



# The effect of shopper motivation on shopping apathy: The moderating role of time spent in clothing retailers in South Africa

DOI: <https://doi.org/10.35683/jcm23038.233>

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## ABSTRACT

**Purpose of the study:** The purpose of this study was to investigate the effect of shopper motivation on shopping apathy among South African consumers. The study also interrogated the moderating role of time spent on retail shopping. The purpose was to determine if time spent mediates the effect of shopper motivation on shopper apathy.

**Design/methodology/approach:** The study adopted a survey research method, with a questionnaire instrument utilised for data collection. The target population of this study consisted of shoppers at one of the malls in the town of Thohoyandou in Venda. A survey was conducted according to the convenience sampling approach, and 250 respondents were targeted. Data analysis was processed with the Statistical Package for the Social Sciences (SPSS), version 27 for Windows. The Cronbach alpha was used to determine if the items used to test the reliability of the variables of store attributes were consistent.

**Findings:** The findings of the study revealed that convenience, shopping enjoyment and price consciousness influence shopper apathy. The time spent was found to have a mediation effect on the influence that shopper motivation has on shopper apathy.

**Recommendations/value:** The study recommended that retailers should identify shopper types and formulate appropriate strategies to motivate consumers to spend more time in retail stores.



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**Managerial implications:** The findings of this study could assist retail managers in managing shopper apathy. Retailers will also have a better understanding of shoppers' motivation to shop at their stores.

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**Keywords:** Price consciousness; Shopping apathy; Shopping enjoyment; Shopper motivation; Time spent

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**JEL Classification:** E21, M31

## 1. INTRODUCTION

The dynamic South African clothing retail industry is comprised of various types of shoppers and an ever-increasing number of stores, both offline and online, that jeopardise retailers' survival (Le Roux, 2019). Rootman and Kruger (2017) note that the aggressive use of social media, multi-channel retailing, and new markets are the main drivers of competitiveness in the South African clothing retail industry. They mention that a study by Moorad (2013) indicates that South Africans spend one and a half times more on clothing than on education. The fact that about 10% of their expenditure is on clothing results in stiff competition in the clothing retail space. Steenkamp *et al.* (2016) attribute the competitiveness in the South African clothing retail industry to the influx of international retailers and brands. Key success factors that also render the South African clothing retail industry highly competitive are leading brands, servicescape, customer service, technology innovation, value, convenience, customisation, and a strong focus on developing trends (Le Roux, 2019).

Deka (2016) claims that shopping solves a complex puzzle that involves products and brands, as well as retail store location, to satisfy a shopper's needs. The shopping process is referred to as a sequential series of behaviours and various underlying motivations which lead to the purchase of an item (Mikalef *et al.*, 2013). Irwin (2018, and Lee (2015) believe consumers use a variety of strategies, such as shopping and buying, to repair their negative emotions. Various academics and authors, such as Ali and Kaldeen (2019), Anic and Kursan (2018), and Deka (2016), have investigated shopping orientations. In their study, Meppurath and Varghese (2022), supported by Hassan, Muhammad and Bakar (2010), refer to shopping orientation as a shopper's style that places particular emphasis on a shopping-specific lifestyle encompassing shopping activities, interests, and opinions. Citing Tauber (1972), they maintain that consumers often shop out of personal motives, self-satisfaction, and social motives. Menoe and Barnard (2020) argue that utilities such as location, expanded store hours, a quick checkout time, and an efficient inventory and distribution system may motivate shoppers to purchase. Shoppers can be categorised as economic shoppers, personalising shoppers, ethical shoppers, and apathetic shoppers (Gill, 2020). In turn, Hassan *et al.* (2010) distinguish

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between convenience shoppers, recreational shoppers, choice optimisers, variety-seeking shoppers, and in-store shoppers.

Zainuddin and Mohd (2013) claim that convenience shoppers are not uninvolved at all and seek to save time and energy. Zhou *et al.* (2007) indicate that convenience shoppers always take space and effort into consideration when they shop. Lee (2015) asserts that economic shoppers pay careful attention to the merchandise assortment, prices and quality when they shop. Zainuddin and Mohd (2013) maintain that some shoppers are influenced by their values, which determine their moral obligation to patronise certain types of stores. Recreational shoppers, on the contrary, view shopping as a leisure activity and attach great value to the pleasure of the shopping experience and of gathering information (Menoe & Barnard, 2020). Abu-Alhaija *et al.* (2018) explore the issue of loyalty and conclude that, although it is the supreme competitive advantage for various stores, customer loyalty is a delicate matter. Loyalty is influenced by the amount of time that shoppers spend in the stores. Abu-Alhaija *et al.* (2018) propose four categories of loyalty, namely, no loyalty, loyalty, latent loyalty, and spurious loyalty. Malik *et al.* (2013) mention that consumers may engage in impulse buying or partially pre-planned buying.

Various authors believe that shoppers have to spend much more time in clothing stores (Garnett, 2010; Anic & Kursan, 2018; Lloyd *et al.*, 2014; Mikic` *et al.*, 2018). Clothing stores recognise the need to stay open for longer hours to make it convenient for customers and to encourage late shopping. Longer hours will mean that consumers spend more time in clothing stores (Garnett, 2010). Lloyd *et al.* (2014) contend that shopping entails the expenditure of not only money but also time. Consumers view the time they spend shopping in different ways. Fashion retailers should understand the drivers behind time spent shopping because it will help managers plan their store initiatives more successfully (Mhic` *et al.*, 2018). Anic and Kursan (2018) maintain that customers not only spend time and money to acquire products and services but also utilise time as a substitute for money and continue their search until the expected shopping savings are less than the costs of time. They find a positive relationship between extended shopping time, the total number of clothing items purchased, and unplanned purchases. Hence, the need for an increase in the time spent.

Singh (2006) states that retailers try to understand why consumers make particular shopping decisions, including what they bought and how they bought it. Most retail stores fail to analyse their shoppers' needs and behaviours. Retailers should investigate consumer characteristics and motivations because they give insight into consumers' purchase behaviour (Martos-Partal & Gonzalez-Benito, 2013). Consumer analysis ensures that retailers design activities that entice consumers into their stores. Makgopa (2018) claims that the positioning of shopping

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malls influences the merchandising, accessibility, service, and atmospherics of the mall. Budisantoso (2006), citing Arnold and Reynolds (2003), discerns six hedonic shopping motivations, which include the following: gratification, motivation, adventure motivation, ideas motivation, values motivation, role motivation, and social motivation.

Clothing stores seek to encourage apathetic shoppers to spend more time shopping (Lloyd *et al.*, 2014). Singh (2006) contends that offline or physical stores are interactive environments that stir up a wide range of emotions, resulting in a longer shopping time. In a recent study by Menoe and Barnard (2020), it was found that retailers generate a sense of human contact and sociability by means of interaction between shoppers and their staff members in an attempt to encourage apathetic shoppers to engage in more shopping activities. Stahlberg and Maila (2010) advise retailers to actively persuade shoppers to spend more hours in their stores instead of passively waiting for shoppers. Koksai (2019) states that retailers integrate self-gratification, epistemic, social interaction, spatial convenience and transaction convenience into their retail strategies to keep apathetic shoppers longer in the stores. Singh (2006) notes that “despite a plethora of evidence relating to consumer behavioural outcomes made by past studies, this area seeks further examination. Rintari and Mogire (2015) submit that retailers neglect various processes, such as engaging and retaining new visitors, converting buyers into visitors, and transforming them into repeat spenders or loyal consumers.

This study investigates the effects of shopper motivation on the shopping apathy of South African consumers. It also interrogates the moderating role of time spent on retail shopping.

## **2. LITERATURE REVIEW**

### **2.1 Definitions and concepts**

Retail stores seek to attract various types of shoppers. Besides trying to convert their customers into loyal purchasers, they also want to attract apathetic shoppers that other stores fail to comprehend. Apathetic shoppers are also referred to as inactive consumers (Zhou *et al.*, 2007). They have little interest in shopping activities and shop only out of necessity (Patel & Sharma, 2009). Zainuddin and Mohd (2013) concur that apathetic shoppers engage in shopping with no intrinsic interest but largely out of necessity and that they perceive shopping as a burden. The activities of these shoppers influence the length of time they spend inside stores. Rajagopal (2011) posits that apathetic shoppers try to minimise their shopping time by doing their shopping as quickly as possible. The length of time spent in stores is of great importance to scholars interested in consumer loyalty.

## 2.2 Theoretical foundation

Apathetic shoppers require considerable encouragement to increase their shopping time. For this study, the theory of positive reinforcement was deemed appropriate. Hart *et al.* (2010) state that positive reinforcement is utilised to modify the behaviour such that the likelihood or probability that a behaviour will reoccur increases. According to Schiffman and Wisenblit (2019), the theory of positive reinforcement was framed by BF Skinner and his associates. This theory entails that behaviour is the result of its consequences. If behaviour has positive consequences, it tends to be repeated. It implies that reinforcement, punishment, and extinction can be brought into play to change consumer behaviour (Stahlberg & Maila, 2017; Schiffman & Wisenblit, 2019). McKinsey and Company (2020) view positive reinforcement as a strategy that retailers can utilise to increase the likelihood of prolonged shopping times. Consumer reinforcement strategies differ for different retail channels (Paananen *et al.*, 2022). He also believes that primary and secondary reinforcers in the form of products and store experience will induce shoppers to not only spend more time in stores but also increase their spending. Hart *et al.* (2010) highlight both positive and negative reinforcements. Four types of positive reinforcements are identified: natural reinforcements, token reinforcements, social reinforcements, and tangible reinforcements (Engelbrecht, 2015). Brown *et al.* (2003) assert that natural reinforcements occur automatically in response to behaviour, that token reinforcements can be collected and traded for something, those social reinforcements are expressions of approval from others, and those tangible reinforcements are concrete rewards that can be seen and felt. It is noteworthy that, through various activities, store owners can alter apathetic shoppers' lack of interest in shopping and extend the amount of time they spend in stores.

### 2.2.1 Shopping enjoyment

Shopping enjoyment influences various aspects of consumer behaviour (Mihic & Milaković, 2017). Budisantoso (2006) describes shopping enjoyment as the relaxation, inspiration, and entertainment that consumers experience when they shop. Hassan *et al.* (2010) propose that seven dimensions influence shopper enjoyment. They are merchandise, service, clientele, physical facilities, convenience, promotion, and store atmosphere. Mihic and Milaković (2017) contend that shopping enjoyment must be viewed as the pleasure consumers derive from shopping activities and that consumers who enjoy shopping spend more time and money per trip. In their study of shopping in malls, Lekshmi and Rani (2013) submit that shopping is among the most enjoyable leisure time and also social interaction activities. Bargain hunting is one of several shopping enjoyment factors (Arnold & Reynolds, 2003). Shopping enjoyment

may engender repurchase, repatronage intention, a positive attitude towards the retailer, and impulse buying (Mihic & Milakovic, 2017; Abu-Alhaija *et al.*, 2018; Gillison & Reynolds, 2015).

### **2.2.2 Role shopping**

Role shopping occurs when consumers derive enjoyment from shopping for others (Arnold & Reynolds, 2003). Shoppers who engage in role shopping derive a sense of fulfilment from it. After a study conducted in 2015, Arnold and Reynolds (2003) posit that consumers who shop for others tend to feel better and experience pleasure because of impulse buying. They maintain that, like most other shoppers, role shoppers look for information and consider other variables such as quality, price, and convenience.

### **2.2.3 Store brand loyalty**

Deka (2016) states that store loyalty refers to a strong link between the customer, repeat patronage, and the benefits gained by retailers. Store brand loyalty entails the positive emotional association that consumers have with a specific brand. No matter how much competitors increase their efforts, loyal customers remain attached to their brand choice (Menoe & Barnard, 2020). According to Magatef and Tomalieh (2015), consumers remain loyal to a certain store brand owing to the belief that they receive superior service and quality compared to the service and quality they receive at other store brands. Brand loyalty has the following characteristics: perceived brand value, perceived brand equity, perceived brand equality, satisfaction and trust, and affective and continuance commitment (Srinivasan & Sankar, 2015). For Deka (2016), continuance commitment is crucial. Consumers desire to continue their relationship with a brand because they identify and share values with a brand. Menoe and Barnard (2020) concur by indicating that store brand loyalty is reinforced by store values, reputation, and consumers' past experiences with the store. According to Zainuddin and Mohd (2013), retailers derive various benefits from consumer brand loyalty, namely higher conversion rates and commitment to a brand, regardless of price. In addition, it is cheaper to attract new customers; consumers become brand ambassadors; loyal consumers are eager to spend more money; and stores get feedback from consumers and are immune to consumer trends. In their study of loyalty in the clothing sector, Srinivasan and Sankar (2015) suggest various loyalty-inducing programmes such as a point system, tier system, loyalty card programme, frequent-buyer programme, gift cards, and bundle goods.

### **2.2.4 Convenience**

Convenience is vital in consumer shopping behaviour. Mafini and Dhurup (2015) opine that retailers who want to gain a sustainable competitive advantage need to consider store location and size. Falode *et al.* (2016) are of the view that shoppers who seek convenience are not concerned about entertainment and leisure; their aim is to fulfil their shopping responsibility.

The mushrooming of shopping malls all over South Africa has led to more convenience shopping (Rootman & Kruger, 2017). Convenience shopping is determined by, among other things, a convenient location, easy and sufficient parking, and the size of shopping centres (Deka, 2016). Convenience shopping has resulted in the rising popularity of e-commerce activities in the retail space (Vyt *et al.*, 2021; Zhou *et al.*, 2007). In support of this notion, Steen (2016) claims that online shopping offers the convenience of shopping owing to a convenient payment method. Ahmed and Satish (2015) maintain that consumers prefer online shopping because it minimises shopping efforts and facilitates rapid shopping. In their study, Menoe and Barnard (2020) found that online shopping offers convenience and benefits such as expanded geographical reach, better administration, non-stop operating hours, and shorter transaction times.

### **2.2.5 Fashion trends**

Arnold and Reynolds (2003) posit that shopping to pursue trends occurs when consumers shop to keep up with current trends and observe the latest trends and innovations. Deka (2016) notes that, in most cases, shoppers visit a particular store because of the exclusivity of its branded products and unique value proposition. Some studies have found that shoppers want to distinguish themselves, especially their clothing, to display their uniqueness and exclusive social image (Srinivasan & Sankar, 2015; Rajagopal, 2011; Lee, 2015; Garnett, 2010). According to Zeeman (2013), consumers continuously shop around to keep up with product trends and find new products. Due to the perceived significance of fashion shopping, the degree of consumer involvement is fairly high (Lee, 2015). Apathetic shoppers, on the other hand, are neither enticed by fashion nor interested in fashion trends (Potter, 2015).

### **2.2.6 Impression and reputation and appealing appearance**

Store impression and reputation contribute to consumer shopping. Mafini and Dhurup (2015) affirm that store atmospherics such as furniture, equipment, scent, and colour determine not only the first impression a store makes but also consumer loyalty. Hassan *et al.* (2010) claim that other factors, such as product aspects, convenience of shopping and payment possibilities, enhance the reputation of a store. Steen (2016) identifies store environmental dimensions such as air quality, lighting, layout, carpeting, and aisle width as attributes that enhance the impression a store makes. Quality and status, as well as the brand they purchase, determine the store a consumer selects (Rikhotso, 2004; Van Belkum, 2016). Hassan *et al.* (2010) state that personalising, in other words, a personal attachment with certain store personnel, greatly influences shoppers' patronage of a store.

### **2.2.7 Price consciousness**

Price plays a crucial role in shopping activities. Arnold and Reynolds (2003) submit that “consumers shop to seek bargains or find price reduction and attain enjoyment in discovering bargains and discounts”. According to Lee (2015), one of the main attractions of shopping lies in the ability to enjoy price discounts and other marketing and promotional activities. According to Martos-Partal and Gonzalez-Benito (2013), monetary savings are a key purchase motivation and kindle loyalty in price- and promotion-sensitive consumers. Bargaining shoppers perceive the price they pay for products as a reduced price. They believe that the money they save increases the transaction utility (Potter, 2015). Lee (2015) affirms that the gratification shoppers experience because of the assignment of perceived smart shopping may be mingled with a certain degree of joy.

### **2.2.8 Shopping apathy**

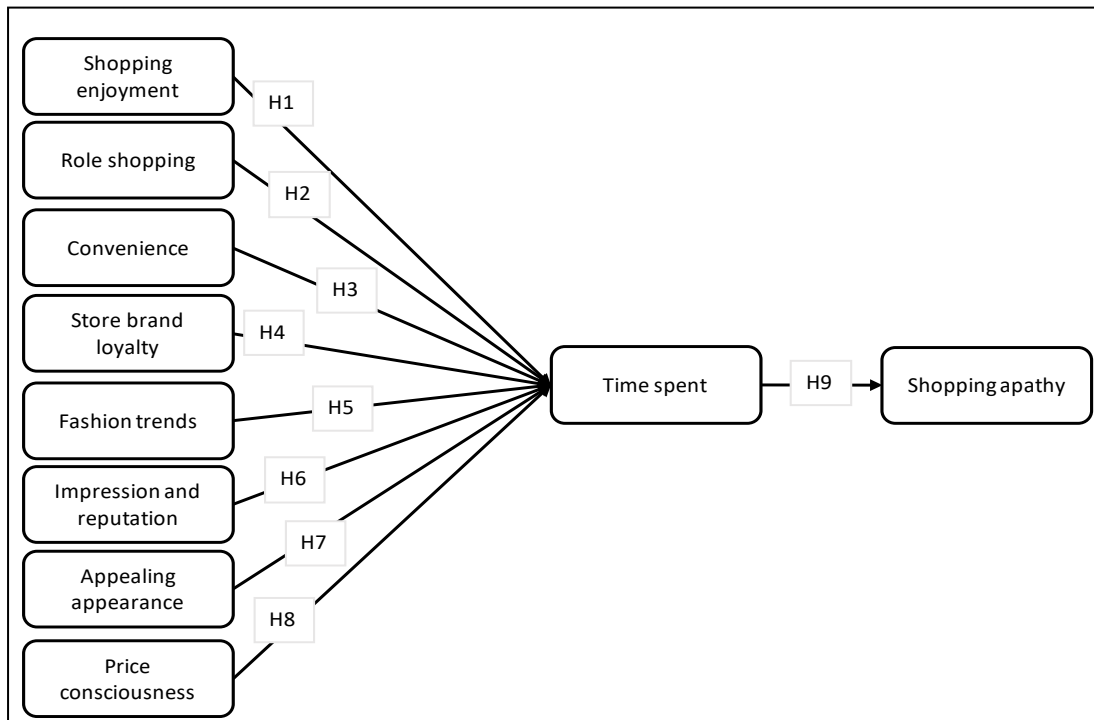
Apathetic shoppers dislike shopping. Potter (2015) posits that apathetic shoppers lack interest in shopping and do so because it is necessary for them to do so. Lee (2015) agrees that not everyone enjoys shopping. In fact, some people regard it as an onerous but necessary chore. Many people shop only when they have something particular in mind. Alnaser (2017) also claims that apathetic shoppers have no intrinsic interest in shopping and consider it a burden. Abu-Alhaja *et al.* (2018) conclude that apathetic shoppers rarely browse, meet people, or seek entertainment in shopping centres. In their study, Schiffman and Wisenblit (2019) find that most elderly couples with a high income are apathetic shoppers. This type of shopper often has no store loyalty (Lee, 2015). Kim and Sullivan (2019) argue that retailers can combat shopper apathy with emotional branding that appeals to shoppers’ needs, aspirations, dreams and egos.

## **2.3 Conceptual model development**

This study investigated the effect of shopper motivation on shopping apathy in South African consumers, moderating in particular the role of time spent. The conceptual model below seeks to substantiate this objective.



Figure 1: The research model



Source: Own compilation

### 2.3.1 Shopping enjoyment and time spent

Various authors agree that shopping enjoyment influences the length of time spent shopping (Budisantoso, 2006; Lee, 2015; Mihić & Milaković, 2017). A shopping mall's physical environment affects not only shoppers' excitement and enjoyment but also their desire to stay inside a mall for longer (Makgopa, 2018). According to Budisantoso (2006), "shopping for recreational purposes represents an opportunity for consumers to get together with their friends and family and enjoy shopping while fostering relationships". Steen (2016) contends that shopping enjoyment arouses highly pleasurable feelings in customers during the time they spend in malls. In her study, Potter (2015) notes that because apathetic shoppers already know the product and quality they need, they do not take risks and are not enticed by shopping enjoyment. Steen (2016) concurs that apathetic shoppers engage in the shopping process due to the need to do so and that entertainment or fun activities do not influence them. Taking this into consideration, the following hypothesis was formulated:

*H1: Shopping enjoyment has a statistically significant influence on time spent shopping.*

### 2.3.2 Role shopping and apathy

Role shopping occurs when consumers search for the perfect gift on behalf of other people. Consumers who engage in role shopping believe that they play a specific role in society (Dalziel & Bevan-Dye, 2018). Engelbrecht (2015) asserts that role shopping is mainly concerned with gift-giving and purchasing for other individuals, especially for Valentine's Day or Christmas. She adds that for some shoppers, however, role shopping is the lowest motivator. It even increases apathy among shoppers (Lekshmi, 2013). In view of this, the following hypothesis was formulated:

*H2: Role shopping has a statistically significant influence on time spent shopping.*

### 2.3.3 Convenience and apathy

Convenience is vital to consumers and influences the length of time apathetic shoppers devote to shopping (Zainuddin & Mohd, 2013). As Suresh (2014) points out, location and sales service offer customers the convenience of shopping. Location and customer service assure them that someone in the store is eager to make their shopping experience easy and comfortable. Technology is also cited as vital to store convenience (Rintari & Mogire, 2015). Steen (2016) maintains that technological advances have resulted in tech-savvy consumers expecting on-demand services. The interaction and browsing experiences are tailored according to their needs, and as a result, less time is wasted on looking for brands. Potter (2015) states that apathetic shoppers prefer catalogue shopping to store or online shopping. They do not completely disregard online shopping and still do it for specific needs and special occasions. Based on this, the following hypothesis was formulated:

*H3: Convenience has a statistically significant influence on time spent shopping.*

### 2.3.4 Store brand loyalty and apathy

De Villiers *et al.* (2018) define brand experience as a totality of subjective, internal consumer responses, such as sensations and feelings, activated by brand-related stimuli. Garnett (2010) observes that brand-loyal shoppers are interested in fashionable items and may spend less time shopping because they have a plan. In their study, Ahmad *et al.* (2018) view brand attitude as an important measure of buying behaviour and the time spent in stores. Calvo-Porrá *et al.* (2013) maintain that brand loyalty generates numerous benefits for a brand and attracts habitual buyers for a considerable period. According to Potter (2015), apathetic shoppers always adopt the same shopping strategies and are brand and store-loyal. Magatef and Tomalieh (2015) posit that apathetic shoppers already have their brand preferences and do not waste time shopping or browsing for other brands. Anic and Kursan (2018) submit that

customer loyalty programmes can turn the apathetic shopper into a loyal brand consumer. Taking this into consideration, the following hypothesis was formulated:

*H4: Store brand loyalty has a statistically significant influence on time spent shopping.*

### **2.3.5 Fashion trends and apathy**

Anic and Kursan (2018) find that shoppers tend to minimise time when they purchase convenience goods but are apt to maximise time when they purchase other durable and fashionable products. Dalziel and Bevan-Dye (2018) claim that, although fashion-conscious consumers have positive attitudes towards shopping, they might spend less time shopping. According to Anic and Kursan (2018), fashion-conscious shoppers extend their shopping time because of the influence of fashion images and fashion advertising and find shopping pleasant. In view of this, the following hypothesis was formulated:

*H5: Fashion trends have a statistically significant influence on time spent shopping.*

### **2.3.6 Impression and reputation, appealing appearance and apathy**

Store impression and reputation can elicit a wide range of behaviours from buyers, such as an increased probability of purchasing and staying longer in a store (De Villiers *et al.*, 2018). In their paper, Yu and Zhang (2018) state that prestigious brand names and their images convince consumers to purchase the brand, bring about repeat purchase behaviour and reduce price-related switching behaviours. In-store technology enhances store reputation and increases the time spent in a store. Gill (2020) further states that fashion brands actively integrate digital devices in the shops to bridge the gap between the website and the store, which results in an increase in the time spent in a store and loyalty. Hassan *et al.* (2010) find that shopping orientation influences the patronage of apathetic shoppers. Zainuddin and Mohd (2014), on the contrary, contend that apathetic shoppers shop out of necessity and do not consider the nature of a store. They endeavour to find suitable products in the shortest time possible. Porter (2015) advises retailers to incorporate a catalogue in their internet-based retail operations to attract apathetic shoppers. Store impression and reputation hardly entice apathetic shoppers (Lee, 2015; Porter, 2015). Taking this into consideration, the following hypotheses were formulated:

*H6: Impression and reputation have a statistically significant influence on time spent shopping.*

*H7: An appealing appearance has a statistically significant influence on time spent shopping.*

### **2.3.7 Price consciousness and apathy**

Price is probably the most important consideration for consumers who engage in shopping activities (Ali & Steyn, 2010). Anic and Kursan (2018) affirm that although consumers spend time and money to acquire products and services, they also use time as a substitute for money. They are apt to continue their search until the expected savings are less than the cost of time. In her study, Potter (2015) concludes that apathetic shoppers are resistant to advertisements since they dislike shopping and are not enticed by special offers and promotional activities. According to Lee (2015), apathetic shoppers do not consider the prices of their purchases since they are store and brand-loyal. Accordingly, the following hypothesis was formulated:

*H8: Price consciousness has a statistically significant effect on time spent shopping.*

### **2.3.8 Time spent, shopper motivation and apathy**

Apathetic shoppers are known to minimise their shopping time. They enter and leave stores as quickly as possible because they regard shopping as an unwanted distraction (Lee, 2015). Patel and Sharma (2009) submit that this type of shopper always adopts the same shopping strategies, is brand and store-loyal, and averse to trying something new. According to Lekshmi (2013), apathetic shoppers manage their time by never spending more time in a shop than necessary. Potter (2015) argues that apathetic shoppers are conscious of time and are likely to buy at online shops instead of offline stores. Menoe and Barnard (2020) concur that apathetic shoppers prefer to shop online because of the quick response, the reliable purchasing process and the speedy delivery. Brown *et al.* (2003) find that apathetic shoppers believe that shopping is a waste of time and prefer to buy convenience-oriented items. Taking this into consideration, the following hypothesis was formulated:

*H9: Time spent moderates the influence of shopper motivation on shopping apathy.*

## **3. METHODOLOGY**

A survey research method was adopted to achieve the objectives of the study and test the hypotheses appearing in Figure 1. The decision to adopt a survey for this study is similar to approaches adopted in existing studies on online Teaching and Learning (T&L). It was also adopted since it enables researchers to test their hypotheses. In this study, a total of nine hypotheses were tested. A survey was deemed appropriate to determine the motivational factors influencing shopper apathy and the moderating effect of time spent in a clothing store.

### **3.1 The population of the study and sample design**

The target population of the study consisted of shoppers at one of the malls in the town of Thohoyandou in Venda. This mall was selected since it is the only regional mall in an area

that has been largely ignored by researchers studying consumers' shopping motivations. The target population included people aged between 18 and 65 who shopped at clothing stores in the mall.

### **3.2 Questionnaire design and data collection**

Over 300 questionnaires were distributed using the convenience sampling approach. Only 250 of the questionnaires were completed in full. The questionnaire items were sourced from the scales of existing studies and included shopping enjoyment (Mihic & Milaković, 2017; Pearson, 2018); role shopping (Arnold & Reynolds, 2003; Yuldinawati & Ayuningsari, 2015); shopping apathy (Lee, 2015; Rootman & Kruger, 2017); convenience (Meixian, 2015; Mihic & Milaković, 2017); pursuing fashion trends (Phillip, 2020; Venter *et al.*, 2016); store loyalty (Mafini & Dhurup, 2015; Meixian, 2015); price consciousness (Arnold & Reynolds, 2003; Alford & Biswas, 2002; Xia *et al.*, 2010); and impression and reputation (Peshkova, 2013).

These items were used to determine motivational factors. The distribution of these factors were indicated as follows: shopper apathy (47); shopping enjoyment (8); role shopping (4); shopping apathy (5); convenience (6); store loyalty (5); pursuing fashion trends (5); impression and reputation (5); and price consciousness (6). The measurement scale was the Likert scale with a rating of 1 to 5 for motivational factors: 5 means strongly agree, and 1 means strongly disagree. The demographic questions concerned age, income, and frequency of purchase.

### **3.3 Data analysis**

The data analysis was done with the Statistical Package for the Social Sciences (SPSS), version 27 for Windows. The specific statistical analysis involved descriptive statistics, a factor analysis and a regression analysis.

### **3.4 Ethical considerations**

The study received ethical clearance from the Department of Marketing and Retail Management's Ethics Review Committee on 15 February 2018, and the reference number is 2018\_MRM\_006.

### **3.5 Validity and reliability**

To determine if the items used to test the reliability of the variables of store attributes, Cronbach's alpha was used. The Cronbach alpha for all the variables, including the overall Cronbach alpha (0.952), proved that the scale was reliable: shopping enjoyment (0.848); role shopping (0.784); shopping apathy (0.777); convenience (0.743); fashion trends (0.856); store loyalty (0.794); appealing appearance (0.818); impression and reputation (0.847); and price consciousness (0.768).

The constructs correlated strongly, and most of the correlations exceeded the 0.30 cut-off point on Pearson’s correlations suggested by Kim and Mueller (1978). To achieve content validity, the questionnaire was designed according to existing literature, as reported in the research methodology section.

## 4. FINDINGS AND DISCUSSION

This section details the results and discussions of the study results. The section also provides the theoretical and managerial implications of its findings.

### 4.1 Demographic details of the respondents

The majority of respondents fell in the age group 18 to 29 years (68%, n=144). A second group of respondents fell in the age group 30 to 40 years and represented 23% (n=51) of the population. Most respondents were male (60%, n=125), and 77% (n=169) were unmarried. No less than 33% (n=73) of the respondents had a degree, and 28% (n=62) had a diploma. The majority of respondents earned an income of R2 500 and below per month (45%, n=101). Just over 17% (n=39) earned between R2 500 and R5 000.

### 4.2 Factor analysis

As shown in Table 1, eight motivational factors and shopping apathy were also included in the exploratory factor analysis (EFA). The Principle Component Analysis (PCA) with IBM SPSS Statistics 27 reduced the dimensionality of the data. Of the 38 items subjected to the EFA, 36 were retained. They produced nine factors, including shopping apathy, and explained 66.95% of the variance in the data. Two of the variables did not load satisfactorily on the factors and are not shown in the table. Items loading equally effectively on more than one factor, one item loading alone on a factor, items not loading on any factor with a loading  $\geq .45$  and factors with only two items that are not well correlated or internally consistent.

Table 1: Factor analysis

	Shopping enjoyment	Pursuing fashion trends	Appealing appearance	Impression and reputation	Role shopping	Price consciousness	Brand loyalty	Shopping apathy	Convenience
Being able to enjoy time with friends.	.767								
Being able to enjoy entertainment while shopping.	.713								
I love to shop for clothing.	.669								

	Shopping enjoyment	Pursuing fashion trends	Appealing appearance	Impression and reputation	Role shopping	Price consciousness	Brand loyalty	Shopping apathy	Convenience
Shopping is a form of recreation.	.629								
I stop to look at clothing even when I'm not planning to buy.	.596								
Being able to enjoy time with family.	.595								
I enjoy shopping for fun.	.583								
Shopping is enjoyable.	.491								
I tend to get the fashion products others wear a lot.		.766							
I am very interested in the latest fashion trends.		.685							
I shop to see what new fashion products are available.		.679							
I buy clothing that is similar to what others are wearing.		.653							
I try to keep my wardrobe up to date with fashion trends.		.612							
It is important to me that people like my clothing.			.814						
Visual displays have an effect on the clothing that I purchase.			.752						
I like to plan my outfit for the next day.			.687						
It is important that people notice and/or comment on my new clothing.			.656						
A person's reputation is affected by how s/he dresses.				.808					
Dressing well is an important part of my life.				.698					
Expressing my personality through my clothing is important to me.				.693					
I like to be considered outstandingly well dressed.				.648					
I like clothes shopping for others because I feel happy when they are happy.					.775				
I enjoy clothes shopping for friends and family.					.741				
I feel good when I buy clothing for the special people in my life.					.724				
I feel happy doing research to find the best present.					.642				
I compare prices with other rival fashion brands before purchasing.						.784			

	Shopping enjoyment	Pursuing fashion trends	Appealing appearance	Impression and reputation	Role shopping	Price consciousness	Brand loyalty	Shopping apathy	Convenience
I tend to purchase fashion products that are on sale or discounted.						.769			
I am willing to spend time finding and buying fashion products at a low price.						.650			
I estimate what is in my budget before shopping.						.635			
I have favourite brands that I buy over and over.							.664		
As a habit, I like a particular store and buy my clothing there.							.653		
I think well-known brand products are good and of high quality.							.590		
Shopping is not pleasant.								.838	
Shopping wastes my time.								.801	
I put a high value on convenience when shopping for clothes.									.821
I usually buy my clothes at the most convenient place.									.720
<b>Cronbach alpha = 0.96</b>	<b>0.85</b>	<b>0.86</b>	<b>0.82</b>	<b>0.83</b>	<b>0.78</b>	<b>0.70</b>	<b>0.69</b>	<b>0.73</b>	<b>0.66</b>
<b>Mean scores (M)</b>	<b>3.77</b>	<b>3.36</b>	<b>3.53</b>	<b>3.82</b>	<b>3.78</b>	<b>3.92</b>	<b>3.86</b>	<b>2.55</b>	<b>3.93</b>
<b>Std deviation (SD)</b>	<b>0.70</b>	<b>0.89</b>	<b>0.88</b>	<b>0.79</b>	<b>0.76</b>	<b>0.70</b>	<b>0.78</b>	<b>1.08</b>	<b>0.77</b>

Extraction method: Principal Component Analysis  
 Rotation method: Varimax with Kaiser normalisation  
 a. Rotation converged in 10 iterations.

According to Table 1, the respondents agreed the most about convenience. Second most, they agreed on price consciousness and brand loyalty. The mean scores for the factors ranged from 0.66 to 0.86. Both are below 1, which shows that the respondents did not differ in their responses.

### 4.3 Testing the conceptual model – hypotheses results and discussion

To test the hypotheses (H1 to H9) in the conceptual model in Figure 1, the ordinary least squares (OLS) regression and enter method was used. Three of the seven variables were found to have an effect on shopper apathy.



**Table 2: Model summary**

Model	R	R square	Adjust R square	Std. error of the estimate
1	.582 <sup>a</sup>	.339	.330	.69354

a. Predictors: (constant), Q2 Price consciousness, Q2 Convenience, Q2 Shopping enjoyment

b. Dependent variable: Q2 Shopping apathy

From Tables 2 and 3, it is clear that the model is highly significant and explains at least 33% of the variation in the dependent variable.

**Table 3: ANOVA**

Model		Sum of squares	df	Mean square	F	Sig
1	Regression	53.985	3	17.995	37.412	.000 <sup>b</sup>
	Residual	105.338	219	.481		

a. Dependent variable: Q2 Shopping apathy

b. Predictors: (constant), Q2 Price consciousness, Q2 Convenience, Q2 Shopping enjoyment

Judging by the coefficients of the final model in Table 4, it is evident that at a 0.1% level of significance, convenience and shopping enjoyment are highly significant. Price consciousness is also significant at 5%.

**Table 4: Coefficients**

	Unstandardised Coefficient Beta	Coefficient Standardised error	Standardised Coefficient Beta	t	Sig.	Collinearity Stats	
						Tolerance	VIF
(Constant)	.576	.382		1.507	.133		
Shopping enjoyment	-.190	.072	-.157	-	.009	.860	1.1
Convenience	.638	.071	.521	9.038	.000	.909	1.1
Price consciousness	.217	.087	.154	2.485	.014	.787	1.2

a. Dependent variable: Q2 Time spent

Convenience has the largest effect on shopping apathy, according to a beta coefficient of 0.638. It implies that the stronger a respondent agrees that convenience is a motivating factor for shopping, the greater the likelihood that he/she will have a higher score on shopping apathy. A study by Lloyd *et al.* (2012) reports that convenience influences shoppers who

attach a high economic value to time. Although shopping enjoyment has an effect on shopping apathy (-0.190), the effect is negative as the shopping apathy score decreases when the shopping enjoyment score increases. The agreement between several authors about the effect of shopping enjoyment on shopping apathy (Budisantoso, 2006; Lee, 2015; Mihić& Milaković, 2017) confirms the findings of this study.

In Table 4, price consciousness causes an increase in the predicted value of shopping apathy, as shown by the beta coefficient of 0.217. Alnaser (2017) and Lee (2015) also maintain that

**Table 5: Anova**

Model		Sum of squares	df	Mean square	F	Sig
1	Regression	.021	1	.021	.02	.865 <sup>b</sup>
	Residual	160.738	223	.721		
	Total	160.759	224			

price influences shopper motivation. To test hypothesis H9, the ordinary least squares (OLS) regression with the enter method was used. The purpose was to determine whether time spent at the mall is a significant predictor of shopping apathy.

In Tables 5, 6 and 7, the model is not significant since the significant value is more than 0.05 (0.865). Therefore, time spent is not a suitable moderator for the effect that the motivational factors have on shopping apathy.

**Table 6: Model summary**

Model	R	R square	Adjusted R square	Std. error of the estimate
1	.011 <sup>a</sup>	.000	-.004	.84900

a. Predictors: (constant), \_Time\_ How much time do you spend at the mall?

b. Dependent variable: Shopping apathy

**Table 7: Coefficients**

	Unstandardised Coefficient Beta	Coefficient Standard error	Standardised Coefficient Beta	t	Sig.	Collinearity Stats	
						Tolerance	VIF
(Constant)	3.023	.160		18.901	.000		
Time- How much time do you spend at the mall?	.010	.059	.011	.170	.865	1.000	1.000

a. Predictors: (constant), \_Time\_ How much time do you spend at the mall?

b. Dependent variable: Shopping apathy

The above contradicts Kim and Kim's (2008) findings that time mediates shopper motivation in retail stores. Yim *et al.* (2014) also report that certain motivation factors induce consumers to linger in a store. This is because convenience, enjoyment and price consciousness were found to have stronger effects on shopper apathy.

## 5. CONCLUSION RECOMMENDATIONS AND LIMITATIONS

The results of this study show that convenience, shopping enjoyment, and price consciousness indeed have an effect on shopper apathy. The convenience of shopping and price consciousness were found to have a stronger effect on shopper apathy. Since convenience had the greatest effect on shopper apathy, retailers can prevent shopper apathy with emotional branding that engages customers and appeals to their needs, aspirations and dreams, as well as their egos (Kim & Sullivan, 2019). They should ensure accessibility to their stores and merchandise to induce shoppers to spend time in their stores. Also, they should design an attractive store atmosphere and ensure that sales personnel assist shoppers who need help (Raia, 2020; Suresh, 2014). The availability of easy access to parking can also motivate apathetic shoppers (Deka, 2016).

Shopper enjoyment diminishes shopper apathy. In other words, as shopper enjoyment increases, shopping apathy decreases. It also implies that marketers should organise various activities not only in stores but also in malls to enhance shopper enjoyment. Kim and Kim (2008) find that shopping enjoyment is much higher when consumers are in the browsing mode, which means that they browse longer if there is shopping enjoyment than when they are in the bargain hunting mode. In addition, the browsing mode exerted a stronger influence on hedonic shopping value.

This study also confirms that the level of chronic time pressure significantly moderates the influence of shopping enjoyment on the browsing mode. Implications for brick-and-mortar retailers were discussed, and suggestions were made for future research. Shopping experience enjoyment does not influence customers' repatronage intentions (Lim, 2020). Shopping enjoyment was positively related to time spent shopping. The study of Yim *et al.* (2014) confirms that shopper motivations induce consumer shoppers to stay longer in a store.

Since shopper motivation differs according to the gender and income of consumers (Mahlangu & Makhitha, 2019), retailers should keep these demographic factors in mind when they design the store atmosphere and other activities to boost shopper enjoyment. According to Kim and Sullivan (2019), retailers can prevent shopper apathy through emotional branding to engage their customers and appeal to their needs, aspirations, dreams and egos. Since price consciousness increases in the predicted value of shopping apathy, retailers could use price

promotion to induce consumers to shop. According to Alnaser (2017), shoppers search more intensively for price information and, as a result, devote more time to their shopping activities. This is because price discounts and other marketing and promotional activities are the main attractions for shoppers (Lee, 2015).

Time spent in the clothing store does not moderate the effect that motivation factors have on apathy. Kim and Kim (2008), supported by Ai and Pei (2022), report that time pressure significantly moderates the influence of shopping enjoyment on the browsing mode. This could mean that the effect of time spent on apathy differs according to various shopper types. Therefore, retailers should identify shopper types and formulate appropriate strategies to motivate consumers to stay longer at retail stores.

This study has certain limitations. The study used non-probability convenience sampling, which meant that the sampling population did not possess the same opportunity to be selected to participate in the study. The results of the study could not be generalised for the entire South African population.

Since the study targeted only shoppers in Venda, their opinions do not reflect the opinions of all South African consumers. Future studies could target other provinces to determine if the study could present similar results. The study focused on consumers visiting the stores and could be extended to also investigate this topic on an online shopping platform. Another limitation is that only certain motivational factors were focused on. Other motivational factors could, therefore, be investigated.

## **6. MANAGERIAL IMPLICATIONS**

The findings of this study have implications for retail and marketing managers. Retail and marketing managers are responsible for ensuring that consumers spend more time at the mall and in retail shops; as such, they must ensure that retail strategies are implemented to motivate consumers to do so. These managers should incorporate retail strategies that will ensure that shopping is enjoyable. An enjoyable shopping experience can be achieved through the store layout, store design and merchandise layout. The store layout and design should be such that consumers find it easy to move around the store and between aisles. Consumers should find the products they are looking for without much difficulty. They should make the shopping experience enjoyable by using a creative layout, interesting merchandising, and promotional activities that make consumers want to stay in the store longer. The store design and layout, as well as merchandising, should ensure that consumers conveniently locate the products and that product placement makes it convenient for consumers to shop there.

Retailers could also ensure that they have promotional activities taking place within the store that will attract shopper attention, especially those who are price-conscious. In-store promotions can entice consumers to stay in the store longer.

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