FACTORS THAT AFFECT THE INTERNATIONAL SHOPPING PREFERENCES OF CONSUMERS IN MAPUTO, MOZAMBIQUE

OLUFEMI OSIFUYE

Tshwane University of Technology (TUT) Business School, 159 Nana Street, Pretoria 0001
E-mail: osifem777@yahoo.com

Abstract - Although the civil war in Mozambique ended in the early 1990s, people living in the urban parts of Maputo City in Mozambique routinely travel to South Africa in order to do routine shopping. The study was conducted based on a systematic random sample of 250 residents of Maputo, Mozambique in order to identify key factors that motivate residents of Maputo to travel to South African shopping malls for shopping. Systematic random sampling was used for selecting eligible respondents for the study. Pearson's chi-square tests of associations and factor analysis were used for data analysis. The study found that 89% of the 250 respondents who took part in the study were satisfied with their shopping experience, whereas only 11% of them not satisafied with their shopping experience. Results obtained from factor analysis showed that people living in the urban parts of Maputo City in Mozambique were motivated by 3 factors to travel to South Africa for shopping. These 3 factors were the provision of courtesy to customers, the availability of adequate information on goods and services, and attraction to a relaxing shopping environment.

Keywords - Maputo, Out-Shopping, Consumer Behaviour, Customer Loyalty, Factor Analysis

I. INTRODUCTION AND BACKGROUND OF STUDY

Although the civil war in Mozambique has ended in the early 1990s, a large number of people living in the urban parts of Maputo City in Mozambique still travel to South African shopping malls in order to do their routine shopping. This study aims to identify factors that motivate people living in the urban parts of Maputo City in Mozambique to travel to South Africa for shopping. The study is based on a random sample of 250 respondents. Data was gathered from each of the 250 respondents who took part in the study on a large number of socioeconomic and socio-demographic characteristics of respondents. Cross-tab analyses and factor analyses were used for data analyses. The dissertation has several chapters that are sequential. The study shows the key reasons why residents living in Maputo keep travelling to South African malls to do shopping despite the improvements that have been made since the end of the civil war in Mozambique in the early 1990s. Chapter 1 provides an overview of the study, and outlines the background of study, the rationale of study, the aims and objectives of study, the research questions, and the ethical aspects of the study. Mozambique experienced severe shortages of almost all commodities during the long civil war which ended in the early 1990s (Haggblade, 1990:505; Peberdy, 2000:361).

The era of the civil war in Mozambique had necessitated international out-shopping. Consumers were either buying locally from informal traders at exorbitant prices (Peberdy, 2000:361; Gregson and Beale, 2004:689) or else they were forced to cross the border into nearby towns in South Africa where a wide variety of basic goods and services were readily available at reasonable prices. However, when the war ended, the country embarked on a massive infrastructural development, especially on the construction of shopping malls, roads and setting up of new shops in order to change the economic landscape (Velia, 2006:5; Parker, 2002:3). Several shops originating in South Africa opened branches throughout Mozambique to take advantage of lucrative opportunities (Field, 2000:16; Hansen, 2000:28; Morley, et al, 2006:3). For example, Edgars, Game Stores, Woolworths, etc opened branches in Mozambique offering products at similar prices as those in South Africa (Morris and Barnes, 2009:13; Coe, et al, 2008:272; Chigbo, 2008:33; Oyejide, et al, 2005:30). Regardless of these developments, consumers continued to shop in South Africa despite the long distance and the cost of importing goods across the border posts (Gregson and Beale, 2004:689; Morris and Barnes, 2009:14).

According to Castel-Branco (2002a:3), Mozambique imports 10 times more from South Africa than it exports to South Africa which explains the volume of out-shopping by Mozambicans. Given that South African companies have established several retail branches throughout Mozambique, it is unlikely that out-shoppers travel to South Africa for the purpose of purchasing less expensive and affordable products but there could be other motivations for their out-shopping preferences which necessitated this investigation. Out-shoppers are conscious that all purchase transactions involve the cost of the product and nonmonetary secondary costs of shopping (Herrmann and Beik, 1968:45; Darden and Perreault, 1976:52). In conjunction with the product cost, secondary costs in time, money, and effort can be important determinants of shoppers' behaviour (Herrmann and Beik, 1968:45; Bender, 1964:1). Studies of shoppers' movements within urban areas in th+- e same country suggest that there are important

differences between shoppers and their willingness to incur the secondary costs of shopping downtown or in distant sections of the city (Schwartz, 1963:9; Herrmann and Beik, 1964:45). However, little is known about consumers' willingness to travel longer distances to shop outside their country especially when both environments provide almost similar shopping experiences and products. Marketing researchers have long been interested in spatial aspects of consumer shopping behaviour (Darden & Perreault, 1976:51). The origin of most studies in this area can be traced to early work in retail gravitation (Converse, 1949:379). Such pioneering studies made significant contributions to marketing research and practice; although such studies require relatively simple data (market size and distance); they provide an accurate determination of the geographic boundaries of a market area. When it became clear that distinct market areas could be defined (Huff, 1964:38), researchers began to evaluate more precisely the impact of other factors on consumer patronage patterns within the boundaries of the market (Bucklin, 1996:22; Dommermuth and Cundiff, 1967:32; Haines et al, 1971:10; Moore and Mason, 1969:61).

However, the focus of these studies was on characteristics of the market, rather than characteristics and preferences of consumers. This study, apart from investigating the factors influencing out-shopping preferences, will seek to identify the types of consumers involved in international out-shopping. In line with the above, Varshney (2005:30) notes that the movement of people from one retail trade area to another in search of better options and deals has been studied across the world owing to its large impact on trade flow. However, the majority of these studies identify the west primarily in America. In the early years, studies were related to the movement of people from smaller urban settlements to adjoining and larger urban retail establishments in search of better deals. Such studies gained prominence as trade outflow owing to such movements resulted in fall of revenue for local retailers and had other snow balling effects. Several studies sought to understand the reasons behind this kind of trade flow and emphasis was on studying the consumer behaviour (Herrmann and Beik, 1968:45; Darden and Perrault 1976:51; Samli and Uhr, 1974:70; Papadopoulous, 1980:41). Although these studies on out-shopping make significant contributions, their exclusive focus was on out-shopping as practices within the same country. This creates a gap in management and marketing literature that needs to be addressed. Thus, the current study approaches out-shopping from an international perspective and within a context of a developing country in SADC where prices and shops in both environments are similar. The context within which this study will be approached has been described and the research gaps in the available literature identified. In addressing the research gap, the next sub-section provides the Theory of Planned Behaviour as a perspective or lens through which the topic will be examined.

Despite the numerous improvements that have taken in the urban parts of Maputo since the civil war ended, residents of Maputo have kept shopping in South African malls. Researchers such as Francisco (1998:28), Marjanen (2000:194-206) and Broadbridge & Calderwood (2002:394-406) have argued that people have a tendency of travelling from rural to urban places for shopping within the same countries or regions. According to Ibrahim (2002:277-293), Ibrahim & Ng (2002:338-357), and Blois, Mandhachitara & Smith (2001:472-479), more research has to be conducted in order to examine factors that affect out-shopping preferences from an international perspective, and to explain why consumers continuously engage in out-shopping even if circumstances that initially necessitated the practice may have changed substantially. Specifically, the purpose of this study is to identify factors that influence consumers from the urban parts of Maputo City in Mozambique to practice out-shopping in neighbouring towns of South Africa. It is expected that the findings will highlight important implications for retailers, government and community leaders in the urban parts of Maputo City in Mozambique who wish to improve their understanding of the challenges which local the retailers currently face and subsequently develop marketing strategies that promote or discourage out-shopping practices.

II. OBJECTIVE OF STUDY

The overall objective of study was to identify and quantify factors that affect the out-shopping behaviuors and preferences of residents of Maputo in Mozambique. The research had the following specific objectives:

- To explore the socioeconomic characteristics of people who travel from the urban parts of Maputo City in Mozambique to South Africa to do shopping;
- To assess the perception of residents of Maputo on the quality of services provided to customers From Mozambique travelling to South African shopping malls; and
- To identify factors that motivate residents of Maputo to travel to South Africa for shopping.

III. LITERATURE REVIEW

Out-shopping can be defined narrowly or broadly. A narrow definition looks only at those who go outside their local communities in order to make consumer purchases (Ashley-Cotleur et al. 2009:32). This would include those who do so regularly, i.e., short

trips to communities for shopping purposes, or those who travel longer distances on an intermittent basis, such as shopping done on business or vacation trips. A broad definition of out-shopping would include not only in-person trips to retail establishments but also online, telephone and catalogue shopping. This study is concerned only with the narrow definition of out-shopping or those who travel outside their home community to purchase goods. Varshney and Gouyal (2005:30) concur with the above characterisation that out-shopping involves travelling beyond one's own local market to purchase goods. The American Marketing Association cited in Varshney and Gouyal (2005:30) defines out-shopping as 'a practice whereby residents of smaller communities travel to larger communities to shop when prices become too high or assortments are not available in the smaller communities.

It is a situation in which customers are shopping in other areas for the reason that their needs are not being met locally. Varshney and Gouyal (2005:30) add that out-shopping can be explained well if similar goods are available at both places. Out-shopping, as opposed to inshopping, is a purposeful choice consumers would have to make. Specifically for people shopping outside of their home country, the decision is not generally an impulsive one given the amount of planning involved, temporary and monetary costs, and sometimes taking care of children during the trip (Herrmann and Beik, 1968:46; Darden and Perreault, 1976:55; Spiggle and Sewall, 1987:97; Jarratt and Polonsky, 1993:306). This suggests that out-shoppers require certain knowledge about the intended destinations through marketing stimuli such as promotional campaigns or word of mouth before heading out of their local community for shopping. According to Piron (2000:192), out-shoppers can be segmented in relation to the degree of out-shopping carried out. Earlier studies identify three ways of categorising out-shoppers as: distance from the local shopping area, frequency of trips, proportion of out-of-town purchases and types of products purchased away. Such methods are now discussed briefly. Based on the study conducted by Hermann and Beik (1968:45), an out-shopper shops outside a five-mile radius of the downtown area at least once a year. Thompson (1971:73) regards an out-shopper as one who makes at least one out-of-town purchase in six months.

Hopper and Lipscomb's (1991:109) out-shopper shops outside their locality at least once a month, while Reynolds and Darden's (1972:52) shopped out-of-town at least 12 times in the previous year. Samli et al.'s (1983:6) require at least 24 out-shopping trips a year, while Hawes and Lumpkin's (1984:212) need more than two. Given the different frequencies proposed by researchers, it is difficult to define an out-shopper in terms of frequencies they shop outside their locality. The views by different researchers on the frequency become debateable. With regards to the above, Piron (2000:193) contends that frequent out-shoppers who may make minimal purchase out of town may be poor economic indicators when compared to occasional, big-spending, out-shoppers. Samli and Uhr (1974:70) identified heavy out-shoppers who buy 75 percent or more out of town, above average out-shoppers as those who buy 50-74 percent away from their local communities. This method also has problems, as it would require much effort and resources to record amounts spent out of town and absolute total spending.

Other studies categorise out-shoppers according to products purchased outside their locality (Hozier and Stem, 1985:33). Darden and Perrault's (1976:51) out-shopping varies according to the 13 product categories over the past year. They offer the big-ticket out-shoppers who buy pricey home products, appearance out-shoppers who buy enhancement products (e.g. jewellery), and the furniture and home entertainment out-shoppers whose buying behaviour is more product-specific. It is clear that out-shopping is not a continuum; different types of out-shoppers buy different products on different shopping trips. For example, big-ticket out-shoppers are not expected to make as many trips as appearance out-shoppers.

IV. METHODS AND MATERIALS OF STUDY

The population size of Maputo is about 1.2 million. The study was based on a stratified random simple of size 250 residents of Maputo in Mozambique who travel to South African shopping malls often. The design of the study was cross-sectional and descriptive as data was collected from the enterprises that took part in the study only once during the period of study. A structured questionnaire of study was administered to each one of the 250 respondents of study. Data analysis was performed by using methods such as frequency tables, cross-tab analyses and factor analysis. Factor analysis was used for estimating Eigen values. The major aim of factor analysis is the orderly simplification of a large number of inter-correlated measures to a few representative constructs or factors (Ho, 2006).

V. RESULTS OF STUDY

Table 1 shows frequency proportions that indicate the degree of satisfaction of residents of Maputo in Mozambique with shopping expeditions taken to South African shopping malls. The table shows that 89% of the 250 respondents who took part in the study were satisfied with their shopping experience, whereas only 11% of them not satisafied.

Table 2 shows that the need to buy groceries (48%) was a key attraction to South African shopping malls. The second key attraction was the need for clothes

(21%). The third key attraction was the need for vehicles and spare parts (8%). The fourth key attraction was the need for medicines (6%). The fifth key attraction was the need for hair products (5%).

Variable of study	Percentage
Satisfaction of respondents with shopping experience in South African malls	Satisfied: 89% Not satisfied: 11%
Age category of respondents in years	20 years or less: 27 (11%) 21 to 30 years: 66 (26%) 31 to 40 years: 94 (38%) 41 to 50 years: 44 (18%) 51 years or above: 19 (7%)
Gender of respondents	Male: 131 (52%) Female: 119 (48%)
Marital status of respondents	Single: 127 (50%) Married: 97 (38%) Divorced: 25 (12%)
Family size	4 or fewer: 129 (52%) 5 to 7: 97 (39%) 8 or more: 24 (9%)
Car ownership	Yes: 158 (63%) No: 92 (37%)
Frequency of travel to South Africa	2 or more times per month: 65 (26%) Once per month: 58 (23%) Once in two months or longer: 127 (51%)

Table 1: General characteristics of respondents (n=250)

Variable of study	Percentage
Types of goods purchased from South African shopping malls	Groceries: 48% Clothes: 21% Vehicles and spare parts: 8% Medicines: 6% Hair products: 5% Stationeries: 4% Domestic appliances: 3% Construction materials: 2% Furniture: 2% Jewlery: 1%
Economic sectors of interest	Fiancial: 28% Transportation: 18% Education: 18% Retail trade: 16% Marketing and advertising: 13% Cross-border business: 7%

Table 2: Types of goods purchased in South African shopping malls (n=250)

Factor analysis is a data reduction technique used to reduce a large number of variables to a smaller set of underlying factors that summarize the essential information contained in the variables (Coakes et al, 2008:122). In performing a factor analysis, Ho (2006:203) and Coakes et al (2008:122) identify a three-step factor analysis procedure. This includes computation of the correlation matrix for all variables of study, extraction of initial factors, and the rotation of the extracted factors as a means of obtaining a terminal solution. In this study, factor analysis was used for reducing the number of factors that had to be analyzed. The method produced a few number of influential predictor variables that influenced the behaviours of respondents. Factor analysis is useful in cases where the correlation among the variables of study is significant. The correlation matrix in this study showed that several pairs of variables had correlations exceeding 0.3, thereby showing that factor analysis was appropriate. In this study, a cutoff point of 0.3 was used. Croakes et al. (2008:127) and Ho (2006:203) suggest cut-off points of 0.3 and 0.45 respectively. The Cronbach Alpha test was used for testing the suitability of the 26-item questionnaire of study. The test gave a value of 0.769 and an associated level of significance that was smaller than 0.001. Furthermore, Bartlett's test of Sphericity was used for testing the adequacy of the correlation matrix, and gave an estimate of 0.769, a figure that was greater than the cut-off point of 0.5, thereby confirming the suitability of factor analysis.

Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy	0.769
Observed value of chi-square statistic for KMO test	1303.408
Bartlett's Test of sphericity Degrees of freedom	289
P-value for Bartlett's Test of sphericity Degrees of freedom	0.000

Table 3: Estimates obtained from the KMO and Bartlett's test

Table 4 shows the total explained variation. The key outputs are the Eigen values and the percentage of variation explained by each extracted factor.

Extracted factor	Eigen value	Percentage of explained variance in viability	Cumulative percentage o explained variance
Provision of courtesy to customers	5.5	34.5	34.5
The availability of adequate information on goods and services	4.3	25.6	60.1
Interest in a relaxing shopping environment	3.7	18.4	78.5

Table 4: Total variance explained by the extraction of 3 factors

The results shown in Table 4 provide Eigen values and percentages of explained variation for 3 influential variables. The 3 influential variables explain 78.5% of the total variability in the dpendent variable of study. This figure is above 75%, and shows that the fitted 3-factor model is highly

adequate. Based on results obtained from factor analysis, residents of Maputo are motivated by 3 factors to travel to South African shopping malls. These 3 factors are the provision of courtesy to customers, the availability of adequate information on goods and services, and attraction to a relaxing shopping environment in South African shopping malls.

VI. DISCUSSION OF RESULTS

The study found that most consumers from the urban parts of Maputo City do not only practice out-shopping because of obvious reasons such as lower prices, variety and the proximity of the Mozambique capital to South Africa. However, there are other motivations which are presented as the major findings of this study which include: personalised customer services supported by staff that is professional and courteous, the feeling or belief that a product from South Africa satisfies and exceeds their needs, ethnocentric behaviour of some of South African individuals living in Maputo, out-shopping has significantly raised their standard of living, and it provides an opportunity for tourism. Each of these findings is elaborated in order to authenticate why they constitute the major findings of the study. First, the study established consumers from the urban parts of Maputo City in Mozambique prefer retail shops in South Africa because they provide exceptional personal services to customers and warranties. These services are complemented by staffs that are courteous, professional and more knowledgeable or informed about the products that they offer. This implies that retail shop owners train their staff on the products and customer care and they recruit experienced, mature and educated people. The majority of the respondents indicated that they are not treated as a number but are provided with personalised customer services that address their specific individual needs. Second, it was found that consumers perceive products from South Africa as ostentatious in terms of quality and other characteristics.

Although there are a number of industrial companies from countries such as Korea and China that are compete with South African companies in supplying goods, it appears that consumers still do not have confidence in products offered by the competitors. This is because of the general perception that products from South Africa are distinct and superior to those offered by competitors. Third, the study found that consumers purchase goods from South Africa due to ethnocentrism behaviour. Ethnocentrism is a tendency to prefer goods from their own nation regardless of the quality or nature of the products. Consumers from Maputo with that kind of attitude have their origin in South Africa and have lasting attachment with their country and its products. Such consumers were identified as mostly those that cross into South Africa once a month for their shopping. Regardless of superior product characteristics and low prices of locally manufactured goods, this category of consumers still practice out-shopping. For this category of consumers, their proximity to the source of goods and that they own cars for transporting their commodities makes it possible to continually practice out-shopping. Fourth, consumers are confident that out-shopping transforms their standard of living. They are able to provide for their families, that is, buying food and grocery items, financing their education and training, buying and maintaining cars which they use for out-shopping. The study found that a significant number of consumers practice out-shopping so that they can show-off. They perceive themselves to be in their own social and economic groups. This means that they feel that out-shopping indeed raises their standard of living.

Finally, out-shopping has provided opportunities for consumers to travel to South Africa as tourists. The resort places of Nelspruit and Kruger National Park are important tourist destinations. In recent years, considerable improvements in networks of transport infrastructure have facilitated expanded regional travel within the SADC bloc. Land transport linkages between South Africa and Mozambique have been greatly enhanced especially through the transport corridor programme of regional spatial development initiatives, the most notable of which was the Maputo Development Corridor connecting Johannesburg and Mozambique's capital city. Better road networks have linked to rising levels of private car ownership and easier cross-border travel arrangements to increase regional tourism. An assortment of these factors may better explain the motivations for practicing out-shopping. Further, a collection of other enabling factors started to boost regional tourism flows into South Africa. Expansion has occurred across South Africa in the supply of both formal and informal accommodation with a range of options offered to visitors from budget lodging to luxury hotel. Among other important developments are easier access for foreign exchange in several African countries, enhanced telecommunication links and internet connectivity making travel bookings easier, and certain relaxations in South Africa's immigration controls and visa regulations for Mozambican visitors' (Rogerson and Kiambo, 2007:510). Before one sets out on a tour, they enquire about the prices for these facilities. Although investigating the prices of such amenities was beyond the scope of this study, prices for these facilities are lower than those charged in Mozambique. This sub-section identified and discussed five major findings of the study. In the next sub-section the implications specifically to retailers operating in Mozambique are discussed. The reasons for out-shopping by consumers are varied. The findings from the study suggest that these reasons

have significant implications for the practice of marketing among retailers not only in Mozambique but across the globe. In many cases, minimizing out-shopping involves a concerted effort by all retailers in a local area to alter retail offers and practices. Given this fact, retailers must ensure that they meet their target markets' needs as completely as possible. It requires a re-analysis of the objectives of the entire retail trading area. It becomes imperative that organizing local retail groups and a developing a strategy to improve the 'total retail offer' may be the best alternative. This must entail retailers 'giving people a reason to shop in their community'. To determine the exact reasons why individuals outshop is a difficult problem for most businesses since they are too small to be able to justify a detailed market analysis. It is thus to the advantage of the retail community as a whole to have local retail associations sponsor these studies. In some cases it may be of benefit to have associations of competing areas conduct joint studies, for each will lose out-shopping dollars to other places. The impact of losing and gaining out-shoppers is important to retailers. This study sought to identify factors that determine the out-shopping preferences of customers living in the urban parts of Maputo City. The study is significant in that it identifies important practical managerial implications on out-shopping preferences. However, the study only focused on a small aspect of out-shopping. Numerous areas could not have been addressed in this study so a few of those areas that still need to be interrogated are presented in the next sub-section.

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