The role of culture and purchasing power parity in shaping mall-shoppers' profiles

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A B S T R A C T

Global mall managers and retailers need to recognize and address variations among groups of shoppers, particularly how they vary between countries, to optimize their global operations. Despite many international mall-shopper studies, only few have compared countries using uniform constructs and descriptors. The present study sought to compare shopper segments from four countries—England, France, Ghana, and Morocco—to examine the impact of national culture (reflected through Hofstede's individualism/collectivism, uncertainty avoidance, long-/short-term orientation, and indulgence/restraint) and economic capacity (purchasing power parity) on shopper behavior. Findings suggest that culture shapes the nature of shoppers' profiles. However, purchase behavior and spending rates impacted more by culture in rich countries and more by the economic situation in poor countries. The implication is that international retailers and mall managers should consider national culture as well as economic factors in their global operations.

1. Introduction

Traditional brick-and-mortar shopping malls are on the decline in many Western countries due to increased competition from other retail formats. These include planned and managed formats, such as e-commerce, big boxes, and power centers (Grewal et al., 2017), as well as regulations that constrain their development in urban centers (Teller et al., 2016). Nonetheless, malls are still attractive to consumers (Teller et al., 2016) and continue to thrive in Asia, the Middle East, Latin America, Eastern Europe, and Africa (A.T. Kearny, Inc., 2017; International Council of Shopping Centers [ICSC], 2016), which are countries characterized by a growing middle class (Djelassi et al., 2018). Thus, international mall developers and retailers need to understand international differences in mall patronage behavior better to adapt the marketing mix and operations to be successful.

One of the key questions regarding the international expansion of shopping malls is how each country's shopper behavior is affected by the country's culture and economic status. Previous work in international marketing examining the role of culture (e.g., Pick and Eisend, 2016; Zhang et al., 2014) and the country's economic capacity (e.g., Krautz and Hoffmann, 2017; Liu, 2016) in shaping consumer behavior has disregarded this specific shopping activity. Exceptions to this are Diallo et al. (2018) and Djelassi et al. (2018), who tested the impact of culture on consumer behavior in malls in African countries. Given the

interest that global retailers and mall developers have for global factors as they expand to diverse nations (International Council of Shopping Centers [ICSC], 2016), the role of culture and economic capacity in affecting malls shoppers' behavior deserves examination across a wider range of countries.

Some evidence has shown that general shopper behavior varies between countries based on economic status, share of retail sales on GDP, rates of retail employment, business practices, regulatory environments, and access to online retailers (Dimitrova et al., 2016; Blut et al., 2018) as well as the degree of innovativeness and local consumer cultures (Blut et al., 2018; Reinartz et al., 2011). This suggests that in the specific context of shopping malls, variation in shopper behavior may be determined by culture and economy.

One way to gain insight about mall shopping behavior is through profiling different groups of shoppers. However, despite many mall-shopper segmentation studies from different countries, the literature provides few answers for mall developers and retailers. This is because most of the studies were carried out in a single country and limited their focus to the local context (e.g., Millan and Howard, 2007, in Hungary; Kuruvilla and Joshi, 2010, in India). Second, these studies used a variety of constructs for segmentation, such as activities during a trip to the mall (Bloch et al., 1994; Gilboa and Vilnai-Yavetz, 2012; Ruiz et al., 2004), visiting patterns (Millan and Howard, 2007; Roy, 1994), shopping motivations (Ganesh et al., 2007), and the perceived importance of

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different mall attributes designed to attract visitors (Calvo-Porral and Lévy-Mangin, 2019; Teller and Elms, 2010). Third, this literature has primarily adopted a problem-based focus, lacking theoretical underpinnings. Thus, though studies have used similar constructs, they were guided by different objectives. Some studies struggled to achieve more general conclusions (e.g., Bloch et al., 1994; Ruiz et al., 2004; Teller et al., 2008), while other studies (mostly those conducted in developing countries), limited their focus to the local context (e.g., Millan and Howard, 2007, in Hungary; Kuruvilla and Joshi, 2010, in India). Consequently, comparing and generalizing conclusions become difficult (Ganesh et al., 2007). It is therefore uncertain if the findings of these studies derive from cultural or economic differences or methodological disparities which can lead to misleading or biased practical implications (Yavas and Babakus, 2009).

The present study aims to reduce this confusion by applying uniform measures in four countries: England, France, Ghana, and Morocco. The study contributes to the literature by systematically reviewing the existing literature on mall-shopper segments and identifying three main segments. While most of the mall literature is problem-based, the current study uses two well-developed theories: Hofstede's cultural dimensions (Hofstede, 2001) and purchasing power parity (PPP; Fischer and Lipovská, 2018) as theoretical conceptualizations. Thus, the current study examines for the first time the role of culture and economic capacity in shaping mall-shopper behavior around the world. The countries were selected in an effort to overcome previous studies' limitations as well as to give representation to diverse cultural and economic characteristics, thus adding to the literature. For instance, Ghana and Morocco only recently received attention in the context of mall shopping behavior (for Morocco, see Djelassi et al., 2018 and Diallo et al., 2018; for Ghana, see Hobden, 2014; Oteng-Ababio and Arthur, 2015), and segmentation studies for these two countries have yet to be carried out. Therefore, their addition expands our knowledge regarding cross-cultural implications for the mall industry. We demonstrate which mall experiences are shared among the four countries examined and which are distinct in segments of mall shoppers in a cross-cultural comparison. Finally, we highlight the theoretical and practical implications of our findings.

2. Literature review

2.1. Segmentation of mall shoppers

In reviewing the extant literature regarding mall shopping (see Table 1), several observations can be offered. First, these studies classify segments based on four main criteria: shopping motivations, mall attributes, mall activities, and demographics. Mall motivation studies have identified motives such as utilitarian, goal oriented, time saving, convenience, safety, hedonic, recreational, experiential, freedom, product acquisition, choice optimization, negotiation, deal seeking, bargain hunting, shopping enjoyment, browsing, entertainment, and social meetings (Farrag et al., 2010; Ganesh et al., 2007; Kabadayi and Paksoy, 2016; Millan and Howard, 2007).

Mall attributes studies have focused on factors such as mall essentials, security, mall/store quality, diversity, merchandise variety, luxury, atmospherics, entertainment, brand name merchandise, comfort, and convenience (Calvo-Porral and Lévy-Mangin, 2019; El-Adly, 2007; Ganesh et al., 2007; González-Hernández and Orozco-Gómez, 2012; Reynolds et al., 2002; Sit et al., 2003).

Other studies examined what shoppers actually do during their trips to the mall and identified four main activity categories: *purchase activities,* such as planned or impulse buying; *leisure activities,* such as browsing display windows, trying on products, seeing a movie, and sitting in eateries; *social activities,* such as unplanned meetings with acquaintances, talking to strangers, and watching others; and *activities initiated by the mall management,* such as children's plays and fashion shows (Bloch et al., 1994; Ruiz et al., 2004).

Most of the studies have also used demographics to characterize segments, and many studies found demographic differences between groups of shoppers (e.g., Calvo-Porral and Lévy-Mangin, 2019; El-Adly, 2007; Teller et al., 2008; Kabadayi and Paksoy, 2016). However, the differences in gender, age, status, education, and income vary widely between countries, with no specific demographic profiles being consistently identified for a specific group of shoppers.

This diversity of segmentation bases and descriptors makes it challenging to attain comprehensive insights about the global vs. local nature of mall-shopper profiles. Moreover, since the studies used different constructs, the shopper descriptors may not be describing the same phenomena. That said, despite these measurement differences and use of different labels and segmentation bases, it appears that three groups of mall visitors with similar characteristics appear consistently in most studies (see Table 1).

2.2. International mall shoppers' profiles

Three mall-shopper profiles—*enthusiasts, recreationals,* and *utilitarians*—while not always identically labeled, show underlying profiles that are very similar across studies from different countries, yet differ somewhat in their purchasing behavior of planned and unplanned purchases and spending, in their visiting patterns, loyalty and demographics.

In general, the *enthusiasts* (Bloch et al., 1994, in the USA; Calvo-Porral and Lévy-Mangin, 2019 in Spain; Ganesh et al., 2007, in the USA; Gilboa and Vilnai-Yavetz, 2012, in Israel; Reynolds et al., 2002, in the USA), also termed *full-experience mall shoppers* (Ruiz et al., 2004, in Canada) and *strivers* (Farrag et al., 2010, in Egypt), are described as "the mall's best customers"(Ruiz et al., 2004, p. 338). Thus, enthusiasts comprise the most common group of shoppers, emerging in all the surveyed studies, who enjoy all aspects of the mall and engage in all types of mall activities (Ganesh et al., 2007). They visit the mall frequently, remain for long durations, and enjoy the companionship of others (Kuruvilla and Joshi, 2010, in India; Millan and Howard, 2007, in Hungary). Aside from their similarities, they differ in some countries in their degree of involvement in planned and unplanned purchases and amount of spending as well as in some demographics (e.g., Calvo-Porral and Lévy-Mangin, 2019; Ruiz et al., 2004; Ganesh et al., 2007).

The *recreationals* (Ruiz et al., 2004, in Canada), also known as *grazers* (Bloch et al., 1994, in the USA), *browsers* (Millan and Howard, 2007, in Hungary), and *hedonists* (Farrag et al., 2010, in Egypt), visit the mall to spend free time and experience the mall for leisure and entertainment. Recreationals are consistent between countries on their hedonic experience of the mall as a place for socialization and interaction with others, and they usually visit the mall accompanied by others (e.g., Bloch et al., 1994, in the USA; Calvo-Porral and Lévy-Mangin, 2019 in Spain; Farrag et al., 2010, in Egypt; Kabadayi and Paksoy, 2016, in Turkey). They differ between countries in their planned and unplanned purchase and amount of spending as well as their visit frequency and length of stay, and demographic profiles (e.g., Gilboa and Vilnai-Yavetz, 2012, in Israel; Kuruvilla and Joshi, 2010, in India). Unlike the enthusiasts, this group was not universally identified in all the segmentation studies (e.g., El-Adly, 2007, in the UAE; Teller et al., 2008, in Austria).

The *utilitarians* (Millan and Howard, 2007, in Hungary; Teller et al., 2008, in Austria), also known as *mission shoppers* (Ruiz et al., 2004, in Canada), and *basic shoppers* (Ganesh et al., 2007, in the USA), go to the mall primarily to make planned purchases (Calvo-Porral and Lévy-Mangin, 2019; Millan and Howard, 2007; Ruiz et al., 2004), shop alone, stay briefly, focus on planned purchases, and avoid impulsive buying (e.g., El-Adly, 2007, in UAE; Millan and Howard, 2007 in Hungary; Ruiz et al., 2004 in Canada). They vary between countries in their visit frequency, loyalty, amount of spending, and demographics (Ganesh et al., 2007, in the USA; Gilboa and Vilnai-Yavetz, 2012, in Israel; and Teller et al., 2008, in Austria). This group was identified by most of the

Table 1
Summary of main studies of mall shoppers typologies.

Author/Year	Focus	Theory/Framework	Constructs	Sample size	Country	Shopper types	Main findings
Bloch et al. (1994)	Identifying patterns of behaviors motivated by perceived benefits that occur in the mall habitat	Consumer habitat	- Mall activities - Benefits	600 in three different malls	USA	- Mall enthusiasts - Traditionalists - Grazers - Minimalists	*Enthusiasts* perceive the mall habitat as offering many benefits, *Grazers* go to the mall to spend free time, *Traditionalists* do not perceive any mall benefit as extremely high, and *Minimalists* were lowest on all benefits.
Reynolds et al. (2002)	Develop shopper typologies in traditional malls and outlet malls	Problem-based	- Perceived mall attributes - Shopping attitudes - Shopping behavior	1097 in a traditional mall and 827 in an outlet mall	USA	Traditional malls: - Basic - Apathetic - Destination - Enthusiasts - Serious	*Enthusiasts* were highest in all perceived mall attributes, shopping attitudes, and shopping behavior. *Basic* and *serious shoppers* look for mall essentials and convenience.
Ruiz et al. (2004)	Identifying groups of customers and mapping the differences between them based on socio-demographic characteristics and internal reactions towards the mall	Problem-based	- Mall activities - Psychographic - Perception - Emotion - Atmospheric - Density - Approach avoidance reaction - Non-economic costs - Socio-demographic characteristics	889 in one mall	Canada	- Recreational shoppers - Full-experience mall shoppers - Traditional - Mission shoppers	*Recreational* shoppers go to the mall as an escape. *Full experience* shoppers are very active in the mall and enjoy shopping and being at the mall. *Recreational shoppers* go to the mall for window shopping and gaining information. *Mission shoppers* go to the mall only when they have to buy something. The segments differ in their demographics.
Millan and Howard (2007)	Developing taxonomy of Hungarian mall shoppers	Problem-based	- Shopping motives - Shopping values - Shopping enjoyment - Shopping behavior - Socio-demographic	355 in seven different malls	Hungary	- Relaxed utilitarians - Strict utilitarians - Committed shoppers - Browsers	The majority of the Hungarian shoppers go to the mall from product related motives. *Browsers* go to the mall for browsing stores with no intent to shop. *Committed* shoppers go to the mall for both utilitarian and hedonic reasons and enjoy the mall. The segments differ in their demographics.
Ganesh et al. (2007)	Examining patronage behavior based on shopping motivations and perceived attributes across four retail formats	The big middle	- motivations - Perceived mall attributes	968 in a traditional mall and 832 in an outlet mall.	USA	- Traditional malls: - Apathetic - Enthusiasts - Destination - Basic - Bargain Seekers	- *Apathetic* shoppers are indifferent towards shopping. *Enthusiasts* enjoy all aspects of shopping. *Destination* shoppers are looking for brands and fashion. *Basic* shoppers go to the mall to buy something specific and leave immediately. *Bargain Seekers* look out for bargains.
El-Adly (2007)	Determining the attractiveness factors of shopping malls and segmenting shoppers based on attractiveness factors among shoppers in Arab country	Problem-based	- Perceived mall attributes - Visiting patterns - Socio-demographics	404, recruited from university personnel	UAE	- Relaxed shoppers - Demanding shoppers - Pragmatic shoppers	- *Relaxed* shoppers look for comfort and convenience in the mall. *Demanding* shoppers score high on all mall attributes. *Pragmatic* shoppers look for variety and product quality.
Teller et al. (2008)	Comparing between utilitarian and hedonic shoppers in their shopping behaviors and perceptions of retail agglomerations	Shopping values Agglomeration effects	- Shopping values - Perceived mall attributes - Socio-demographics	1,061 in a shopping street and 1,081 in a shopping mall	Austria	- Pure hedonists - Slight hedonists - Slight utilitarians - Pure utilitarians	- *Utilitarian* and *hedonists* shoppers differ in their socio-demographic, preference of retail agglomeration, retail agglomeration's attributes and shopping behavior. Hedonists shop more, spend more money, visit more stores and stay longer.
Farrag et al. (2010)	Mapping the reasons shoppers patronize shopping malls and developing shoppers typology specific to Egypt	Problem-based	- Motivations - Socio-demographics	502 in six different malls	Egypt	- Family-focused - Hedonists Strivers	- *Family-focused*, seeking convenience and safety. *Hedonists* seeking after hedonic experience in the mall. *Strivers* seek for a combination of hedonists and bargain hunting motivations. The segments differ in their demographics.
Kuruvilla and Joshi (2010)	Developing typology of shoppers in India	Problem-based	- Shopping orientation - Values	2721 in eight cities	India	- Mall enthusiasts - Price-conscious shopper	- *Mall enthusiasts* are highly recreational and enjoy window shopping. *Price-conscious* shoppers are highly sensitive to prices. *(continued on next page)*

Table 1 (*continued*)

Author/Year	Focus	Theory/Framework	Constructs	Sample size	Country	Shopper types	Main findings
			- Lifestyle - Mall attitudes - Mall activities - Purchases - Visiting patterns - Expenditure - Demographics			- Traditionalists - Disinterested shopper - Aspirational shopper - Student shopper - Experience shopper	*Traditionalists* buy small amounts of items and enjoy window shopping. *Disinterested* shoppers found no interest in malls. *Aspirational* shoppers are highly recreationals in their shopping and price sensitive. *Student* shoppers use the malls to hang out with friends. *Experience* shoppers are price-sensitive window shoppers. The segments differ in their demographics.
Gilboa and Vilnai-Yavetz (2012)	Identifying mall shoppers in multi-cultural society	Problem-based	- Perceived mall attributes - Mall activities - Visiting patterns - Consumption behavior - Expenditure - Socio-demographics	725, in a national phone survey	Israel	- Enthusiasts - Recreationals - Utilitarians	- *Enthusiasts* enjoy all aspects of the mall. *Recreationals* go to the mall to spend leisure time. *Utilitarians* go to the mall to buy specific products and spend the least amount of money. The segments differ in their demographics.
González-Hernández and Orozco-Gómez (2012)	Identifying the characteristics of the Mexican mall shoppers and what attract them to the mall	Problem-based	- Perceived mall attributes - Mall activities	1273 shoppers in five different shopping centers	Mexico	- Serious - Enthusiasts - Basic	- *Serious* shoppers go to the mall for personal service and atmosphere. *Enthusiasts* love all aspects of the mall. *Basic* shoppers choose mall based on variety, personal service, product quality, and prices. The segments differ in their demographics.
Kabadayi and Paksoy (2016)	Segmenting Turkish mall shoppers based on their motivations for going to the mall	Problem-based	- Motivations - Visiting patterns - Socio-demographics	390 in six cities	Turkey	- Serious - Recreational - Enthusiasts - Pragmatic	*Serious* shoppers go to the mall to accomplish planned purchase. *Recreational* shoppers go to the mall for leisure time and fun. *Enthusiasts* enjoy all aspects of the mall. *Pragmatic* shoppers go to the mall to accomplish their mission and to find deals. The segments differ in their demographics.
Calvo-Porral and Lévy-Mangin (2019)	Developing mall shoppers segmentation in economic hard times	Problem-based	- Perceived mall attributes	511 in five different shopping malls	Spain	- Senior hostelry seekers - Young enthusiasts - Deal hunters - Adverse-reluctant customers - Leisure comfy teens	*Senior hostelry seekers* go to the mall for socializing and leisure. *Young enthusiasts* were high in all mall attributes. *Deal hunters* looking for bargains at the mall. *Adverse-reluctant customers* are disinterested in all aspects of the mall. *Leisure comfy teens* engage in recreational activities. The segments differ in their demographics.
The current study	Identifying how culture and economic situation impact mall shoppers behavior in four countries	Hofstede's cultural dimensions, Purchasing Power Parity (PPP)	- Mall experiences - Purchasing behavior	1002 in four countries	England France Ghana Morocco	- Enthusiasts - Utilitarians - Recreationals - Traditionalists	- *Enthusiasts* were high in all mall experiences; *Utilitarians* were high in the functional experience; *Recreationals* were high in the recreational experience. - Culture shapes segments size. - Only the *enthusiasts* were found for all four countries. - Purchasing behavior in high-PPP countries is affected by culture, and in low-PPP countries by economic ability.

segmentation studies.

Thus overall, these three shopper segments are relatively stable, while some consumption behavior, visiting patterns, and demographics vary. What varies between countries is the size of each segment and some of their characteristic behaviors. We propose that some of these differences derive from national culture and the local economic situation. The current study examines these impacts of culture and economy through the use of uniform measures among mall shoppers from four different countries.

3. Hypotheses development

3.1. The impact of culture on shopper segment size

Culture has received considerable attention in consumer behavior and is considered a central antecedent or moderator of consumer outcomes (Lu et al., 2018). Hofstede's (2001) national culture dimensions model was used by more than 60% of the marketing studies investigating cross-cultural impact (Engelen and Brettel, 2011). This model comprises six dimensions: power distance, individualism/collectivism, masculinity/femininity, uncertainty avoidance, long-term vs. short-term orientation, and indulgence vs. restraint, all of which shape consumer behavior (de Mooij, 2017; de Mooij and Hofstede, 2011). While some studies have investigated the impact of all six dimensions on consumer behavior (e.g., shoppers' channel preference [Lu et al., 2018] and consumer trust in e-commerce [Hallikainen and Laukkanen, 2018]), most of the studies adopting Hofstede's model have focused on only selected dimensions, such as individualism/collectivism, uncertainty avoidance, and long-/short-term orientation (e.g., Sreen et al., 2018; Tang, 2017; Yoon and Park, 2018), which appear to be particularly influential on consumer behavior. The current study focuses on these three dimensions, as well as on indulgence/restraint, a dimension that has received less attention in the literature but appears to be highly pertinent to shoppers' behavior at malls, as will be explained.

Individualism/collectivism refers to the extent to which members of a society are focused on their own goals rather than those of others (Hofstede, 2001). Individualistic cultures define themselves in terms of their own self-interests, attend to themselves, and focus on personal achievement. Conversely, collectivistic societies see belongingness, sharing with others, identity derived from the social group they belong to, and their personal behavior being guided by the behavior of the social group with whom they share a trust-based relationship (de Mooij and Hofstede, 2011). From this perspective, we expect that individualistic cultures will be characterized by a relative prominence of utilitarians shoppers, who go to the mall alone, focus on their own needs, and are less concerned with socializing (Djelassi et al., 2018; Millan and Howard, 2007; Gilboa and Vilnai-Yavetz, 2012). In contrast, collectivist cultures, having been shown to be associated with higher rates of impulsive buying (Cakanlar and Nguyen, 2019), are likely to be characterized by more enthusiasts (and to some degree, recreationals; Kuruvilla and Joshi, 2010; Millan and Howard, 2007), who use the mall as a place to hang out with friends and family, to socialize with acquaintances and strangers, and to feel part of the larger society, while engaging in unplanned purchases (Calvo-Porral and Lévy-Mangin, 2019).

Hence, our first set of hypotheses propose:

H1a. *Countries rated higher on individualism will have a larger segment of utilitarians compared to countries rated higher on collectivism.*

H1b. *Countries rated higher on collectivism will have a larger segment of enthusiasts compared to countries rated higher on individualism.*

H1c. *Countries rated higher on collectivism will have a larger segment of recreationals compared to countries rated higher on individualism.*

Uncertainty avoidance is the extent to which individuals feel threatened by uncertainty and seek to avoid it (Hofstede, 2001). Cultures characterized by strong uncertainty avoidance cherish formality and clear rules, as well as stability, that define their life. In contrast, cultures with weak uncertainty avoidance are characterized by innovativeness and entrepreneurship (de Mooij and Hofstede, 2002). Concerning shopping in general, strong uncertainty avoidance has been linked to a higher expenditure on clothing and footwear (de Mooij and Hofstede, 2002), aversion toward deals (Sharma and Singh, 2018), and a preference for traditional retailing over online (de Mooij, 2017; Tang, 2017).

Malls are stable consumption institutions, with fixed store locations, well-known brands and predicted deals (e.g., seasonal and holiday sales). Thus, they provide predictable and efficient shopping experience that other retail offerings such as markets do not (Djelassi et al., 2018). We expect that among strong uncertainty-avoidance cultures, there will be a relatively greater number of utilitarians shoppers (Teller et al., 2008) who go to the mall to perform specific tasks and attracted to the efficient and convenient mall environment. In contrast, in weak uncertainty-avoidance cultures, enthusiasts shoppers looking for new experiences might embrace risk and are more engaged in impulse buying (Cakanlar and Nguyen, 2019; Diallo et al., 2018) may comprise a relatively more prominent group. Hence, we posit our second set of hypotheses:

H2a. *Countries with strong uncertainty avoidance will have a larger segment of utilitarians compared to countries with weak uncertainty avoidance.*

H2b. *Countries with weak uncertainty avoidance will have a larger segment of enthusiasts compared to countries with strong uncertainty avoidance.*

Long-versus short-term orientation refers to the extent to which a society focuses on its future rather than on its current situation. Societies with a long-term orientation are likely to act pragmatically and save for their future, while societies having a short-term orientation are inclined toward instant gratification and emphasize materialistic concerns (Hofstede, 2001). As a result, long-term orientation cultures prefer the use of cash or debit cards, while short-term orientation cultures are more likely to prefer credit cards (de Mooij and Hofstede, 2002).

In the context of mall-shopper behavior, a long-term orientation will be manifested in goal-oriented trips to the mall derived from utilitarian motivations (Diallo et al., 2018). Therefore, among long-term orientation cultures, we expect a higher percentage of utilitarians shoppers who focus on planned purchases and spend less money in the mall, visit the mall less frequently, and remain for relatively brief stays (Calvo-Porral and Lévy-Mangin, 2019; El-Adly, 2007; Millan and Howard, 2007). In contrast, in short-term orientation cultures, enthusiasts shoppers who seek to satisfy their immediate needs through impulse shopping will be relatively more prominent (Gilboa and Vilnai-Yavetz, 2012; Ruiz et al., 2004). Hence, our third set of hypotheses suggest:

H3a. *Countries with long-term orientation will have a larger segment of utilitarians compared to countries with short-term orientation.*

H3b. Countries with short-term orientation will have a larger segment of enthusiasts compared to countries with long-term orientation.

Indulgence versus restraint refers to the extent to which society allows itself to enjoy life. Indulgent societies encourage gratification of basic and natural human desires. They highlight the importance of enjoyment and fun, with spending and consumption as accepted norms. Restrained societies are characterized by relatively strict social norms that suppress individual gratification (Hofstede, 2001). In the context of shopping, in high-indulgent cultures, the enthusiasts segment (and to some degree, the recreationals segment), whose indulgent behavior is associated with hedonic products (Makkar and Yap, 2018), experience malls as hedonic venues for enjoyment and fun (Mohammad Shafiee and Es-Haghi, 2017) and engage in more frequent visits and more extended stays, is likely to be relatively larger (Gilboa and Vilnai-Yavetz, 2012; Kuruvilla and Joshi, 2010). In contrast, in restrained cultures, the utilitarians

Table 2
A summary of the effects of culture on mall shoppers' profiles.

HOFSTEDE'S CULTURAL DIMENSIONS	INDIVIDUALISM	HIGH UNCERTAINTY AVOIDANCE	LONG-TERM ORIENTATION	RESTRAINT
	UTILITARIANS (H1a)	*UTILITARIANS* (H2a)	*UTILITARIANS* (H3a)	*UTILITARIANS* (H4a)
	ENTHUSIASTS/ RECREATIONALS (H1b,c)	*ENTHUSIASTS* (H2b)	*ENTHUSIASTS* (H3b)	*ENTHUSIASTS /RECREATIONALS* (H4b,c)
	COLLLECTIVISM	LOW UNCERTAINTY AVOIDANCE	SHORT-TERM ORIENTATION	INDULGENCE

segment, who visit the mall less frequently, stay for short durations, and avoid impulsive buying (Calvo-Porral and Lévy-Mangin, 2019; Teller et al., 2008), is expected to be larger. Hence, our fourth set of hypotheses propose:

H4a. *Countries rated higher on restraint will have a larger segment of utilitarians compared to countries rated higher on indulgence.*

H4b. *Countries rated higher on indulgence will have a larger segment of enthusiasts compared to countries rated higher on restraint.*

H4c. *Countries rated higher on indulgence will have a larger segment of recreationals compared to countries rated higher on restraint.*

Table 2 presents a summary of the hypotheses regarding the impact of culture on mall shoppers' behavior.

3.2. The combined impact of culture and purchasing power parity on purchasing behavior

Cross-cultural studies addressing consumer behavior have shown that the country's economic situation has an impact on consumption (e.g., Blut et al., 2018; de Mooij and Hofstede, 2011). One way to compare countries regarding spending potential is through purchasing power parity (PPP). PPP is an economic theory used to compare the economic capacity of each country to purchase the same goods and services and was first coined by Gustav Cassel (1918). Since then, PPP has become central to international comparisons of countries' economies (Fischer and Lipovská, 2018) and is measured by the Big Mac

Index (introduced by *The Economist*) and the OECD index (Fischer and Lipovská, 2018).

PPP has yet to be tested directly in the context of mall shoppers. Though recent study tested the impact of economic situation on mall shoppers segments (Calvo-Porral and Lévy-Mangin, 2019), it remains specific for one developed country (Spain). Reviewing the mall-shopper segmentation literature, although enthusiasts and recreationals tend to have higher unplanned purchases and spend larger sums of money (Gilboa and Vilnai-Yavetz, 2012; Ruiz et al., 2004), evidence for purchasing behavior rates is inconsistent (e.g., Ganesh et al., 2007; Millan and Howard, 2007). Consequently, any conclusion regarding whether the country's economic situation impacts purchasing behavior in the context of malls remains unclear.

However, a recent meta-analysis regarding retail patronage found that shoppers in countries with high GDP are more affected by atmosphere, brands, product quality, and customer service, while shoppers from countries with low GDP are more concerned with low prices and perceived product value (Blut et al., 2018). Literature regarding countries with lower economic capacity and PPP has shown that consumers spend less, avoid compulsive shopping, buy inexpensive products, attribute greater importance to the perceived value of the products (Blut et al., 2018; Horváth et al., 2013), and are more affected by the instability of their income (Khayum and Baffoe-Bonnie, 1994).

Following this line of argument, we suggest that in low-PPP countries, the economic capacity of consumers will impact their purchasing behavior, as manifested during their trip to the mall, and their cultural context will have no effect. However, in high-PPP countries, culture will shape purchasing patterns. Hence our fifth hypothesis:
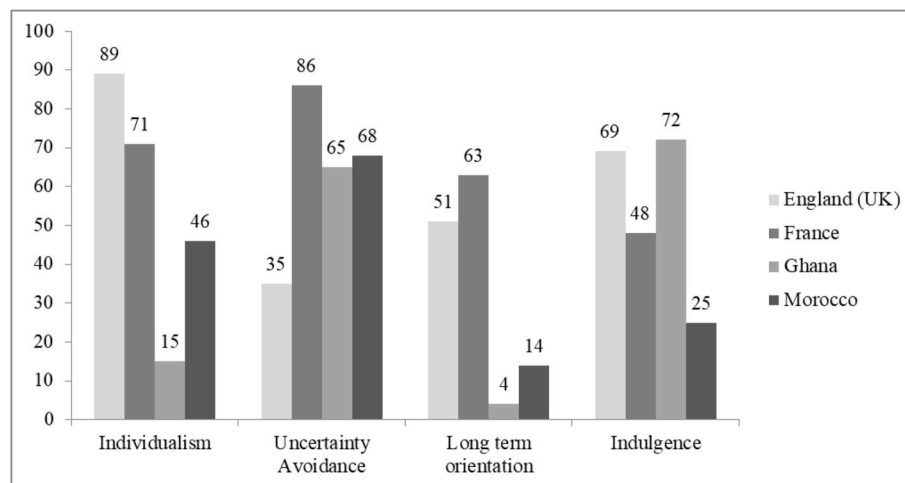

Fig. 1. Hofstede's cultural dimensions by country. *Note:* Hofstede cultural dimensions scores derived from www.hofstede-insights.com.

H5a. Among *countries higher on PPP, purchasing behavior will be affected by culture.*

H5b. Among *countries lower on PPP, purchasing behavior will be affected by the country's economic capacity.*

4. Methodology

4.1. Countries selected for the study

Data were collected in four countries: England, France, Morocco, and Ghana. These countries were selected for their differences in the four cultural dimensions of individualism/collectivism, uncertainty avoidance, long/short-term orientation, and indulgence/restraint, as well as in rates of PPP. Fig. 1 presents the four cultural dimensions by country. England and France are characterized by high PPP scores of 39,753 and 38,606 respectively, with Morocco's PPP score 7,485, and Ghana's 4,228 (PPP data is taken from tradingeconomics.com, 2018).

The four countries sample both developed and developing countries, differing in their levels of economic development, the nature of their retail industry (assessed via amount of commercial spaces, rates of online shopping, and traditional retailing), mall potential, and geographical location. England and France represent developed countries with a modern retail industry. Both these countries are characterized by growing online shopping rates, with England shoppers spending more online. Retailing in Ghana and Morocco is still distinguished by traditional, small, privately owned stores, although a growing number of shopping malls have attracted the growing middle classes (Diallo et al., 2018).

4.2. Data collection

To determine our data collection sites, we followed Diallo et al.'s (2018) recommendation for unity. Therefore, we choose as data collection sites which were modern brick-and-mortar enclosed shopping centers, characterized by similar retail mixes, accessible by public and private transportation, and operating as major retail centers in their urban areas. The collected data suggest that the malls selected as research sites in all studied countries were relatively new, high class malls that were as similar in nature as could be found in these countries.

A mall intercept was conducted on-site among 1,002 mall visitors in four countries: In England, 191 respondents completed a survey at Westfield London, the second largest shopping mall in Europe and highly accessible by both public and private transportation. The Westfield London mall retail mix is comprised of fashion, sportswear, toys, beauty and health, homeware, electronic, eateries, and cinema and entertainment venues.

In France, sampling took place in two large malls in the city of Reims,[1] yielding 207 respondents. The studied French malls are located in inner-city venues and are accessible by public and private transportation. Their retail mix is comprised of fashion, beauty and health, services, and eateries.

In Ghana, 220 shoppers completed a survey at the Accra Mall, which is the first large-scale shopping mall in Ghana and one of the largest in the country. The mall is located in the center of the city and is accessible by public and private transportation. Its retail mix is comprised of fashion, beauty and health, electronics, services, eateries, cinema and entertainment venues, and a department store.

In Morocco, 384 respondents were sampled in three different malls. The Morocco Mall in Casablanca is the largest in Morocco. It is located near the seashore and is accessible by public and private transportation. Its retail mix is comprised of fashion sportswear, toys, beauty and health, homeware, eateries, cinema and entertainment venues, and a

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[1] The two Reims malls requested anonymity.

large grocery store. Rabat's Mega Mall is located inside the city and is accessible by public and private transportation. Its retail mix is comprised of fashion, beauty and health, homeware, and eateries. Fez's Borj mall in Fez is located inside the city and accessible by public and private transportation. Its retail mix is comprised of fashion, sports, beauty and health, homeware, eateries, and entertainment venues. All three Moroccan malls include global brands alongside national ones.

The study questionnaire was distributed on-site at the malls in English for shoppers in England and Ghana and in French for shoppers in France and Morocco. Using back-translation procedures (Douglas and Craig, 2007), we translated the original items from English to French; then, a native English-speaking expert translated the questionnaire back to English. Following this, we corrected specific items to ensure the translation retained the original meaning of the items in French.

In each of the four countries, between one and six research assistants approached shoppers in one to three malls. Shoppers of different genders and ages were approached, either within the mall corridors or as they were exiting the mall. All those consenting to participate in the survey were included in the sample. The data were collected at different times of day and on different days of the week so as to capture a range of shopper types (Diallo et al., 2018). Respondents participated in the survey voluntarily.

Mall intercept was used because it accords several benefits: (a) the opportunity to evaluate the impact of specific shopping situations on shoppers' behavior, (b) a chance to sample respondents that are familiar with malls and have a sufficient knowledge about the mall environment to complete the study questionnaire (Teller and Reutterer, 2008), and (c) the opportunity to collect essential experiential data, which is difficult to collect retrospectively. For these reasons, this method is the most prevalent in the mall literature (e.g., Calvo-Porral and Lévy-Mangin, 2019; Ganesh et al., 2007).

4.3. Sample characteristics

In England, of the 191 respondents, 59% were male, 80% were below age 35, 53% held an academic degree, and 62% reported incomes comparable to or higher than the national average. In France, of the 207 respondents, 63% were female, 61% were above age 35, 89% held some degree of higher education, and 60% reported incomes comparable to or higher than the national average. In Ghana, of the 220 shoppers, 51% were male, 66% were below age 35, 51% held an academic degree, and 66% reported incomes comparable to or higher than the national average. In Morocco, of the 384 respondents, 53% were female, 54% were below age 35, 64% were undergraduate students, and 59% reported incomes lower than the national average.

4.4. Measures

4.4.1. Segmentation constructs
Segments were created based on mall experiences which capture the essence of the interaction between shoppers and the mall as a place (Gilboa and Vilnai-Yavetz, 2013) and reflect the multi-dimensionality of experience, comprising cognitive, affective, behavioral, and social aspects (Verhoef et al., 2009). *Mall experience* was measured with a scale developed and validated by Gilboa et al. (2016). The 16-item measure includes four 4-item subscales, assessing the four studied customer experience types: *seductive* (tapping the experience of impulse buying and surrendering to temptations), *functional* (tapping the goal-oriented experience of planned purchases and short visits), *social* (tapping the experience of socializing with acquaintances and strangers), and *recreational* (tapping the experience of spending leisure time with friends and family).

These mall experiences were measured on a 7-point Likert-type scale, ranging from 1 (*strongly disagree*) to 7 (*strongly agree*).

Table 3
Validity and reliability, descriptive statistics and correlation matrix for the mall experiences.

	AVE	CR	*Mean*	*SD*	1	2	3	4
England								
1. Functional experience	.59	.68	3.9	1.2	.77			
2. Seductive experience	.84	.91	3.4	1.2	-.29**	.92		
3. Social experience	.69	.78	3.4	1.3	-.23*	.77**	.83	
4. Recreational experience	.82	.92	3.9	1.3	-.54**	.74**	.60**	.90
χ^2 = 169.5, df = 93, p < .001; χ^2/df = 1.8, CFI = .94; TLI = .92; RMSEA = .066								
France								
1. Functional experience[b]			5.0	2.0	*.71*			
2. Seductive experience	.55	.64	2.9	1.3	-.32**	.74		
3. Social experience	.57	.60	4.2	1.6	-.15*	.47**	.75	
4. Recreational experience	.78	.86	3.6	1.7	-.35**	.61**	.70**	.88
χ^2 = 38.1, df = 36, p > .10; χ^2/df = 1.0, CFI = 1.0; TLI = 1.0; RMSEA = .017								
Ghana								
1. Functional experience	.59	.62	4.3	1.6	.77			
2. Seductive Social experience	.61	.81	4.0	1.0	.25*	.79		
3. Recreational experience	.66	.75	5.1	1.2	.30**	.55**	.81	
χ^2 = 94.3, df = 56, p < .01; χ^2/df = 1.7, CFI = .94; TLI = .90; RMSEA = .056								
Morocco								
1. Functional experience[b]			3.9	2.1	.70			
2. Seductive experience	.68	.73	4.0	1.6	-.05	.83		
3. Social experience	.62	.71	4.2	1.5	.06	.34**	.78	
4. Recreational experience	.61	.74	4.3	1.4	-.13*	.38**	.36**	.78
χ^2 = 102.4, df = 47, p < .001; χ^2/df = 2.2, CFI = .92; TLI = .89; RMSEA = .055								

Note: *p < .05; **p < .01; [a.] Square-rooted AVEs (convergent validity) on the diagonal; [b.] for the French and Moroccan samples, due to low reliability of the functional experience, the mean, *SD,* and correlations belong to the single item used instead.

4.4.2. Segmentation descriptors- purchasing behavior

Planned and unplanned purchases were measured through two dichotomous items, adapted from Millan and Howard (2007). Categorical *Yes/No* measures were used for responses regarding their engagement in making planned and unplanned purchases. *Spending amount* was measured by asking respondents to evaluate the amount of money they spent at the mall during their current visit.

Four items measured *sociodemographic variables*: gender, age, education, and monthly gross household income. For the income variable, respondents were asked to report their income relative to the local average monthly income (high, average, low).

4.4.3. Validity and reliability

Table 3 presents the average variance extracted (AVE) and composite reliability (CR), descriptive statistics, inter-correlations of the mall experiences, and separate fit measures for each country. The fit measures for all four countries were found sufficient. The CR values reached the 0.60 threshold for most of the scales. Though recent articles have suggested a 0.70 threshold for CR, Hair et al. (2011) argued that for exploratory research, CR values can range between 0.60 and 0.70. As the current study is the first to test the mall experience scale cross-culturally, we adopted this more lenient approach. As the functional experience AVEs and CRs values were fairly low for France and Morocco (below the 0.50 threshold for AVE), we did not calculate the construct. Rather, we used the highest-loading item on the construct (above 0.55) as representative of the construct, following evidence in the literature indicating that a single item can have comparable validity to that of a full scale (Davey et al., 2007). Regarding discriminant validity, following Fornell and Larcker's (1981) approach, discriminant validity is achieved if the squared AVEs exceed the constructs' correlations. As can be seen in Table 3, discriminant validity was achieved for the majority of the comparisons excepting Ghana, where the correlation between the seductive and social experiences was .92, exceeding the square AVEs of the constructs. Even after employing the more recent HTMT approach for discriminate validity (Henseler et al., 2015), we received a value of 0.88, with bootstrapping higher confidence interval scoring above the 0.90 threshold (greater than 1.0). Thus, following Henseler et al.'s (2015) recommendation, for Ghana, we merged the two constructs into one. As can be seen in Table 3, the joint construct achieved the discriminant validity criterion. Regarding the correlations between the constructs, the functional experience correlated negatively with the other three experiences, reflecting the functional experience's unique nature. The functional experience implies a goal-oriented trip to the mall, while the other three experiences (seductive, social, and recreational) allude to various hedonic behaviors executed in the course of the trip to the mall, including spending time, socializing, and impulse buying. Thus, goal-oriented mall visits are likely to be incompatible with mall visits of a hedonic nature.

4.5. Data analysis

Each country's data were analyzed using a two-step cluster with Ward's hierarchical analysis and the non-hierarchical k-means clustering procedure in order to optimize the cluster solutions (Clatworthy et al., 2005). To test our hypotheses, we compared the proportions of cluster size and planned and unplanned purchases by employing a chi-square analysis and compared spending means through *t*-tests. To ensure that our results were not due to gaps in sample sizes between the countries, we calculated Cohen's *d* for effect-size testing (Ferguson, 2009). As can be seen, the effect sizes of all our significant results were above the 0.80 threshold (see Table 7), suggesting that our findings indeed reflect real differences between the countries.

5. Results

Table 4 presents the shoppers' profiles and their scores in their mall experiences. Overall, only one of the three common shopper segments identified in prior work—the enthusiasts—was found to be evident in all four examined countries. Utilitarians were identified only for France and England, while recreationals were found only for England and Ghana. Regarding the impact of demography on the shoppers' profiles, we found no impact of demographic characteristics (gender, age, education, and income) on the segments in any of the four countries. Thus, despite slight differences in demographics between the samples, these differences did not affect our results.

Table 4

Mall shopper cluster profiles (size and means of mall experiences) by country.

	Enthusiasts				Utilitarians		Recreationals		Traditionalists
	France	England	Ghana	Morocco	France	England	England	Ghana	Morocco
Cluster size	35%	28%	65%	43%	65%	34.5%	37.5%	35%	57%
Functional experience	2.6 (1.27)	4.5 (.91)	5.3 (.82)	4.7 (2.02)	6.2 (1.00)	4.7 (1.04)	2.8 (.70)	2.5 (.90)	3.2 (1.85)
Seductive experience	3.6 (1.38)	4.5 (.96)	4.1 [b] (1.07)	5.0 (1.22)	2.6 (1.11)	1.9 (.70)	3.5 (1.17)	3.8 [b] (.98)	3.2 (1.36)
Social experience	4.7 (1.56)	4.3 (.76)		5.2 (1.12)	3.9 (1.6)	2.4 (1.03)	3.2 (1.08)		3.4 (1.23)
Recreational experience	4.6 (1.6)	4.4 (.96)	5.2 (1.10)	5.0 (1.26)	3.19 (1.53)	2.7 (.97)	4.6 (1.06)	5.0 (1.31)	3.7 (1.33)

Note: [a] *SD*s in parentheses; [b] The score is of the combined construct of seductive and social experiences.

Table 5

Summary of the findings regarding the impact of culture on mall shopper profiles.

Cultural dimensions		Utilitarians	Enthusiasts	Recreationals	Hypotheses testing
Individualism	High	V			H1a **supported**
	Low		V		H1b **supported**
	Low			V	H1c not supported
Uncertainty-Avoidance	Strong	V			H2a not supported
	Weak		V		H2b not supported
Long-term orientation	Long	V			H3a **supported**
	Short		V		H3b **supported**
Indulgence	Low	V			H4a partially supported
	High		V		H4b **supported**
	High			V	H4c **supported**

Table 6

Expenditure and proportions of planned and unplanned purchases for each cluster by countries.

	Enthusiasts				Utilitarians		Recreationals		Traditionalists
	France	England	Ghana	Morocco	France	England	England	Ghana	Morocco
Making planned purchase	76.5%	83%	87.5%		75.5%	50%	63%	88%	——*
Making unplanned purchase	42%	70%	45%		27%	27%	67%	51%	——*
Average Expenditure**	104.3 (75.65)	173 (169.8)	20.1 (26.28)	63.7 (93.52)	92.4 (82.8)	101.5 (190.7)	195.6 (287.5)	14.5 (13.87)	62.5 (81.61)

Note: [a] There was no available data for Morocco regarding planned and unplanned purchases; [b] The figures for spending rates were translated into US dollars from Euros for the French sample, Pounds Sterling for the English sample, Ghanaian Cedis for the Ghanaian sample, Moroccan dirhams for the Moroccan sample. *SD*s in parentheses.

5.1. The impact of culture on segment profiles and size

Our first hypothesis posited that countries with higher individualism scores will have a relatively larger segment of utilitarians, while countries with higher collectivism scores will have larger segments of enthusiasts and recreationals. Thus, we expected that England and France, having higher individualism scores, will have larger segments of utilitarians (H$_{1a}$), whereas Ghana and Morocco, having higher collectivism scores, will be characterized by larger segments of enthusiasts (H$_{1b}$) and recreationals (H$_{1c}$). As Table 4 shows, the utilitarian segments were found only for England and France, two countries characterized by higher individualism scores, thus supporting H$_{1a}$. Ghana, the most collectivist country in our sample, comprised only enthusiast and recreational shoppers. Among the Moroccan sample, 43% were identified as enthusiasts. Table 4 shows the size of enthusiasts, and Table 7 presents the comparisons of segment size between countries. For most of the comparisons, collectivistic countries

revealed a significantly higher presence of enthusiasts segments than those evident in the individualistic countries, excluding the insignificant comparison of France and Morocco ($\chi^2 = 38.3$, $p < .001$ for France and Ghana, $\chi^2 = 56$, $p < .001$ for England and Ghana; $\chi^2 = 3.6$, $p > .05$ for France and Morocco; and $\chi^2 = 12.2$, $p < .001$ for England and Morocco), thus supporting H$_{1b}$. However, the recreationals segment, which we expected to be prominent in collectivist countries, was revealed only in England (characterized by high individualism) and Ghana, thus H$_{1c}$was not supported.

Our second hypothesis posited that countries with stronger uncertainty avoidance will have a larger segment of utilitarian shoppers (H$_{2a}$), while countries with weaker uncertainty avoidance will have a larger segment of enthusiasts (H$_{2b}$). As expected, France, characterized by strong uncertainty avoidance revealed the largest proportion of utilitarians shoppers, with these comprising two-thirds of the French sample. However, 34.5% of the English sample are also utilitarians, whereas England is characterized by weak uncertainty avoidance.

Table 7
Chi-squares and *t*-tests for comparing means and proportions for each cluster by countries.

	Cluster size	Planned purchase	Unplanned purchase	Expenditure
Enthusiasts				
France-England	$\chi^2_{(1)} = 2.2$	$\chi^2_{(1)} = 2.6$	$\chi^2_{(1)} = 31.4^{***}$	$t_{(396)} = 8.5^{***}$
	$d = 0.4$	$d = 0.43$	$d = 0.99$	$d = 0.99$
France-Ghana	$\chi^2_{(1)} = 38.3^{***}$	$\chi^2_{(1)} = 8.8^{**}$	$\chi^2_{(1)} = 0.4$	$t_{(425)} = -15.5^{***}$
	$d = 0.99$	$d = 0.89$	$d = 0.13$	$d = 1.00$
France-Morocco	$\chi^2_{(1)} = 3.6$	——*	——*	$t_{(589)} = -5.4^{***}$
	$d = 0.56$			$d = 0.99$
England-Ghana	$\chi^2_{(1)} = 56^{***}$	$\chi^2_{(1)} = 1.7$	$\chi^2_{(1)} = 25.9^{***}$	$t_{(409)} = -13.2^{***}$
	$d = 1.0$	$d = 0.31$	$d = 0.99$	$d = 1.00$
England-Morocco	$\chi^2_{(1)} = 12.2^{***}$	——*	——*	$t_{(573)} = -9.9^{***}$
	$d = 0.96$			$d = 1.00$
Ghana-Morocco	$\chi^2_{(1)} = 27^{***}$	——*	——*	$t_{(602)} = 6.76^{***}$
	$d = 0.99$			$d = 1.00$
Utilitarians				
France-England	$\chi^2_{(1)} = 36.9^{***}$	$\chi^2_{(1)} = 27.7^{***}$	$\chi^2_{(1)} = 0.0$	$t_{(396)} = -0.62$
	$d = 0.99$	$d = 0.99$	$d = 0.03$	$d = 0.09$
Recreationals				
England-Ghana	$\chi^2_{(1)} = 0.3$	$\chi^2_{(1)} = 35.3^{***}$	$\chi^2_{(1)} = 10.8^{***}$	$t_{(409)} = -9.3^{***}$
	$d = 0.11$	$d = 0.99$	$d = 0.94$	$d = 1.00$

Notes: $^{**}p < .01$, $^{***}p < .001$; [a] *d* represents Cohen's *d* for effect size; [b] There was no available data for Morocco regarding planned and unplanned purchases.

Furthermore, Ghana and Morocco, who are also characterized by strong uncertainty-avoidance scores, revealed an absence of utilitarians, whereas their enthusiasts segments were significantly more prominent than that segment in the English sample (65% and 43%, respectively; $\chi^2 = 56$, $p < .001$ for England and Ghana; $\chi^2 = 12.2$, $p < .001$ for England and Morocco). Thus, given the mixed results, H_{2a} and H_{2b} cannot be supported.

Our third hypothesis predicted that countries with long-term orientation will have larger segments of utilitarian shoppers (H_{3a}), while countries characterized by their short-term orientation will have larger segments of enthusiasts (H_{3b}). France and England, the highest in long-term orientation in our sample, are the only two countries to have segments of utilitarians. Moreover, in France, the country in our sample with the highest long-term orientation, the utilitarians comprise the majority, with the difference in proportions between the France and England achieving significance ($\chi^2 = 36.9$, $p < .001$), thus supporting H_{3a}. For Ghana and Morocco, characterized by their short-term orientations, the enthusiasts segment proved larger than that of France and England, excluding the insignificant comparison of France and Morocco (see Table 7), thus supporting H_{3b}.

Our fourth hypothesis posited that countries with higher indulgence scores will have larger enthusiasts and recreationals segments of shoppers, whereas countries characterized by restraint will have larger segment of utilitarians. As can be seen in Table 4, for both Ghana and England, the two countries with the highest scores in indulgence, enthusiasts and recreationals account of most of the sample, thus supporting H_{4b} and H_{4c}. H_{4a} posited that countries higher in restraint will be characterized by larger segment of utilitarians. This hypothesis was supported for France, which has a medium score on the dimension of indulgence; the French data revealed a large segment of utilitarians, significantly larger than that segment in England ($\chi^2 = 36.9$, $p < .001$). However, in Morocco, having the lowest indulgence score, the majority of the sample comprised a group of traditionalists which, while not purely utilitarians, revealed medium to low scores in all their mall experiences suggesting low engagement in malls. This provides partial support for H_{4a}. Table 5 summarizes the results of hypotheses H1–H4, examining the impact of the cultural dimensions on the nature and size of the segments.

5.2. The combined impact of culture and PPP on purchasing behavior

Our fifth hypothesis predicted that purchasing behavior will be impacted by both culture and PPP, such that in high-PPP countries, purchasing behavior will be affected by culture (H_{5a}), whereas in low-PPP countries, economic ability would affect purchasing behavior (H_{5b}).

As can be seen in Tables 6 and 7, among the high-PPP countries—England and France—significant differences in purchasing behaviors were revealed for both enthusiasts and utilitarians. The English enthusiasts (as well as the recreationals) engaged in more impulsive buying ($\chi^2 = 31.4$, $p < .001$) and spent greater sums of money ($t = 8.5$, $p < .001$) compared to their French counterparts. The French utilitarians were characterized by more planned purchases ($\chi^2 = 27.7$, $p < .001$) compared to the English ones. The hedonic behavior of the English enthusiasts and recreationals can be tied to England's high score of indulgence, combined with the risk-taking behavior that characterizes weak uncertainty-avoidance cultures.

France scored higher than England in the dimensions of uncertainty avoidance and long-term orientation but scored lower in indulgence. The combination of these factors in France is manifested in disciplined and more formal shopping behavior, and in preferences for traditional retailing based on cash or debit cards (de Mooij and Hofstede, 2002). Shoppers characterized by this behavior are more inclined to make planned purchases at the brick-and-mortar mall over more innovative retail channels such as online and mobile. French enthusiasts and utilitarians are more engaged in making planned purchases in the mall and avoid unplanned buying. To summarize, among the high-PPP countries, indulgence, uncertainty avoidance, and long-term orientation appear to shape purchasing behavior during the trip to the mall, thus supporting H_{5a}.

Ghana, with its high indulgence and short-term orientation scores and its two hedonic shopper segments (enthusiasts and recreationals), would be expected to manifest high rates of impulsive buying. However, Ghanaians proved to be more engaged in planned purchasing than were their French and English cohorts ($\chi^2 = 8.8$, $p < .01$, for France and Ghana enthusiasts; $\chi^2 = 35.3$, $p < .001$, for England and Ghana recreationals) and less engaged in unplanned buying than were their English cohorts ($\chi^2 = 25.9$, $p < .001$, for enthusiasts; $\chi^2 = 10.8$, $p < .001$, for recreationals). Thus, it seems that among shoppers from

the developing countries, purchases are more likely to be planned, consistent with their economic capacity. Their avoidance of impulse buying and their restrained spending all derive from constrained financial resources, regardless of cultural impact. Thus, H_{5b} is supported.

6. Discussion and conclusion

6.1. Theoretical implications

The present findings support previous research suggesting three basic types of mall shoppers: enthusiasts, recreationals, and utilitarians (Bloch et al., 1994; Calvo-Porral and Lévy-Mangin, 2019; Farrag et al., 2010; Ganesh et al., 2007; Gilboa and Vilnai-Yavetz, 2012; Reynolds et al., 2002; Ruiz et al., 2004; Teller et al., 2008). Consistent with reported literature, the most universal segment was enthusiasts, found in all four countries examined in the study. Such findings support the presence of a global consumer culture, linking people from different countries and cultures around shared lifestyles and experiences (Cleveland and Laroche, 2007).

The findings also show that the size of clusters and their purchasing behavior are affected by some aspect of national culture. This phenomenon is especially pronounced when unique country profiles, characterized by a combination of cultural dimensions, exists. For example, France's high scores in individualism, long-term orientation, and uncertainty avoidance make its culture more formal and calculating, with eyes to the future and the expectation that every person should attend to him/herself (Hofstede, 2001). This combination explains the presence of a large group of French utilitarians.

Ghana is the only country comprised of hedonic shoppers, with two-thirds of them being enthusiasts and the remaining third being recreationals. This may be because Ghana's culture is characterized as collectivist, highly indulgent, and having a short-term orientation, thus allowing them to follow their impulses, ignore the future, and all the while, attend to their family, friends, and society at large (Hofstede, 2001). This finding contributes to the preponderant literature reporting the discrete effect of each dimension of Hofstede's cultural dimension (e.g., De Mooij and Hofstede, 2002; Cakanlar and Nguyen, 2019; Diallo et al., 2018; Hallikainen and Laukkanen, 2018). Our findings suggest that when analyzing the influence of culture, culture should be addressed as a holistic multi-dimensional concept rather than as a phenomenon comprising multiple constructs.

That said, the current findings give support for the importance of the indulgence/restraint dimension; a factor which has attracted relatively less attention in the marketing literature. The centrality of indulgence to mall shoppers' behavior can be tied to the social and recreational nature of shopping malls which contribute to shoppers' well-being (Rosenbaum et al., 2016) and provide elements of leisure life, social life and community life (El Hedhli et al., 2013).

Furthermore, we found that the impact of culture is more evident in purchasing behavior in rich countries. However, in poorer countries, purchasing behavior during the trip to the mall is impacted by shoppers' economic capacity. These findings are consistent with previous studies indicating that in developing countries, shoppers avoid compulsive shopping and plan their shopping based on their economic ability (Horváth et al., 2013; Khayum and Baffoe-Bonnie, 1994); however, in wealthy countries, culture was shown to impact consumer behavior (de Mooij and Hofstede, 2011).

6.2. Managerial implications

There are several ways malls managers and developers can use these findings. First, when considering opening new malls in different countries, they can be guided by the fact that the mall's "best shoppers" (Ruiz et al., 2004)—the enthusiasts—are likely to be present in the new country and thus, existing mall activities and designs that cater to these shoppers will be suitable and can be retained.

Second, mall developers can anticipate additional profiles of shoppers by reviewing the combination of the four cultural dimensions characterizing the country in to which they are expanding. For example, if a country is characterized by collectivism, short-term orientation, and high indulgence (e.g., Chile), it will most likely be characterized by relatively large segments of enthusiasts and recreationals. On the other hand, if a country is characterized by high individualism, uncertainty avoidance, or long-term orientation, and is restrained (e.g., Slovakia or South Korea), it will be most likely be distinguished by a relatively larger segment of utilitarians. Countries having medium scores on both dimensions (e.g., South Africa and Brazil) will be characterized by a mix of these segments.

Third, the mix of shopper types in a given country can assist in predicting what kind of mall formats would be more effective. For example, in a large utilitarian-segment country like France, malls should be based on factors such as overall accessibility, parking accessibility, clean environment, and ease of navigation (Teller and Reutterer, 2008; Teller et al., 2008). On the other hand, in countries like Ghana, where shoppers search for a highly hedonic mall experience, mall planning should stress factors such as atmosphere and ambience, diversified tenant mix, and an assortment that includes high volumes of the hospitality and entertainment sectors, and a clear arrangement of stores (Teller et al., 2008).

Fourth, for developers targeting developing countries (where there is a current construction boom of shopping malls; A.T. Kearny, 2017), the country's economic level should also to be considered. In the current study, while culture was shown to shape the nature of shopper profiles, their economic ability was shown to be the factor determining their purchasing power. Thus, even in high-indulgent countries, characterized by large segments of enthusiasts and recreationals, the retail mix should reflect the shoppers' economic ability. Consequently, a high-end retail mix can fail, despite a high traffic of shoppers at the mall, while a low-end retail mix may yield higher revenues.

6.3. Conclusion

To conclude, the present study contributes to the literature by identifying three of the most studied segments of mall shoppers: enthusiasts, recreationals and utilitarians. Our findings are consistent with those reported in previous literature (e.g., Bloch et al., 1994; Farrag et al., 2010; Teller et al., 2008) in that the most universal segment was the enthusiasts, found in all four examined countries. However, our findings also challenge the perception of these three segments being universal. The current multi-country study used the same measurement instrument in all examined countries and revealed that all three segments were identified in only one of our four countries (England).

Second, we find the impact of Hofstede's cultural dimensions on mall-shopper behavior is multi-dimensional. Findings suggest that the size of the enthusiasts group of shoppers is influenced by the cultural dimensions of individualism, long-term orientation, and indulgence. The utilitarian shoppers are impacted by individualism and long-term orientation, while recreational shoppers are influenced only by the indulgence dimension. This means that the impact of culture on mall shoppers may be more dependent upon a combination of cultural dimensions than by any specific dimension. Linked to this, the role of culture appears to be more prominent in more affluent economies, where shoppers' behavior is driven more by psychology than by necessity.

Third, the exploration of Morocco and Ghana in the current study contributes to the paucity of knowledge about these countries, which have received less attention in the marketing literature in the context of cross-cultural comparisons (Engelen and Brettel, 2011).

7. Limitations and future research

Some limitations of the study should be noted. First, study

participants were mall visitors who are already likely to be positively predisposed to mall shopping. The study cannot, therefore, address the preferences of potential shoppers not frequenting malls. Second, we did not assess the participants' individual level for each cultural dimension. As many countries today are ethnically diverse, cultural values may differ among a single country's residents (Engelen and Brettel, 2011) and future work could measure these individual differences. Third, the countries' samples slightly differ regarding their demographic profiles, possibly due to the mall intercept methodology. Consequently the results may only be valid for the specific shopping mall and even for the specific trip to the mall. The sample may also be biased towards respondents that consented to participate and may not represent other residents of a respondent's home, who may have other preferences (Teller and Reutterer, 2008). For example, the presence of a large student population in the Moroccan sample may have influenced how they rated the functional and seductive aspects of malls, experiences which require disposable income. Future research therefore needs to replicate this study using a more random and stratified sampling technique, assuring the representativeness of the sample. Fourth, measurement equivalence concerns the question of whether similar models would hold across diverse cultures. In our case, although we addressed construct reliabilities for the functional experience variable by using a single item (Davey et al., 2007), further research might improve on this measurement equivalence issue (Myers et al., 2000) by carrying out a preliminary qualitative study (Hult et al., 2008). Fifth, our expenditure measurement was based on shoppers' assessment regarding the amount of money they spent during their trip to the mall. Though respondents completed the questionnaire immediately after concluding their visit, this measurement was reliant on their memory. Therefore, future research could collect purchase data to explore this and perhaps seek to collect credit card or bank statement data to improve the accuracy of purchasing behavior and the extent of expenditures at the mall. Sixth, given the prevalence of enthusiasts, recreationals, and utilitarians shopper segments across multiple studies, the lack of a consistent way of deriving these might be the focus of additional research to determine a more consistent universal way of deriving these. Finally, whereas we chose mall types that were very similar in terms of class and retail mix in all the countries, it was difficult to control for mall type effects on shopper profiles. Further work in different countries might be able to find more comparable malls to better control for this.

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Appendix A. Supplementary data

Supplementary data to this article can be found online at https://doi.org/10.1016/j.jretconser.2019.101951.

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