



A segmentation study of cinema consumers based on values and lifestyle

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ABSTRACT

The objective of this study is to analyse the segments of cinemagoers in a shopping centre based on their values and lifestyle. Hierarchical segmentation techniques are used to identify different groups of consumers. Specifically, four segments are obtained from a sample of 391 participants, and the variation among the segments in the frequency of leisure activities in the shopping centre is analysed. The results contribute to the body of theoretical and empirical literature regarding the segmentation of customers at shopping centres. The conclusions and recommendations for managers of shopping centres highlight the importance of executing different strategies for each segment.

1. Introduction

Leisure is a hedonic concept that is defined as the time available to individuals to perform those activities that they can freely choose (Rodríguez and Agulló, 1999). Shopping is one activity that is considered leisure (Howard, 2007). Shopping and entertainment are two united concepts that have taken a leading role in recent years, especially as a result of the rise of shopping centres over the past several decades and increased competition (Millan and Howard, 2007; Wahlen et al., 2015). Understanding leisure and shopping behaviour is relevant for market research and decision-making in commercial spaces (Huang et al., 2015; Tiwari et al., 2006). Several authors note the need for high-quality segmentation work aimed at identifying the particularities of shopping centres in addition to the adoption of a segmentation strategy in commercial management (El-Adly, 2007; Wakefield and Baker, 1998), specifically for entertainment. Shopping centres represent places where shopping and entertainment co-exist. Both represent an essential part of social life (Haseki, 2013).

Most segmentation studies of shopping centres have been conducted in the United States (Ruiz et al., 2004; Swinyard, 1998) despite cultural differences among countries. In addition, most studies focus only on shopping as the main attraction offered by malls (González-Hernández and Orozco-Gómez, 2012). Only a few studies also examine leisure in some consumer segments (Gilboa, 2009; Millan and Howard, 2007; Ruiz et al., 2004) in spite of the importance of recreational activities (González-Hernández and Orozco-Gómez, 2012). These authors identify three segments in shopping centres: serious (critical of attributes), enthusiast (with the highest scores for all the shopping centre factors)

and basic (with low scores). Recently, Kabadayi and Paksoy (2016) defined four clusters: serious (with the lowest level of experiential and socialisation motives), recreational (highly engaged in leisure activities), enthusiast (goal-orientated when visiting shopping centres) and pragmatic (attracted by sales and discounts). However, there is no previous definitive work that focuses on leisure.

Among the main leisure activities offered by shopping centres, we highlight dining, sports, games and cinema (Doury, 2001). Specifically, researchers such as Cuadrado and Frasquet (1999) and Pons and Comesaña (2013) note the need to carefully detail and segment the consumers of certain leisure activities, such as cinema. Cinema is one of the main leisure activities offered in shopping centres (González-Hernández and Orozco-Gómez, 2012). Cinema is a dynamic sector that has suffered periods of decline and growth throughout its history, linked in part to the evolution of shopping centres (Doury, 2001). Global competition has increased in the recent years. Consequently, the growing diversification has contributed to changing recreational needs in different leisure activities, such as cinema (Green et al., 2006). These changes make it important to study cinemagoers' profiles from a marketing point of view to enhance previous contributions (Cuadrado and Frasquet, 1999). Thus, analysing demand by segmenting the cinema market would allow for the design of more efficient marketing strategies for shopping centres.

One of the most relevant decisions when segmenting a market is determining the most useful variables to identify different groups of visitors. Among the main variables used in segmentation studies, values and lifestyle are notable for their usefulness in the identification of consumer groups since individuals with similar socio-demographic

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characteristics can have different behaviours (González et al., 2000). Therefore, socio-demographic characteristics are not sufficient for the analysis of consumer behaviour (du Preez et al., 2007; Fraj and Martínez, 2006). Segmentation studies in shopping malls employ socio-demographic variables and, to a lesser extent, motivations, perceptions or behaviour, and perceived mall attributes, among other variables. Psychographic variables began to serve as segmentation bases from the 1980s and provide advantages in explaining behaviours (Cuadrado and Frasquet, 1999; Kabadayi and Paksoy, 2016; Gilboa, 2009). Values and lifestyle are psychographic variables that distinguish patterns of personal or social beliefs or even characteristics represented by a set of particular activities (Green et al., 2006). Knowledge of day-to-day activities adds value to studies that focus on recreation activities and demographic characteristics, such as domestic (i.e., playing with children) or personal consumption (i.e., cooking) (Morgan and Levy, 2002).

A literature review revealed the existence of segmentation studies that use values and lifestyle, especially in sectors such as tourism (Cho et al., 2017; Iversen et al., 2016; Walmsley, 2010; Ylänne-McEwen, 2000), ecological products (Barr et al., 2010) or commercial fields (Sarki et al., 2012). Additionally, some studies of shopping centres (El-Adly, 2007; Swinyard, 1998) and leisure (Rodríguez and Agulló, 1999; Zeijl et al., 2000) present an initial approach to these psychographic variables. However, although values and lifestyle are variables that refer to the perception of life, attitudes, opinions, hobbies or interests (Valentine and Powers, 2013), they are rarely used as variables to segment consumers of shopping centres, especially with regard to leisure activities. In addition, in cinema, existing segmentation studies are exploratory and are primarily based on demographic and behavioural variables (Cuadrado and Frasquet, 1999). In particular, we have not found any studies that use values and lifestyle as segmentation variables for the analysis of cinemagoers in shopping centres. Together with the study of segments, some authors note the need to differentiate between the activities offered by commercial centres to categorise groups (Ruiz et al., 2004).

Therefore, the main objective of this study is to perform a segmentation to identify groups of cinema consumers in terms of values and lifestyle. The greater competitiveness of leisure and recreation services highlights the importance of identifying segments of individuals with different values and lifestyles to design specific strategies for each of these segments. In addition, the definitions of these groups as they relate to socio-demographic characteristics and leisure activities in shopping centres are analysed.

2. Literature review

2.1. Connection between leisure and values and lifestyle

The role of shopping centres has changed significantly in recent years, mainly due to oversupply, the development of electronic commerce and changes in individual lifestyles. As a result, competition between shopping centres has increased considerably (Gilboa, 2009). In this competitive environment, the study of consumer behaviour and purchasing decisions is fundamental to determine consumers' behavioural intentions, preferences and motivations (Alavi et al., 2016; Michon et al., 2015; Sit and Birch, 2014).

In this era of changes, leisure has acquired great relevance within shopping centres (Pandey and Verma, 2015; Rousseau and Venter, 2014). Some authors refer to the hedonic nature of shopping in malls and the generation of synergies between leisure and shopping (Alavi et al., 2016; Sit and Birch, 2014). Shopping centres are places for social and recreational activities, and entertainment is an essential factor for consumers in shopping centres (El-Adly, 2007). Among the various leisure activities offered (e.g., restaurants, casino, bowling, gym, play areas) (Haseki, 2013), cinemas represent the main entertainment activity demanded by consumers in shopping centres (González-Hernández and Orozco-Gómez, 2012; Pons and Comesaña, 2013).

Therefore, it is necessary to characterise the profiles of individuals based on variables that allow for a complete analysis to define specific strategies for each group of individuals. Segmentation is one of the best methods for the study of consumers (Ruiz et al., 2004). In this line of research, several authors indicate that new variables such as values and lifestyle should be incorporated to analyse consumer behaviour (Fraj and Martínez, 2006). Authors suggest that values and lifestyles are more balanced and robust variables than demographic variables for recreational segmentation (Morgan and Levy, 2002). Values and lifestyles, as psychographic variables, add social and behavioural information to provide a deeper understanding of individuals and allow managers to work on stronger marketing strategies (McChesney, 1997; Veal, 1993). Several studies use values, attitudes and lifestyle from the VALS scale. However, the large number of items is difficult to use due to the extensive surveying (Veal, 1993). Some authors, starting from global scales, identify and separate the two groups, values and lifestyle, with the aim of analysing their separate influences in search of greater effectiveness (Fraj and Martínez, 2006). Moreover, adding day-to-day activities enhances the value of the segments studied (Morgan and Levy, 2002).

On the one hand, values are defined as the particular behaviours of each individual (Fraj and Martínez, 2006). Authors such as Stewart et al. (2008) note that improving knowledge about the leisure-seeking community should increase the ability to explicitly recognise values. The authors add that these concepts reflect power differences between segments of society, indicate positions regarding issues of social justice, make judgements about the interests of the community, democracy or citizenship, and determine positions regarding various social policies. For this reason, individuals do not define leisure as what they really like but rather as what society has identified as leisure.

On the other hand, lifestyle refers to patterns that delimit relationships and patterns of consumption of products and leisure activities (Rodríguez and Agulló, 1999; Veal, 1993). These authors establish a clear connection between leisure and lifestyle and conduct a study in which they relate the lifestyles of university students with their leisure, cultural and free time practices, understanding that they form a group that is differentiated from other youths. Zeijl et al. (2000) study the degree of association with parents and groups of friends from pre-adolescence to adolescence in terms of leisure consumption. In the same vein, Pandey and Verma (2015) and Rousseau and Vente (2014) study the relationships between family and the choice of physical-sport activities as leisure. El-Adly (2007) notes the importance of shopping centres in the lifestyles of consumers as they serve as places for social relationships and recreational activities due to their shops, restaurants and cinemas.

2.2. Segmentation based on values and lifestyle

In the study of values and lifestyle and their contribution to segmentation, several proposals have been presented. These variables offer added value through their greater utility in identifying groups of consumers with different behaviours compared to classic variables, such as sociodemographic variables (Fraj and Martínez, 2006). Gengler and Mulvey (2017) note the importance of paying particular attention to the heterogeneity of consumers and their perceptions of value. There are some studies based on one of these two variables, but in most works, values and lifestyle are presented in an interrelated manner.

Ramu (2014) revealed the influence of personal values on the frequency of purchases among college students in Coimbatore. In recent years, several authors have grouped consumers based on lifestyle (du Preez et al., 2007) and characterised consumers' attitudes regarding certain variables by grouping consumers with the same lifestyle (Rodríguez and Agulló, 1999). The literature reveals that some researchers relate lifestyle to the phenomenon of communication in all its variants, such as dress, language and leisure. Others link it with belonging to a homogeneous group with specific social values. Nabirasool

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