

Comparative Mall Shopping



WHILE PARENTS shop, children rode bumper cars during an exhibit of the amusement park vehicles at Livonia Mall. Shopping centers compete not only with stores but with special events.

The average woman shopper at one of four major shopping centers in Observerland is a housewife who completed high school and is married to a skilled worker with an income between \$10,000 and \$15,000. They have two cars and she does her shopping in the community in which she lives. She makes about 40 trips a year to a regional shopping center which is a 15 minute drive from her home.

These statistics were gathered by Market Facts Inc. for Owens Corning Fiberglass which interviewed 397 women in 1970. (The interviews did not include the area served by the Tel-Twelve Mall.)

Northland shoppers, they found, are slightly older, are more likely to have a college degree and a husband who is an executive.

They are also more loyal to Northland. Westland and Wonderland shoppers are the most likely to flirt with other shopping centers.

They usually go to a shopping center to make a specific purchase at a specific store. Many make the trip to check out an advertised item or because of mall promotions.

Seventy percent of them shop in the daytime and about 20 per cent after dinner. The dinner hour is also popular at Livonia Mall and Wonderland. They usually shop alone, although about 25 per cent bring their family.

Only seven percent of the Westland women shoppers bring their husbands but 21 per cent bring their men to Wonderland.

Usually they go to a particular mall because of its closeness and because of the stores it contains.

Each group of shoppers had compliments and complaints for its favorite center.

Livonia and Westland shoppers said they liked their closed mall because it kept the weather out. Westland shoppers were more enthusiastic about their mall's decor and exhibits. On the other hand only five percent of the Northland Shoppers and 17 per cent of the Wonderland shoppers complained that their malls were not enclosed.

Livonia Mall and Wonderland got the highest ratings on variety of stores and Westland the lowest.

None of the shoppers were very happy about the prices. Wonderland rated the highest in that category with ten per cent of the shoppers saying the prices were "good - better - lower or reasonable."

About half of the shoppers at Livonia Mall, Wonderland and Westland didn't have any serious gripes about their malls but most of the Northland shoppers did. They complained about the facilities and the sales people. Livonia Mall patrons complained about

traffic congestion, parking lot layout and said the mall was too small for the crowds.

Ten percent of the Westland shoppers complained about high prices (compared to one to five percent at other malls). They also complained about facilities and a lack of variety in stores and merchandise.

Wonderland shoppers also complained about facilities and inconvenience. Wonderland and Westland shoppers were the most satisfied.

Here is a summary of the comparative image of each shopping center:

LIVONIA MALL: Rated about the same as the others on most characteristics and higher for reasonable prices and being easier to get to by car.

NORTHLAND: Rated lower than others for not being safe and secure, cleanliness, sales people; rated higher for the class of people who shop there.

WESTLAND: Rated lower than the others for reasonable prices, variety of stores, easy to get to by car; rated higher on quality of stores, easy to get around in.

WONDERLAND: Rated lower for class of people who shop there, attractiveness of buildings; rated higher than that of others for good management.

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