence to be met through the apparel context in repatronage behavioural intention has not been researched exclusively in the past. This study therefore seeks to fill this void in knowledge by proposing an applicable, valid and reliable conceptual framework of repatronage behavioural intention. This study takes a pioneering role in presenting the integrative model by including the personality traits and shopping orientations constructs to apparel adult shoppers in Malaysia.

1.2.1 Research Questions

Based on the arguments above, the research questions emerge as follows:

1. What is the level of apparel adult shoppers' repatronage behavioural intention?
2. Are the personal factors related to apparel adult shoppers' repatronage behavioural intention?
3. Are the personal factors relating to apparel adult shoppers' repatronage behavioural intention, mediated by their shopping orientations?
4. Are the personal factors relating to apparel adult shoppers' repatronage behavioural intention, moderated by their gender?
5. What are the typologies of adult apparel shoppers upon which the proposed model is built?

1.3 Contribution of the Study

The contribution of the study can be deliberated in three central viewpoints, including theoretical, methodological and practical. The viewpoints are discussed below.

1.3.1 Theoretical Contributions

This study has theoretically added to the knowledge pertinent to shopping behaviour in the apparel industry by providing reliable and valid yardsticks for the investigation of repatronage behavioural intention. The subject matter of repatronage behavioural intention has been investigated from different approaches; however, there is a dearth of empirical research focusing on the importance of personal factor attributes as the antecedents to study repatronage behavioural intention (Bosnjak, Bratko, Galesic, & Tuten, 2007). This study could fill the theoretical gap by providing theoretical justifications for the conceptualizations of the relationships between personal factors and repatronage behavioural intention. The emphasis of human aspects as the influential factors in this study has successfully answered the call from past researchers to place more importance on the human aspect in exploring consumption behaviour (Erasmus, Boshoff & Rousseau, 2001; Schiffman & Kanuk, 2000).

Predominantly, this study also contributed to the body of knowledge by integrating the mediation effect of shopping orientations on the relationships between personal factors and repatronage behavioural intention. The said relationships were investigated based on a sound theoretical foundation by the application of 3M Model of Motivation and Personality (Mowen, 2000) and Theory of Planned Behaviour (Ajzen, 1991). The inclusion of shopping orientations as the mediator variables was definitely to gauge for more variances compared to just measuring the basic personal factors. Undeniably, the more accurate examination of apparel shopping pattern was enabled by the synthesis of personal factors and shopping orientations. Furthermore,

to the best of the researcher's knowledge, this study represents one of the early efforts to investigate the interference of traits and shopping orientations in predicting apparel shopping behaviour. Du Preez (2003) has highlighted the importance of the interdisciplinary model in delivering a holistic and integrative view of consumer behaviour. Associated with that, the interdisciplinary framework of personality traits (personal factors) and cognitive psychology (shopping orientations) in this study have definitely provided a comprehensive understanding of the issue of repatronage behavioural intention.

Consumption behaviour with the consideration of the dimensions of personal factors, complexities of emotion and situational factors against buyer behaviour by itself has to be given more attention for those researchers who are aiming to contribute to the theory and research of consumer behaviour within the spectrum of consumer science (Erasmus et al., 2001). In line with that, this study has opted for new insights into the investigation of the hierarchical approach of personality traits, i.e., elemental traits, compound traits and situational traits in studying personal factors as the antecedent factors of shopping behaviour. Previous research has largely focused on the function of personality in consumer studies in a piecemeal format with little effort to investigate how networks of personality traits may combine to affect consumer behaviour (Mowen & Harris, 2003). The application of 3M Model (Mowen, 2000) served as the basis for the different levels of personality traits and helped to gain a comprehensive understanding of the attributes of personal factors. This effort has again responded to the suggestion of Bosnjak et al. (2007) to incorporate the hierarchical personality models to the study of consumer behaviour.

1.3.2 Methodological Contributions

This study has methodologically contributed to the body of knowledge by establishing a valid and reliable framework to measure repatronage behavioural intention. Singh (1990) delineated that estimating a cluster using a theoretically derived framework has significantly generated more explanatory power. Consistent with that, there was a series of tests, specifically confirmatory factor analysis (CFA), multiple-group analysis and cross-validation of cluster analysis applied in the study to substantiate the validation of the conceptualized framework. The initial reliability and validity of the model was achieved through the CFA in structural equation modeling (SEM). In addition, to figure out the generalizability of the model across variant group, multiple-group analysis in SEM was applied. Lastly, in order to evaluate the practical usage of the conceptualized structural model proposed, cluster analysis was employed to develop adult apparel shopper typologies. These steps were to ensure the robustness of the model for the future applicability. Furthermore, this study has also attended to the criticism of the absence of solid theoretical personality bases for segmentation highlighted by Mowen and Harris (2003).

It is also apparent to note that this study has taken into consideration the inclusion of the construct that had not previously been reckoned as the predictor of apparel shopping, i.e., need for activity. The decision was largely due to the incorporation of 3M Model of Motivation and Personality (Mowen, 2000) as the underlying theoretical foundation in the study. Based on the theory, the presence of 'need for activity' as the compound trait in the apparel shopping context was deemed

acceptable as the basic elemental traits were significant predictors of the need for activity. The 'need for activity' as the consistent tendency of individuals to be involved in physical activities, was therefore treated as the central trait in human beings.

1.3.3 Practical Contributions

The interference of personal factors and shopping orientations plays a vital role in discovering the patronage behaviour in the shopping malls. This study discerns some dimensions which may enhance the understanding and awareness among consumer affairs specialists, marketers and consumers themselves.

The framework of this study may serve as a solid reference in constructing the counseling module and consumer education for the consumer affair department. The consumer affairs specialists, having knowledge on the personality traits and shopping motivations, may provide better support for the enquiries and problems of the consumers. In addition, with an improved understanding of the human aspects in consumption behaviour, may influence the establishments of clauses pertaining to the shopping industry that form the basis of societal change and thus enhance the human condition.

The effective segmentation model in this study has helped to ascertain different shopper clusters. Segmentation model will not only disseminate information about the contributing factors to repatronage behavioural intentions in general, but also deliver a better picture of the shoppers' repatronage behavioural intention. Additionally, with the knowledge of the tendency of a consumer to display a more utilitarian or hedonic orientation during his/her shopping trip, marketers may be able to better predict their shopping orientations and thus anticipate the impact of hedonic or utilitarian shopping on other behaviours. The understanding of the underlying personality traits and shopping orientations of the shoppers has important implications to the marketers in the formulation of persuasive messages for each target group. Accordingly, the marketing strategies to tackle different clusters with different targeting, positioning and advertising marketing strategies are now possible.

A thorough understanding of an individual's personality traits and shopping orientations may better prepare the citizen to be a competent consumer. It is noted that there has been a transformation of buying trend from the functional purposes towards psychological concerns universally. It is pivotal for the consumer to be sensible about how the market functions as the marketers have potentially equipped themselves with market-rational and reflective consumers' choices. Hence, there is a need for the consumers to manage their shopping orientations and to enhance their self-identities, which are the significant determinants of buying behaviours. The exposure to the personal factor and shopping orientation issues related to shopping behaviour may guide consumers in the utility maximization and rational choice perspectives.

1.4 Research Objectives

The general objective of this study was to identify the factors associated with the repatronage behavioural intention of apparel adult shoppers. The study further identified the mediating effect of shopping orientations and moderating effect of gender in the relationships between personal factors and repatronage behavioural intention. The conceptualized model in the study was then used to derive adult apparel shopper. The personal factors were divided into elemental traits (openness to experience, conscientiousness, extraversion, agreeableness, neuroticism and material needs), compound traits (need for activity and impulsiveness) and situational traits (shopping confidence and interpersonal influence susceptibility).

Specifically, the objectives of the study were formulated as below:

1. To determine the level of repatronage behavioural intention.
2. To identify the relationship of personal factors to repatronage behavioural intention among apparel adult shoppers.
3. To test the mediating effects of shopping orientations on the relationships between personal factors and repatronage behavioural intention.
4. To test the moderation effect of gender on the relationships between personal factors and repatronage behavioural intention.
5. To construct adult apparel shopper typologies based on the proposed model.

1.5 Scope, Limitation and Assumptions of the Study

The respondents of the study were 600 adult apparel shoppers intercepted at the five selected shopping malls in the Klang Valley namely, Mid-Valley Megamall, Times Square, The Mines, Sunway Pyramid and 1Utama. In order to ensure the respondents selected best fit the objectives of the study, they were identified based on some pre-determined criteria of age, gender and residential area. Due to the constraints of getting permission from the respective shopping mall managements, a leading multi-brand concept apparel store existing in all the five shopping malls listed above was chosen for the study. With the aim of achieving true representation of the adult apparel shoppers in the Klang Valley, the selection was based on the characteristics of varieties in product offerings and fashion brands in the specific store. The criteria of the respective apparel store with more than fifteen fashion brands and the offerings of ladies' and men's clothing, shoes, handbags and accessories successfully met the scope and purposes of this study.

Although the respondents surveyed in this study were considered sufficient for a study in the Klang Valley, the generalization to the whole population in other urban and rural regions in Malaysia is not warranted. This proposition complies with Haynes, Lowe and Black's (1994) findings concerning the discrepancy of personal characteristics, perceptions of shopping options and situational constraint factors in influencing patronage behaviour among urban and rural shoppers. In addition, the sample size in this present study is impossible to be generalized to all Malaysian consumers as a whole; however, it delivers some important information about the

influences of personal factors on the Malaysian shoppers' repatronage behavioural intention.

Other factors such as store attribute, store layout and store atmosphere, which may influence the repatronage behavioural intention, are possible. This study focused on the personal factors exclusively in part because of the consideration of time, budget and manageability issue of the study. In addition, personal factors as central to the discussion deserve more attention because the investigation of shopping behaviour from the personal factors is a less visited research area thus far.

1.6 Definition of Terms

The following terms are defined in the context of this study:

1.6.1 Personal factors

Conceptual Definition

Personal factors refer to those differentiating characteristics of traits, instincts and motivational drives, which might influence behaviour (Perry, Barnowski & Parcel, 1990).

Operational Definition

In this study, personal factors are represented by elemental traits, compound traits and situational traits.

1.6.1.1 Elemental traits

Conceptual Definition

Elemental traits refer to the most enduring and abstract personality traits, which result from the genetics and early learning experience of an individual (Mowen, 2000). Within the 3M Model, the five-factor model (Saucier, 1994) and evolutionary psychology principle (Buss, 1989) form the dispositions of elemental traits.

Operational Definition

Elemental traits are examined through the six dimensions of (1) openness to experience, conscientiousness, extraversion, agreeableness and neuroticism from the five-factor model and (2) material needs from the evolutionary psychology perspective (Richins, 2004).

i. Openness to experience

Conceptual Definition

Openness to experience refers to the individuals who are inventively curious, creative and prone to take up new experiences (John, Donahue & Kentle, 1991).

Operational Definition

Openness to experience is measured based on the responses of the respondents in perceiving novel solutions, valuing artistic qualities, expressing original ideas and using the imagination in performing tasks.

ii. Conscientiousness

Conceptual Definition

Conscientiousness refers to individuals who display consistency, reliability and regulated behaviour in performing task (John et al., 1991).

Operational Definition

Conscientiousness is investigated based on the perceptions of the respondents to be organized, orderly and efficient in carrying out tasks.

iii. Extraversion

Conceptual Definition

Extraversion refers to the individuals who are outgoing, enthusiastic and expressive in nature (John et al., 1991).

Operational Definition

Extraversion is operationalized as the tendency of the respondents to reveal characteristics that are sociable, energetic and assertive.

iv. Agreeableness

Conceptual Definition

Agreeableness refers to the individuals who reflect the social-conformity traits, empathetic characters and strive to develop positive rapports with others (John et al., 1991).

Operational Definition

Agreeability is captured in terms of how the respondents perceived the need of expressing kindness, being sympathetic to others and establishing good relationships with others.

v. Neuroticism

Conceptual Definition

Neuroticism refers to the individuals who display negative emotionality, such as anxiety, worry and are unmanageable under stress (John et al., 1991).

Operational Definition

Neuroticism is investigated in terms of the tendency of the respondents to express emotionally unstable states of moodiness, anxiety, depression, tension and stressfulness.

vi. Material Needs

Conceptual Definition

Material needs refers to the individuals who are concerned about the necessities to treasure and own material goods as an important life goal (Mowen, 2000).

Operational Definition

Material needs are measured in terms of the degree to which a person conceptualizes the attainment of material goods as the judgment of one's success, the centrality in life and a source of happiness and satisfaction.

1.6.1.2 Compound traits

Conceptual Definition

Compound traits refer to the characteristics that arise from the interplay of multiple elemental traits, the effects of culture and subculture, and the learning history of the individual (Mowen, 2000). Compound traits yield greater predictive ability compared to elemental traits.

Operational Definition

Compound traits were examined through the two dimensions of need for activity and impulsiveness. The two dimensions reside at the compound trait level of the 3M Model.

i. Need for Activity

Conceptual Definition

Need for activity refers to the individuals who reflect enduring active lifestyles by engaging in many activities (Buss, 1988).

Operational Definition

Need for activity is characterized by the desire of the respondents to keep busy and stay active in daily life.

ii. Impulsiveness

Conceptual Definition

Impulsiveness refers to the individuals who are stimulus-driven, risk-takers, dominated by immediate gratification and prone to display unreflective thinking (Eysenck & Eysenck, 1977).

Operational Definition

Impulsiveness is reflected by the perception of the respondents to react spontaneously, unreflectively and adventurously.

1.6.1.3 Situational Traits

Conceptual Definition

Situational traits refer to the characteristics of the individuals, which represent a persistent tendency to behave within the general context of behaviour (Mowen, 2000). Situational traits are individual differences in expressing enduring patterns of behaviour within a general situational context. The traits explain the variance in behaviour taking place within a person-by-situation interface.

Operational Definition

Situational traits were examined through the two dimensions of shopping confidence and interpersonal influence susceptibility. The two dimensions exist at the situational trait level of the 3M Model.

i. Shopping Confidence

Conceptual Definition

Shopping confidence refers to the individuals who have greater self-confidence in shopping abilities and are particularly concerned about physical attractiveness and presentable attires (Shim & Drake, 1988).

Operational Definition

Shopping confidence is measured in terms of the degree to which the respondents are confident in choosing the right clothing and accessories and generally displaying good appearances.

ii. Interpersonal susceptibility influence

Conceptual Definition

Interpersonal susceptibility influence refers to the readiness of a person to comply with the expectations of others in buying decisions (Bearden, Netemeyer & Teel, 1989). The concept is further divided into normative dimension (to conform to others' expectancy) and informational dimension (to gather information by observing or inquiring from others).

Operational Definition

Interpersonal susceptibility influence is operationalized as the tendency of the respondents to seek products' or brands' information by simply observing others or asking for their opinions.

1.6.2 Shopping Orientations

Conceptual Definition

Shopping orientations refer to the cognitive states of consumer behaviour in view of its general tendency towards the act of shopping and the psychological approach involved in purchasing decision (Sproles & Kendall, 1986). The shopping orientations can be conceptually categorized into two underlying approaches of utilitarian shopping orientation and hedonic shopping orientation (Kang & Kang-Poaps, 2010; Kim, 2006).

Operational Definition

Shopping orientations are investigated through the two dimensions of utilitarian shopping orientation and hedonic shopping orientation.

1.6.2.1 Utilitarian Shopping Orientation

Conceptual Definition

Utilitarian shopping orientation refers to task-directed and rational aspects of shopping, which focus on the decision functions of price and quality (Shim, 1996; Sproles & Kendall, 1986).

Operational Definition

Utilitarian shopping orientation is captured in terms of the consciousness of the respondents regarding the issue of price and quality aspects of the products.

1.6.2.2 Hedonic Shopping Orientation

Conceptual Definition

Hedonic shopping orientation refers to subjective and experiential aspects of shopping, which emphasize the recreational element as the motivation for consumption (Shim, 1996; Sproles & Kendall, 1986).

Operational Definition

Hedonic shopping orientation is operationalized in terms of the emphasis of the respondents in buying renowned brands, choosing the same brands and stores continually, hunting for new products, being cognizant to fashion and appreciating the enjoyment quality of shopping.

1.6.3 Repatronage Behavioural Intention

Conceptual Definition

Repatronage behavioural intention refers to the psychological loyalty of the customer, which is revealed in the customer's commitment to continue visiting the store (Bettencourt, 1997).

Operational Definition

Repatronage behavioural intention is investigated in terms of how the respondents perceive the attachment predispositions to develop the relationship qualities with the store and the commitments to be loyal with the clothing store by repeatedly visiting the store.

1.6.4 Shopping Mall

Conceptual Definition

Shopping mall is defined as a building that encompasses planned units of shops with the concentration of retailing, entertainment and services, which is managed as a single unit (The International Council of Shopping Centre, 2004).

Operational Definition

Five shopping malls, specifically Mid-Valley Megamall, Berjaya Times Square, The Mines, Sunway Pyramid and 1Utama located in Klang Valley have been chosen. The five targeted shopping malls in this study were selected on the basis of being amongst the biggest shopping centres in the Klang Valley which are equipped with recreational criteria.

1.6.5 Apparel

Conceptual Definition

Apparel, as a derivation of the fashion industry, refers to the products of clothing, footwear, and accessories which can normally be found in fashion boutiques (Norum, 1999). The products of apparel are used to enhance the beauty of an outfit as well.

Operational Definition

Apparel is defined as a product category which contains clothing, footwear and accessories.

1.6.6 Adult Shoppers

Conceptual Definition

In the Malaysia context, adult shoppers are those shoppers who are above 18 years of age (Zafar et al., 2007).

Operational Definition

Adult shoppers are those shoppers aged between 30 and 60 years, who have autonomous purchasing powers and maturity and stability in personality traits. The terms of shoppers, buyers and consumers are used interchangeably in this study.

1.7 Organization of the Thesis

This thesis is arranged in five chapters. This section describes the organization of the thesis in brief.

Chapter 1 provides an introduction to the study and includes an overview of the background of the study, problem statement and research objectives. The contributions of the study establish the importance of the study. The scope, limitation and assumption of the study demonstrate the main focus of the study. The chapter ends with the definition of the main terms used in the study.

Chapter 2 presents the theoretical perspective of the study. The theoretical foundations are developed to construct the conceptual framework of the study. This chapter describes in detail the research variables and relation between variables. In addition, the chapter explains the identified mediation and moderation effects in the proposed conceptual model accordingly. Next, the discussion of shopper typologies follows. This chapter ends with research framework and hypothesis that developed to answer the research objectives.

Chapter 3 deals with the methodology involved in the study. This chapter mainly discusses the research design, measurement of constructs, research instrument, assessment of pre-test, sampling procedure and data collection technique. This chapter ends with the discussion of data analysis techniques that are used to respond to the research objectives in the study.

Chapter 4 outlines the findings and discussions of the study. The discussion of results involves the analysis of the socio-demographic, socio-economics and shopping pattern characteristics of the respondents, descriptive analysis of the study constructs and the inferential statistics used to answer the research objectives proposed in the study. The discussion on the research finding follows each section.

Chapter 5 delivers the summary, conclusion and recommendations for further research. The chapter starts with the summary of the major findings in the study. Furthermore, this chapter presents the summary of hypothesis proposed in the study. The conclusions of the study present the discussions based on the research objectives of the study. The implications derived from the main findings serve to communicate the significance of this study. This chapter ends with the limitations and recommendations for future research.

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