

CHAPTER SIX: IN-DEPTH CASE STUDY ANALYSIS – JABULANI MALL

6.1 INTRODUCTION

Jabulani Mall represents a minor regional centre located in the traditional heartland of Soweto, Gauteng. The purpose of this chapter is multi-fold:

- ✓ Firstly, to provide a profile of the centre under investigation and its location in relation to surrounding supply;
- ✓ Secondly, to provide a socio-economic profile of the primary consumer market of the centre;
- ✓ Thirdly, to provide an overview of past and present consumer market behaviour, overall levels of satisfaction, perceived needs and preferences;
- ✓ Fourthly, to determine the overall impact that the development of the centre had on the local community and economy.



6.2 JABULANI MALL PROFILE AND LOCATION WITH REFERENCE TO COMPETITION

6.2.1 JABULANI MALL PROFILE

Table 6.1 provides a condensed profile of Jabulani Mall. Overall it is evident that it represents a minor regional centre of 44 355m² retail GLA, located on the corner of Koma and Bolani Roads, Soweto. It was developed in 2006 and consists of a single retail floor with 104 shops and 7 421 parking bays. It is anchored by Shoprite, Game, Edgars and Woolworths.



Table 6.1: Jabulani Mall Profile

Centre type	Minor regional centre
Centre size	44 355m ² retail GLA
Location	Cnr Koma and Bolani Roads
Date of development	2006
Number of retail floors	1
Number of shops	104
Number of parking bays	156 covered 7 265 open
Anchor tenants	Shoprite – 4 000m ² retail GLA Game – 6 000m ² retail GLA Edgars Woolworths
Owner	Resilient Properties (Pty) and Masingita Property Investment Holdings (Pty) Ltd
Developer	Greenwold Property Developments (Pty) Ltd

Source: Demacon Ex. SACSC, 2010

The total project fee and investment in the construction of Jabulani Mall was more than R320 million and it created between 1 200 and 1 800 permanent employment opportunities.

Picture 6.1: Jabulani Mall⁶¹



Picture 6.2: Mall Layout⁶²



6.2.2 JABULANI MALL LOCATION WITH REFERENCE TO EXISTING RETAIL SUPPLY

Map 6.1 indicates the location of Jabulani Mall with reference to existing retail centres within and just beyond a 10km radius. Table 6.2 provides an overview of the nature and size of these centres.

⁶¹ Source: www.jabulanimall.co.za

⁶² Source: www.jabulanimall.co.za

Map 6.1: Location of Jabulani Mall and Other Retail Centres Within a 10km radius

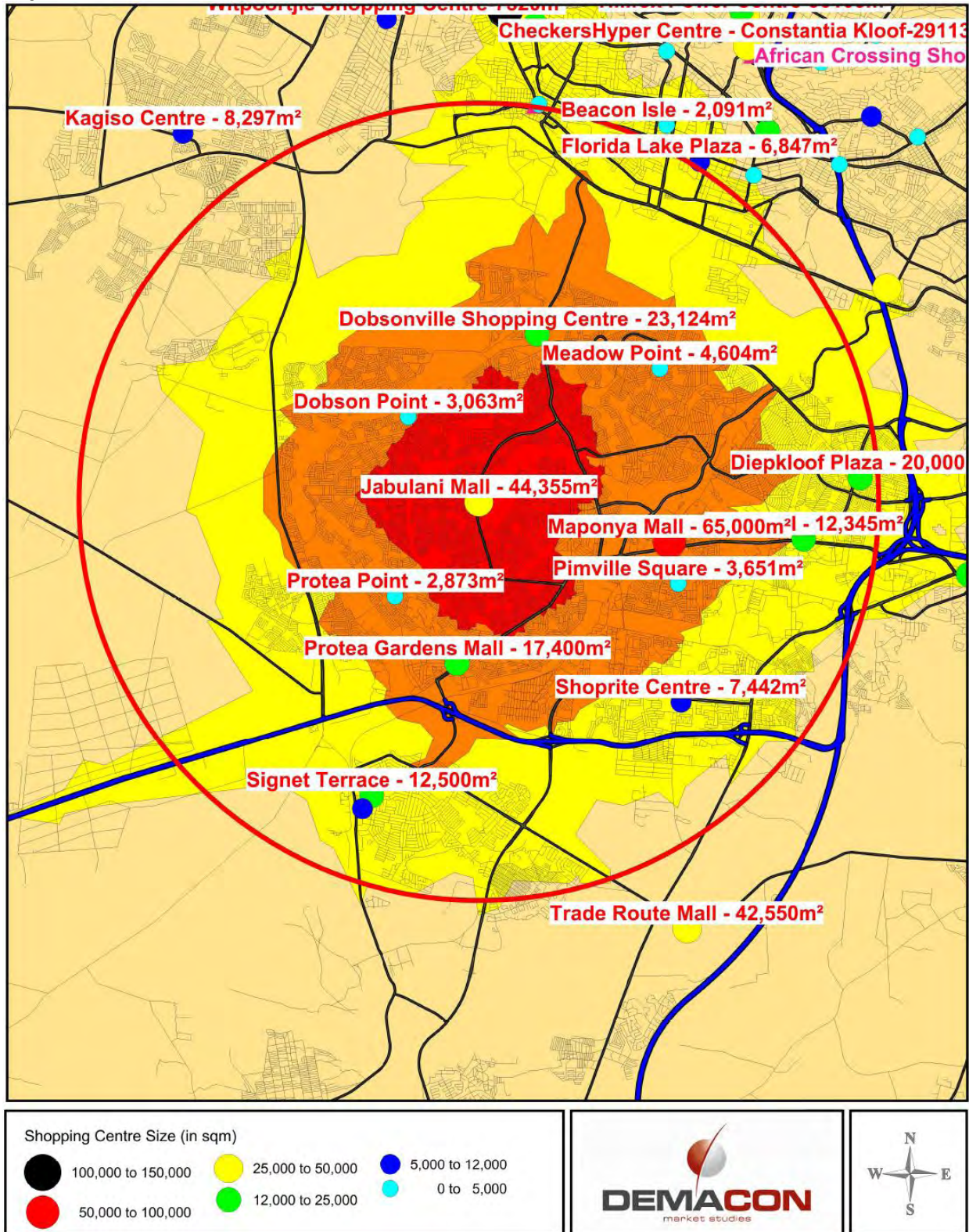


Table 6.2: Retail Centre Supply within 10km from Jabulani Mall

Centre	Location	Size (m ² GLA)	Classification	Developed	Shops	Anchors
Maponya Mall	Soweto	65 000	Regional centre	2006	190	Woolworths, Pick n Pay, Foschini, Ackermans, Clicks, Jet
Jabulani Mall	Soweto	44 355	Minor regional centre	2006	104	Shoprite, Edgars, Woolworths, Game,
Dobsonville Shopping Centre	Roodepoort	23 124	Community centre	1994	80	Shoprite, Edgars, Pep, Truworths, Foschini, Lewis, Ellerines
Diepkloof Plaza	Soweto	20 000	Community centre	2007		Shoprite, Jetmart
Protea Gardens Mall	Soweto	17 400	Community centre	2005	106	Shoprite, Cashbuild, Jetmart
Signet Terrace	Jhb	12 500	Community centre	2004	63	Shoprite
Bara Mall	Soweto	12 345	Community centre	2007	50	Shoprite, Pep
Lenasia Square	Jhb	8 441	Neighbourhood centre	1988	46	Pick n Pay
Shoprite Centre - Eldorado Park	Jhb	7 442	Neighbourhood centre	1992	30	Shoprite
Meadow Point	Soweto	4 604	Local convenience centre		34	Score Supermarket, Pep Stores, Clicks, Ellerines
Pimville Square	Soweto	3 651	Local convenience centre	1989	29	Shoprite
Dobson Point	Roodepoort	3 063	Local convenience centre	1996	31	Score Supermarket
Protea Point	Soweto	2 873	Local convenience centre	1987	27	SA Post Office, Score Supermarket
Total		224 798				

Source: Demacon Ex. SACSC, 2010

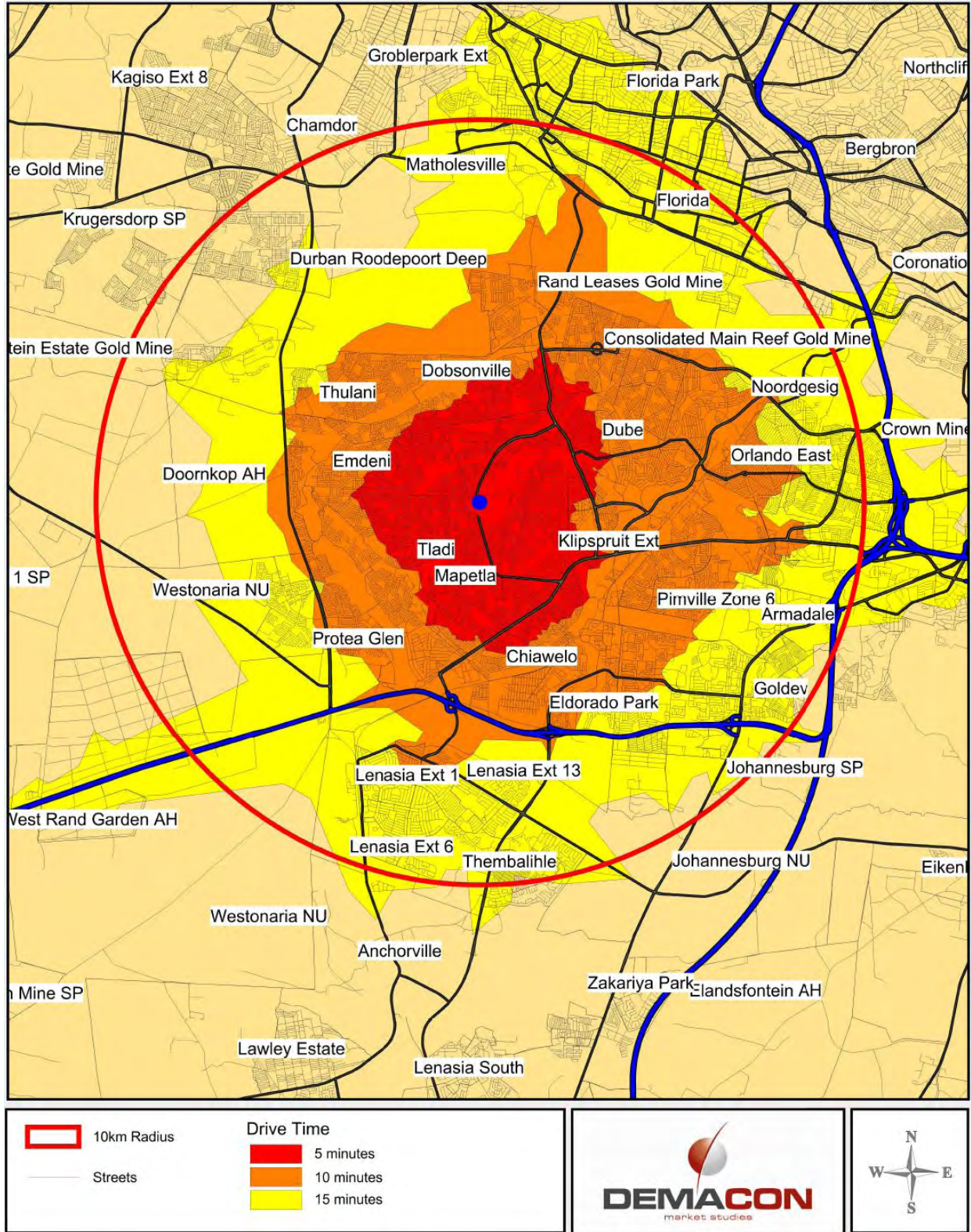
- ✓ There are 12 other retail centres within a 10km radius of Jabulani Mall, and ten other centres just beyond the border of the trade radius.
- ✓ Jabulani Mall constitutes the second largest retail centre within the 10km radius.
- ✓ Seven of the centres are located in Soweto, two in Roodepoort and three in Johannesburg.
- ✓ Supply constitutes one regional centre, five community centres, two neighbourhood centres and four local convenience centres.
- ✓ The sizes of these centres vary between 2 873m² retail GLA and 65 000m² retail GLA.
- ✓ The centres (excluding Jabulani Mall) constitute a total of 180 443m² of retail GLA.
- ✓ Five of these centres were developed post 2000 – reflecting positive growth in retail centre investment within the locality over the past few years.
- ✓ Anchor tenants in these centres in general include Shoprite, Score Supermarket, Pep, Clicks, Ellerines, Pick 'n Pay, Cashbuild, Jetmart, Edgars, Woolworths, Foschini, Truworths and Game.

Overall, Jabulani Mall is located in a market area characterised by high levels of supply, however, Maponya Mall represents the only effective competitive supply within the market area.

6.3 CONSUMER MARKET PROFILE

In order to understand the primary consumer market profile of Jabulani Mall, a 10km trade area was delineated – Refer to Map 6.2.

Map 6.2: Jabulani Mall Primary Trade Area Delineation, 10km Radius



Subsequent paragraphs highlight the dominant characteristics of the primary trade area population, in terms of:

- ✓ Population size
- ✓ Racial profile
- ✓ Age profile
- ✓ Level of education
- ✓ Employment status
- ✓ Occupation profile and manner of employment
- ✓ Average annual household income
- ✓ Mode of transport, and
- ✓ Dwelling type.

Table 6.3: Consumer Market Profile, 2010 Estimates

Variable	Primary Source Market Characteristics
Number of people	✓ 1.3 million
Number of households	✓ 355 937
Household Size	✓ 3.6
Household density	✓ 2 192.7 households/km ²
Racial distribution	<ul style="list-style-type: none"> ✓ African blacks – 88.4% ✓ Coloureds – 6.2% ✓ Asian – 5.1% ✓ White – 0.3%
Age profile	<ul style="list-style-type: none"> ✓ 0-14: 25.1% ✓ 15-19: 9.2% ✓ 21-35: 32.2% ✓ 36-65: 29.4% ✓ 65+: 4.1%
Educational attendance (aged 5 to 24 years)	<ul style="list-style-type: none"> ✓ School: 58.9% ✓ None: 32.7% ✓ Pre-school: 3.4% ✓ College: 2.2% ✓ Other: 2.8%
Highest level of education (aged 20 and older)	<ul style="list-style-type: none"> ✓ Higher: 6.1% ✓ Grade 12: 27.5% ✓ Some secondary: 40.5% ✓ Some primary and primary: 17.8% ✓ None: 8.2%
Level of employment	<ul style="list-style-type: none"> ✓ EAP: 69.7% ✓ Employed: 48.9% ✓ Unemployed: 51.1%
Manner of employment	<ul style="list-style-type: none"> ✓ Paid employees: 89.9% ✓ Self-employed: 8.5% ✓ Family worker: 0.9% ✓ Employer: 0.7%
Occupation profile	<ul style="list-style-type: none"> ✓ Elementary occupations: 21.5% ✓ Clerks: 17.7% ✓ Craft and related trade: 15.1% ✓ Service workers: 14.8% ✓ Plant and machine operators and assemblers: 10.7% ✓ Technicians and associate professionals: 10.0% ✓ Professionals: 5.4% ✓ Legislators, senior officials and managers: 4.6%
Weighted average household income ⁶³	Total market earning an income: <ul style="list-style-type: none"> ✓ R72 114.5/annum ✓ R6 009.5/month LSM 4 to 10+

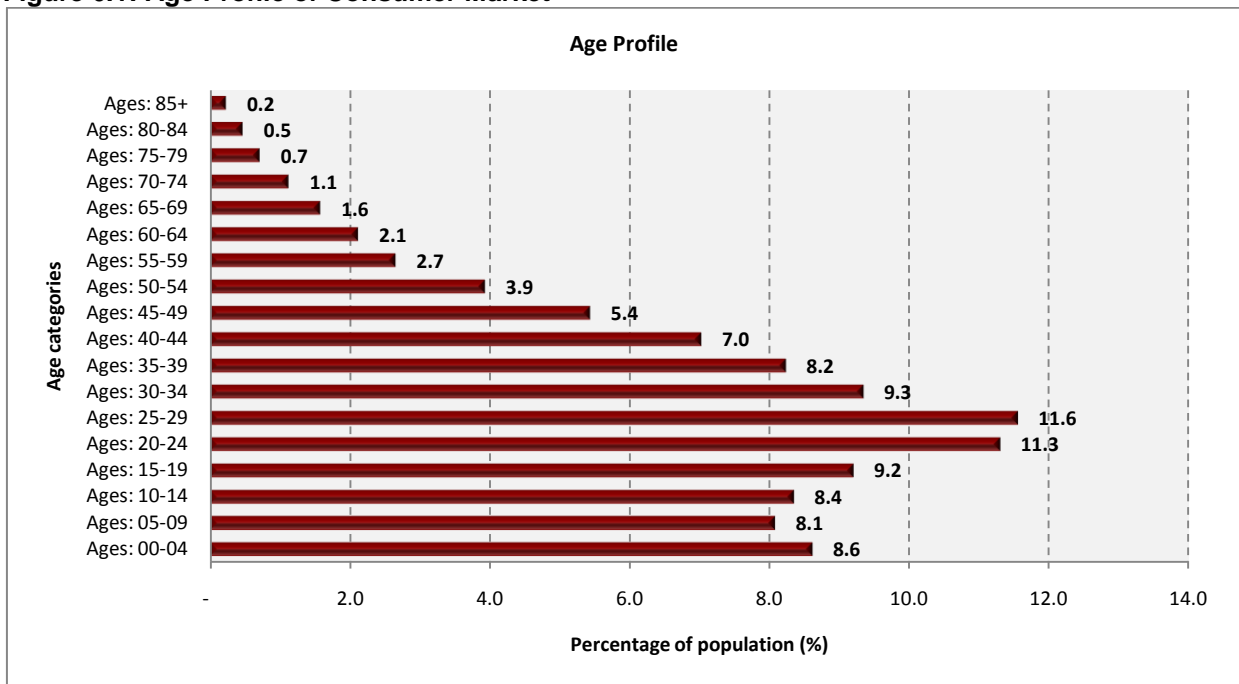
⁶³ Note: Weighted average is an average of multiple values produced by assigning a weight to each value, multiplying each value by its weight, and then adding the results.

Variable	Primary Source Market Characteristics
LSM profile	✓ R92 573.1/annum
	✓ R7 714.4/month
Mode of transport	✓ LSM 1-3: 41.4%
	✓ LSM 4-10+: 58.6%
Dwelling type	✓ On foot: 40.1%
	✓ Mini-bus: 31.4%
	✓ Private vehicle: 14.6%
	✓ Train: 8.2%
	✓ Bus: 4.3%
Dwelling type	✓ House on separate stand: 57.9%
	✓ Informal dwelling on separate stands: 12.0%
	✓ Informal dwelling in backyard: 11.5%
	✓ House/flat/room in backyard: 10.8%

Source: Demacon Ex. Quantec, 2010

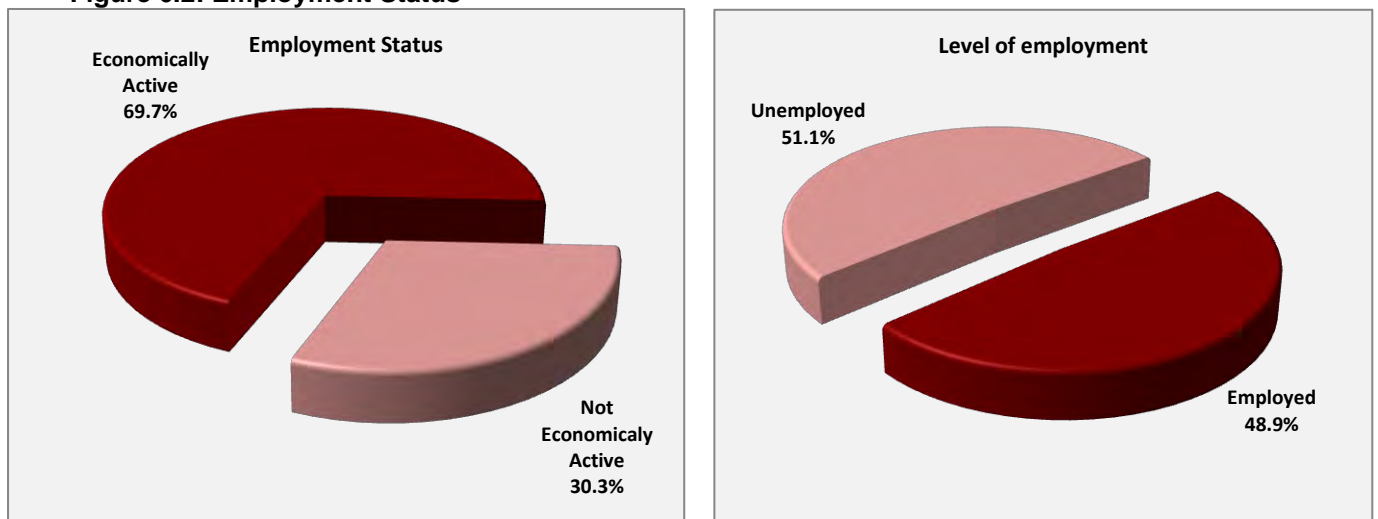
Subsequent figures highlight some of the salient features of the consumer market.

Figure 6.1: Age Profile of Consumer Market



Source: Demacon Ex. Quantec, 2010

Figure 6.2: Employment Status



Source: Demacon Ex. Quantec, 2010

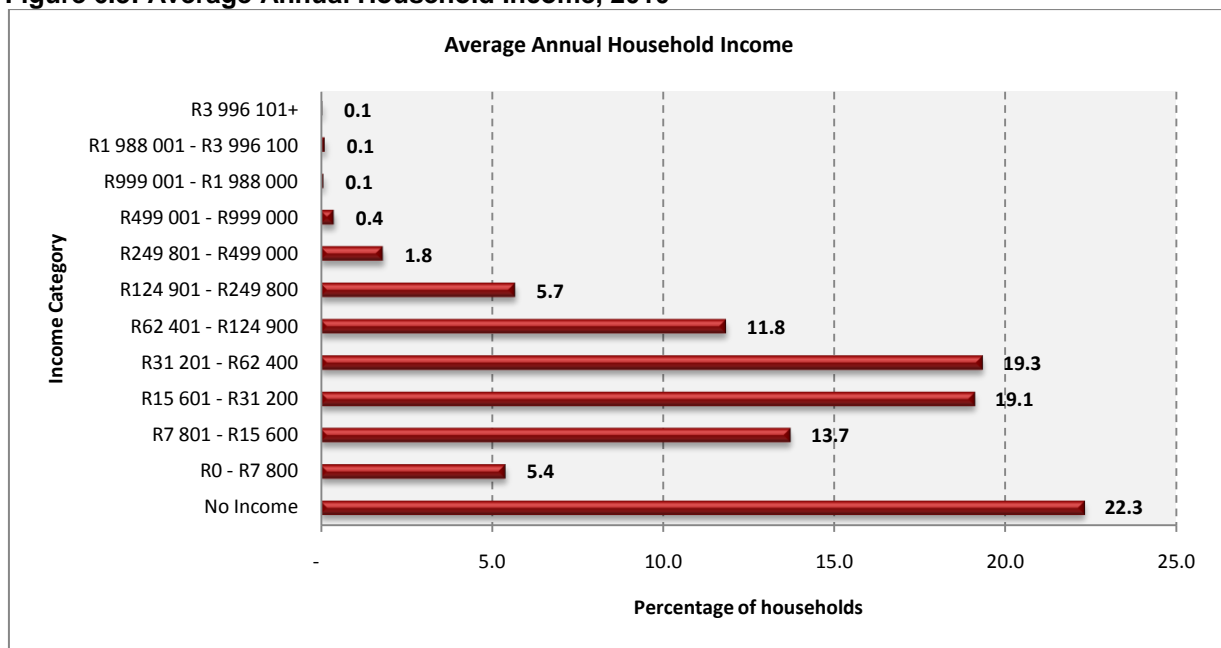
Table 6.4: Living Standard Measurement Indicator, 2010

Income category (R/month)	LSM Status	Market Area
Super A income	LSM 10+	1.8
A Income	LSM 10	0.7
B Income	LSM 9	4.0
C Income high	LSM 8	1.7
C Income low	LSM 7	9.5
D Income	LSM 6	14.0
D Lower top	LSM 4 to 5	26.9
D Lower end	LSM 1 to 3	41.4

Source: Demacon Ex. Quantec, 2010

Essentially, the LSM system is a wealth measure based on standard of living, rather than income alone. The market segmentation continuum is divided into ten LSM segments, where LSM 1 signifies the lowest living standard and LSM 10+ signifies the highest living standard.

Figure 6.3: Average Annual Household Income, 2010



Source: Demacon Ex. Quantec, 2010

Overall, the primary consumer market profile reveals the following pertinent characteristics:

- ✓ At least **355 937** households (2010);
- ✓ Largely an African black consumer market;
- ✓ Relatively large young and upcoming market segment, supported by more mature adult segment and large youth component;
- ✓ Less sophisticated consumer market characterised by relatively low levels of education;
- ✓ Relatively large economically active market segment, characterised by low levels of employment – reflecting high dependency ratios;
- ✓ Occupation profile reflects a dominance of blue collar occupations – serving as proxy for lower to middle income consumer market characterised by pockets of wealth and poverty;
- ✓ Weighted average monthly household income of target market (LSM 4 to 10+) approximately **R7 714.4** (2010);
- ✓ Moderate living standard levels – **LSM 1 to 3 (41.4%); LSM 4 to 10+ (58.6%);**
- ✓ A number of factors contribute to the general property development climate in a specific geographical area. The socio-economic factors that provide an initial indication of market

potential are levels of education, level of employment, income and standards of living. These factors combined reflect a consumer market with a demand largely focused towards the middle to lower end of the upper spectrum of commercial products and services.

In order to reflect on the impact that Jabulani Mall had on the local community proportionally stratified household surveys were conducted within the 10km radius. Subsequent paragraphs highlight the findings of these surveys.

6.4 IMPACT OF THE DEVELOPMENT OF JABULANI MALL

Household surveys were conducted within the 10km trade radius in order to study past and current consumer behaviour using the development of Jabulani Mall as reference point. They also show current levels of satisfaction, perceived demands pertaining to future extensions and preferences pertaining thereto. Overall, these findings reveal the overall impact that the centre had on the local community and their consumer behaviour.

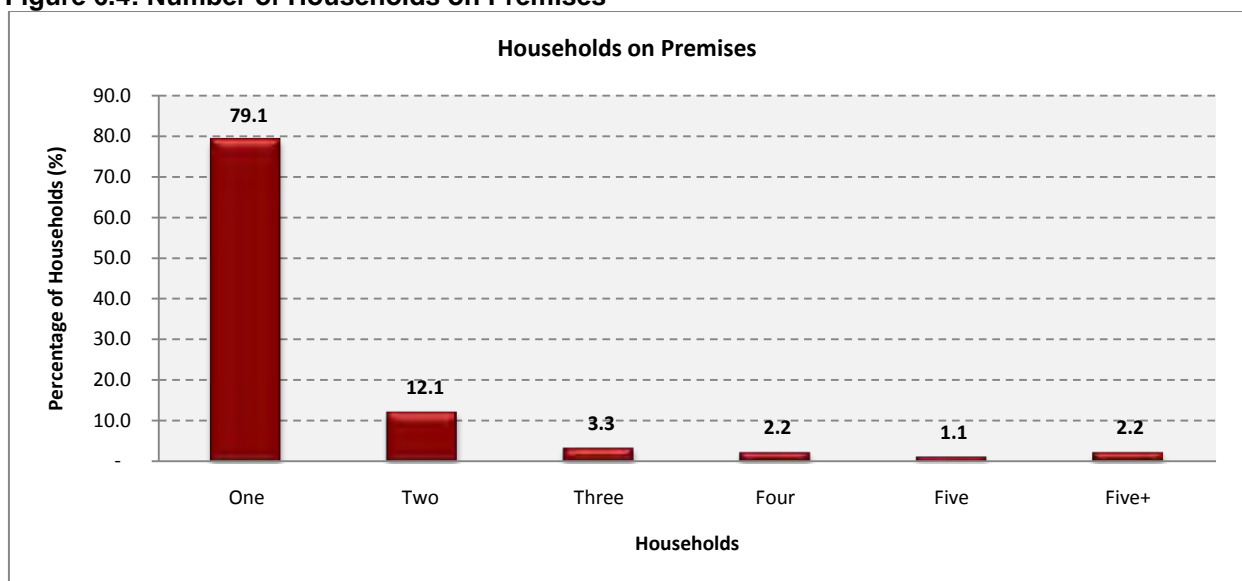
The findings of these surveys are addressed under the following main headings:

- ✓ Household information;
- ✓ Past consumer behaviour;
- ✓ Current consumer behaviour;
- ✓ Frequency of visits and dwell time;
- ✓ Level of satisfaction;
- ✓ Need to expand Jabulani Mall;
- ✓ Overall impact of the development of Jabulani Mall;
- ✓ Living standard and average annual income.

6.4.1 HOUSEHOLD INFORMATION

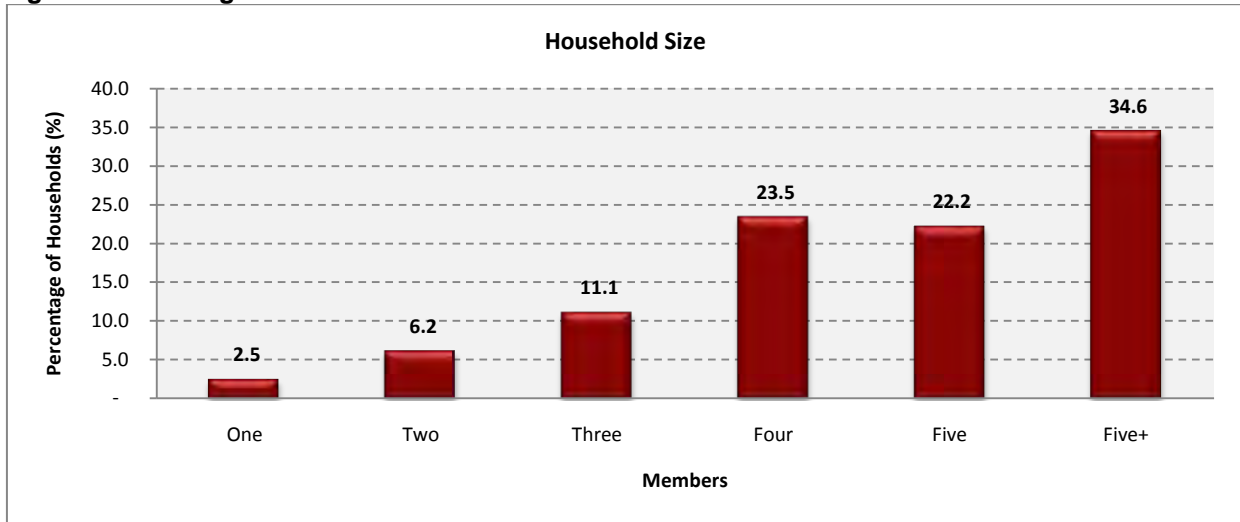
In terms of household information the following were addressed: number of households on premises, average household size, current life stage, age profile of household members, family member mainly responsible for conducting retail purchases, mode of transport, number of breadwinners and suburb of employment.

Figure 6.4: Number of Households on Premises



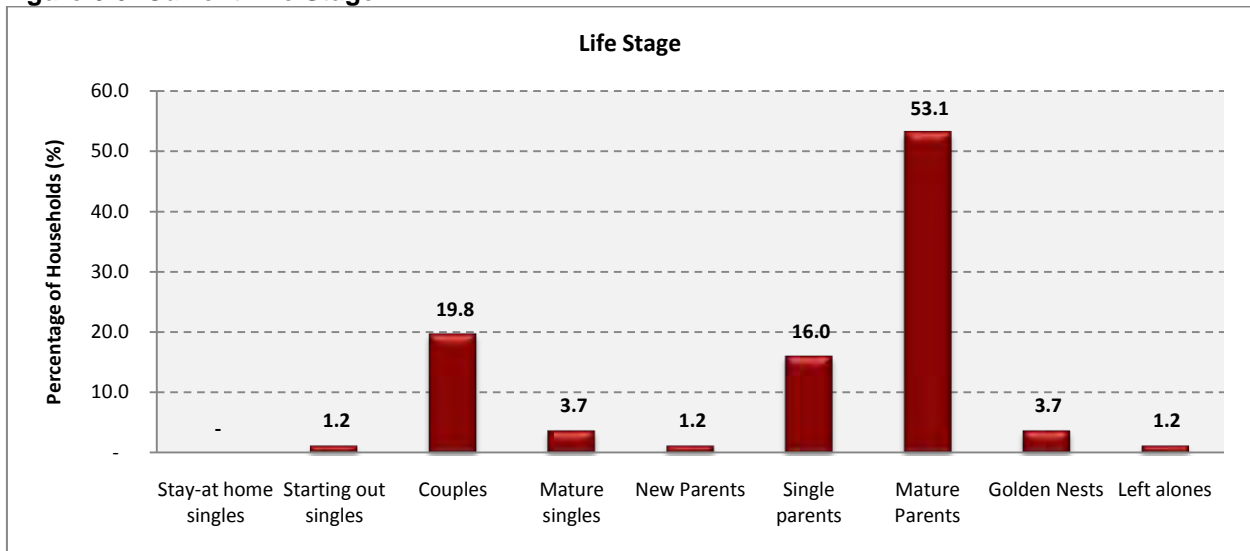
Source: Demacon Household Surveys, 2009

Figure 6.5: Average Household Size



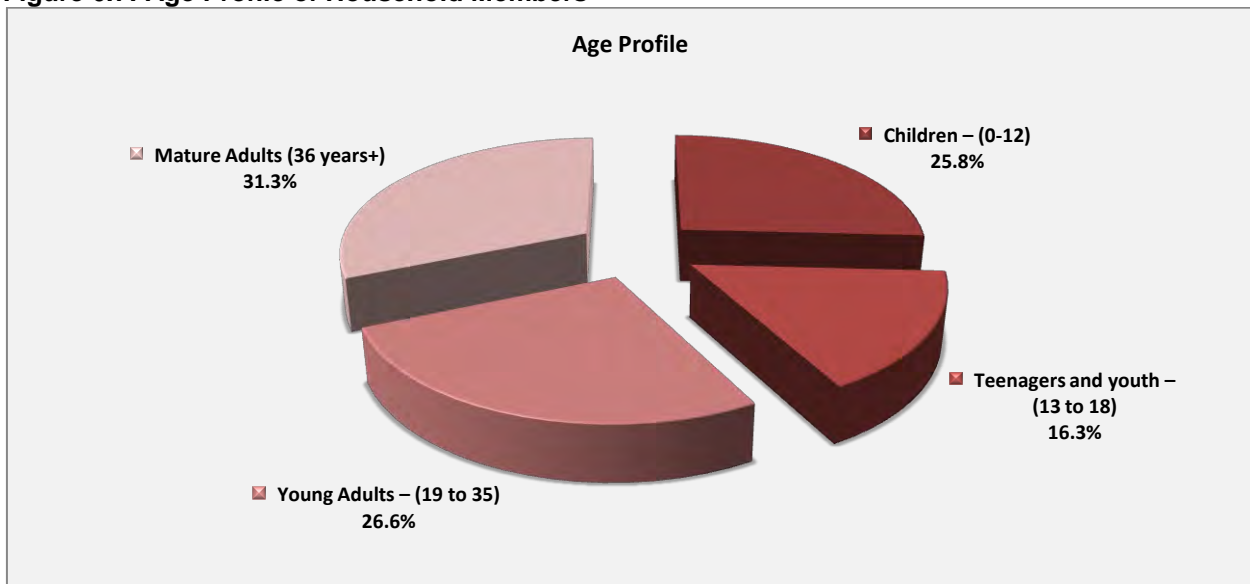
Source: Demacon Household Surveys, 2009

Figure 6.6: Current Life Stage



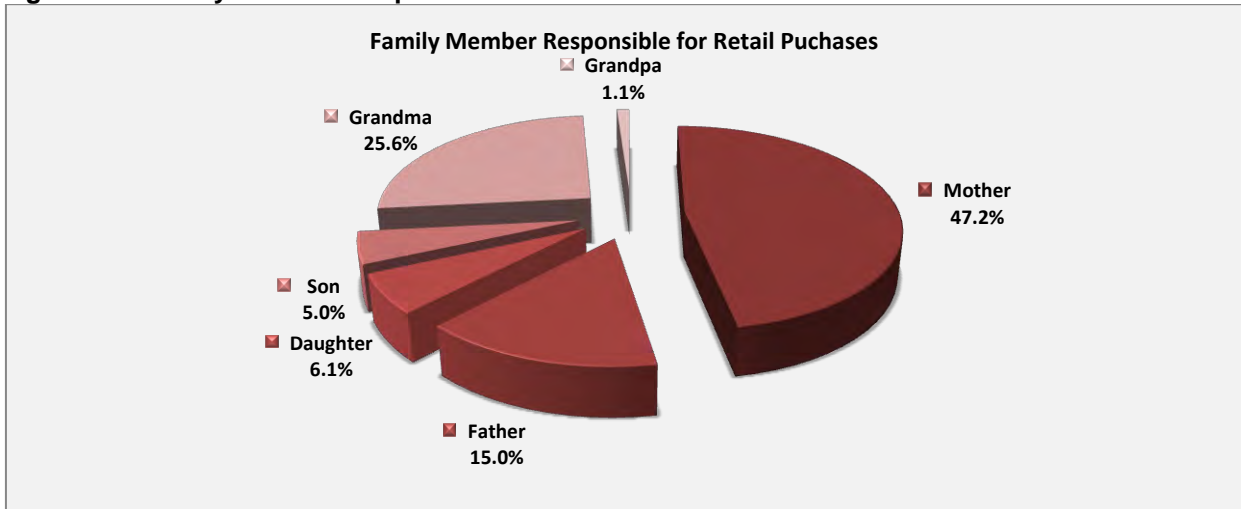
Source: Demacon Household Surveys, 2009

Figure 6.7: Age Profile of Household Members



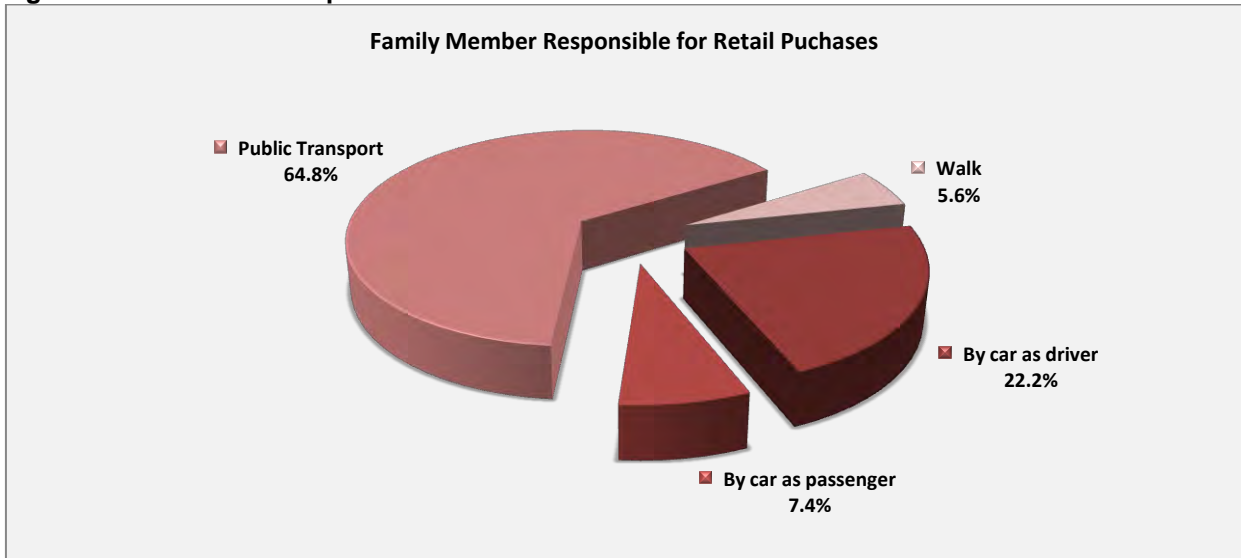
Source: Demacon Household Surveys, 2009

Figure 6.8: Family Member Responsible for Retail Purchases



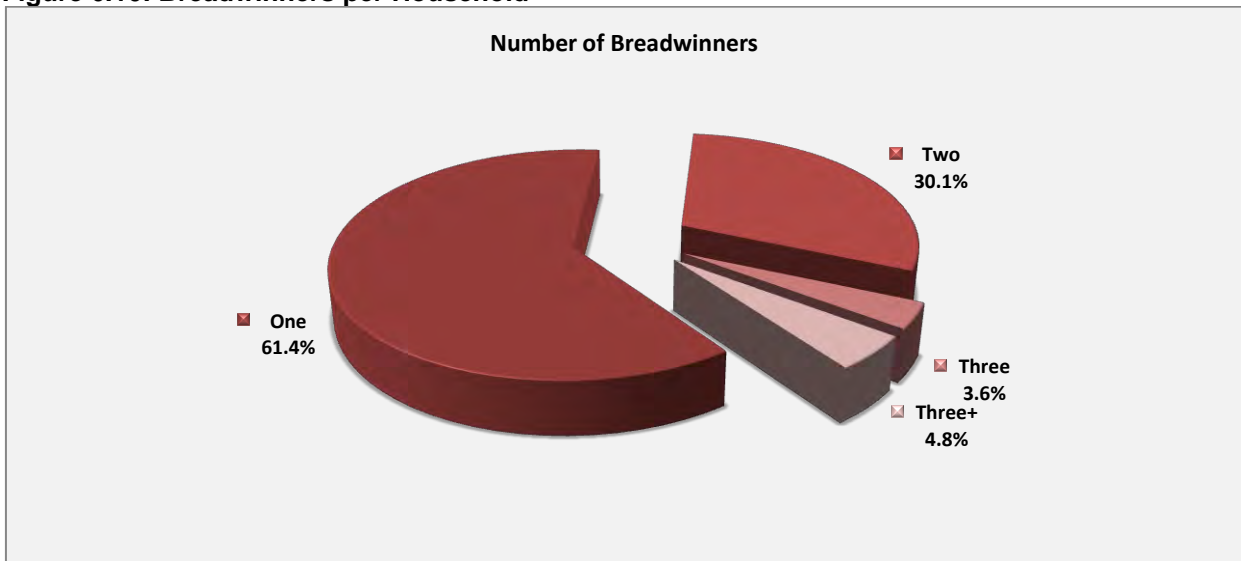
Source: Demacon Household Surveys, 2009

Figure 6.9: Mode of Transport



Source: Demacon Household Surveys, 2009

Figure 6.10: Breadwinners per Household



Source: Demacon Household Surveys, 2009

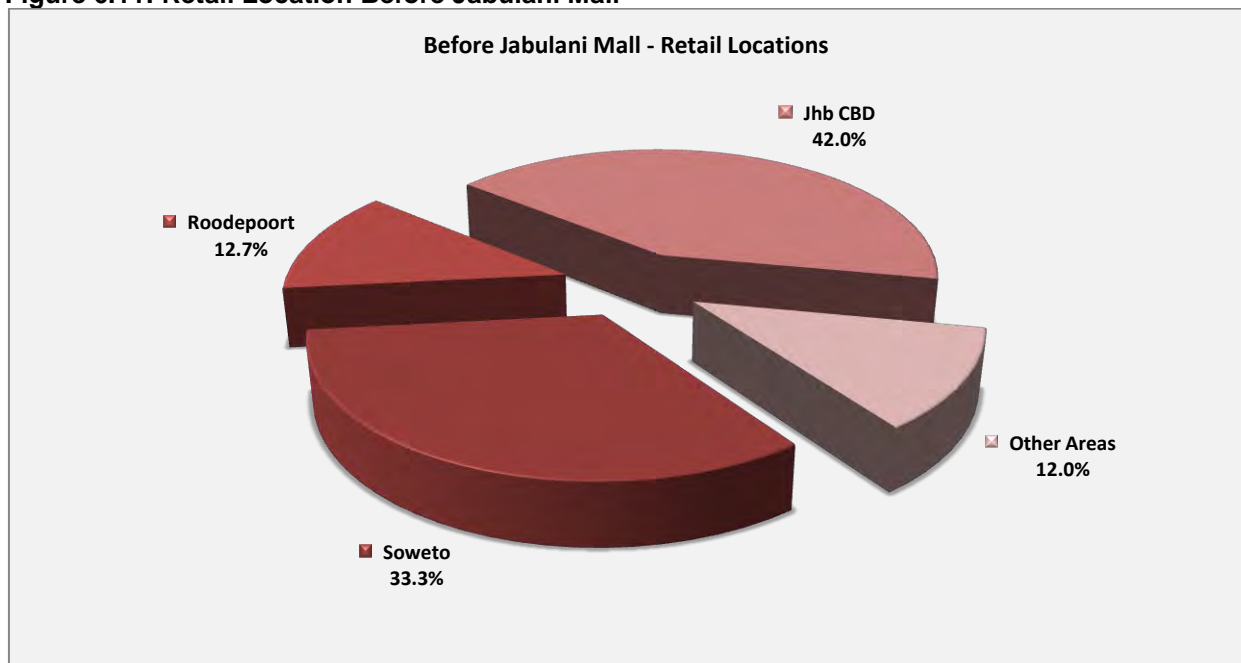
Findings: (Figures 6.4 to 6.10)

- ✓ Consumer market reflects the following household characteristics:
- ✓ In most cases there is one household on the premises (79.1%), with a small segment of respondents having two households on the premises (12.1%);
- ✓ Households mainly consist of more than five members (34.6%), followed by a large segment of between four and five members (45.7%);
- ✓ The dominant life stages include mature parents (53.1%), couples (19.8%) and single parents (16.0%);
- ✓ The age profile of household members reflects a dominant adult population (31.3%), supported by a moderate segment of young adults (26.6%), children (25.8%) and teenagers (16.3%);
- ✓ The mothers (47.2%), followed by the grandmothers (25.6%) and fathers (15.0%) are largely responsible for retail purchases;
- ✓ They reach their retail destinations mostly by means of public transport (64.8%), private vehicles (29.6%) or walking (5.6%);
- ✓ The majority of households are characterised by a single breadwinner (61.4%), followed by 30.1% of the households having two breadwinners and a small segment being characterised by more than two breadwinners;
- ✓ These breadwinners are mainly employed in Johannesburg, Soweto, Randburg, Fourways, Kempton Park, Sandton, Benoni, Lenasia and The Glen.

6.4.2 PAST CONSUMER BEHAVIOUR

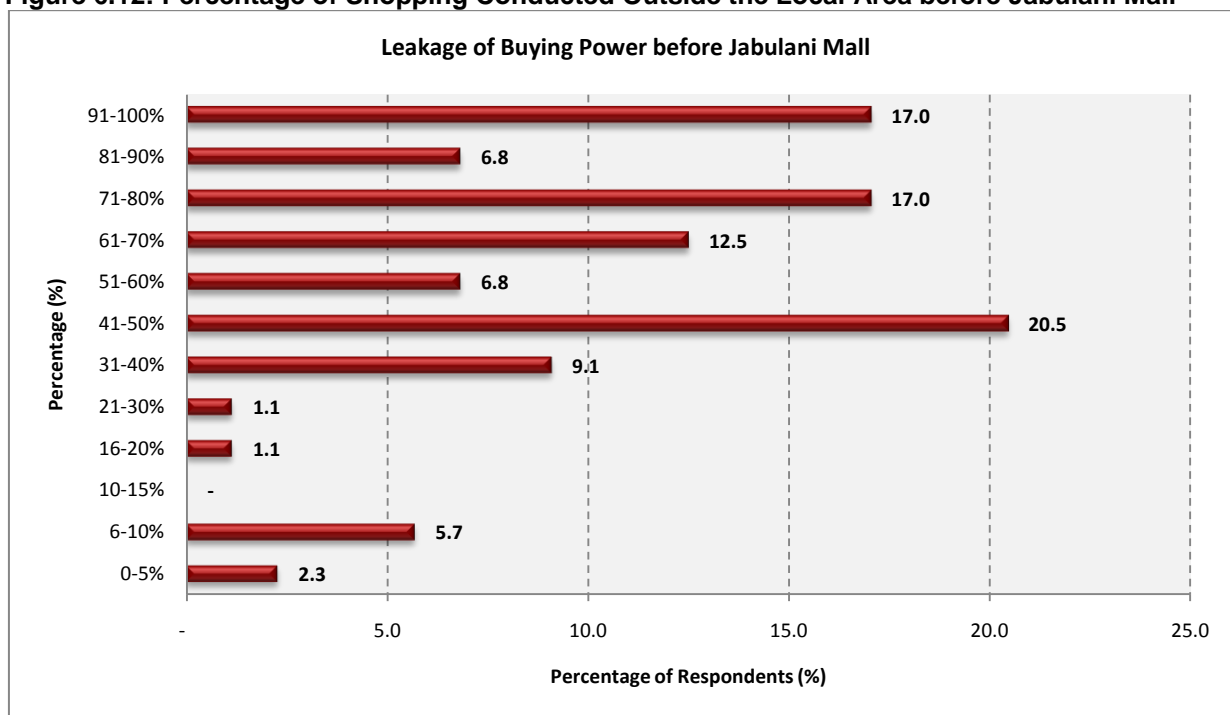
Subsequent paragraphs address the issue of past consumer behaviour, before Jabulani Mall was developed. They provide information on where consumers shopped before the mall was developed, what percentage of shopping was conducted outside of the local area, at which centre, the distance to these centres, indication of expenditure at local traders, household expenditure, transport costs and average time to retail destinations and traders.

Figure 6.11: Retail Location Before Jabulani Mall



Source: Demacon Household Surveys, 2009

Figure 6.12: Percentage of Shopping Conducted Outside the Local Area before Jabulani Mall



Source: Demacon Household Surveys, 2009

Table 6.5: Preferred Retail Centre before Jabulani Mall

	Centres	Areas
Groceries	Southgate, Westgate, Jhb CBD, Protea Gardens, Carlton Centre	Mondeor, Roodepoort, Johannesburg CBD, Lenasia, Soweto
Top-up groceries	Southgate, Westgate, Johannesburg CBD, Protea Gardens, Carlton Centre	Mondeor, Roodepoort, Jhb CBD, Lenasia, Soweto
Clothing /shoes /accessories	Southgate, Westgate, Jhb CBD, Carlton Centre, Dobsonville Shopping Centre, Protea Gardens	Mondeor, Roodepoort, Johannesburg, Jhb CBD
Furniture and home ware	Southgate, Jhb CBD, Westgate, Carlton Centre, Dobsonville Shopping Centre	Mondeor, Johannesburg, Jhb CBD, Roodepoort, Lenasia
Hardware goods	Southgate, Westgate, Jhb CBD, Carlton Centre, Kiptown	Mondeor, Roodepoort, Jhb CBD, Soweto
Gifts, books and confectionary	Southgate, Westgate, Johannesburg CBD, Carlton Centre, Kiptown	Mondeor, Roodepoort, Jhb CBD, Soweto
Specialty / value goods	Southgate, Westgate, Jhb CBD, Carlton Centre	Mondeor, Roodepoort, Jhb CBD
Entertainment	Southgate, Westgate, Jhb CBD, Carlton Centre, Protea Gardens	Mondeor, Roodepoort, Jhb CBD, Soweto
Restaurants	Southgate, Jhb CBD, Westgate, Carlton Centre, Protea Gardens	Mondeor, Jhb CBD, Roodepoort, Soweto
Personal care	Southgate, Westgate, Jhb CBD, Carlton Centre, Kiptown	Mondeor, Roodepoort, Jhb CBD, Soweto
Services & other	Southgate, Westgate, Carlton Centre, Jhb CBD, Protea Gardens	Mondeor, Roodepoort, Jhb CBD, Soweto

Source: Demacon Household Surveys, 2009

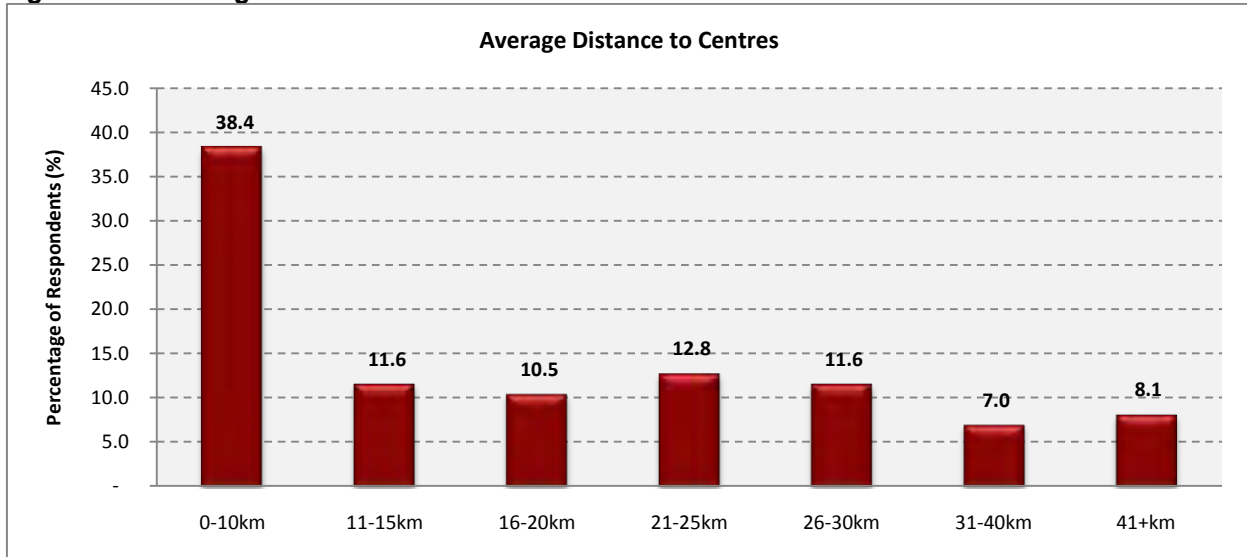
Findings: (Figures 6.11 to 6.12 and Table 6.5)

- ✓ Before Jabulani Mall, the majority of respondents conducted their shopping within Johannesburg CBD (42.0%), followed by Soweto (33.3%), Roodepoort (12.7%) and other areas (12.0%) – including Mondeor, Lenasia, Oakdene and Baragwana.
- ✓ Before Jabulani Mall was developed approximately 60.5% (weighted average⁶⁴) of shopping was conducted outside of the local area.

⁶⁴ Note: Weighted Average is an average of multiple values produced by assigning a weight to each value, multiplying each value by its weight, and then adding the results.

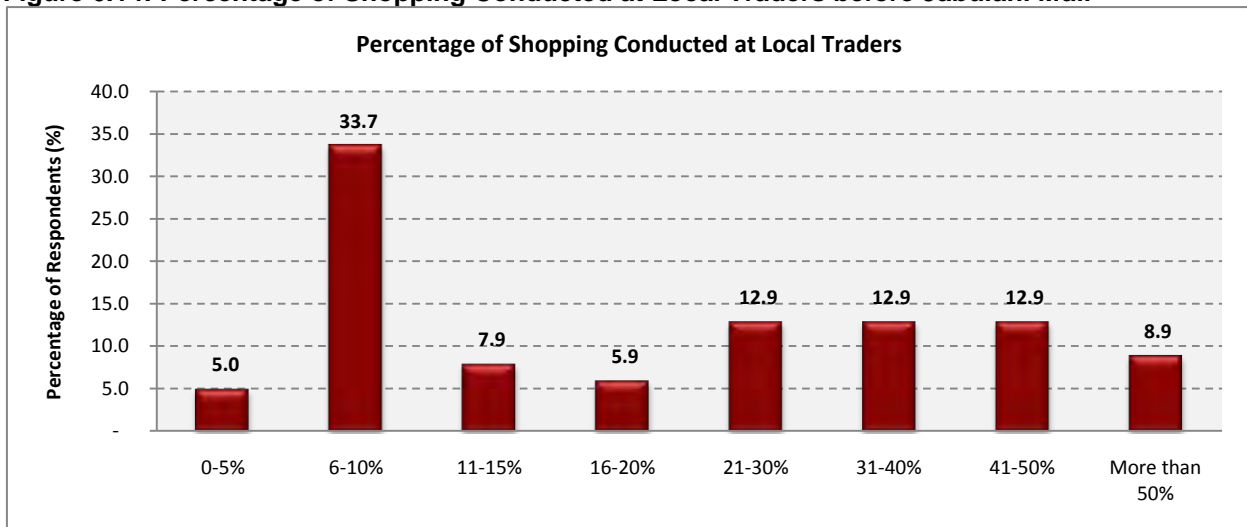
- ✓ In terms of the preferred retail centres the following dominant centres featured: Southgate, Westgate, Johannesburg CBD, Protea Gardens, Carlton Centre, Dobsonville Shopping Centre, Klieptown.
- ✓ The dominant retail areas include Mondeor, Roodepoort, Johannesburg CBD, Lenasia and Soweto.

Figure 6.13: Average Distance to Preferred Centre



Source: Demacon Household Surveys, 2009

Figure 6.14: Percentage of Shopping Conducted at Local Traders before Jabulani Mall



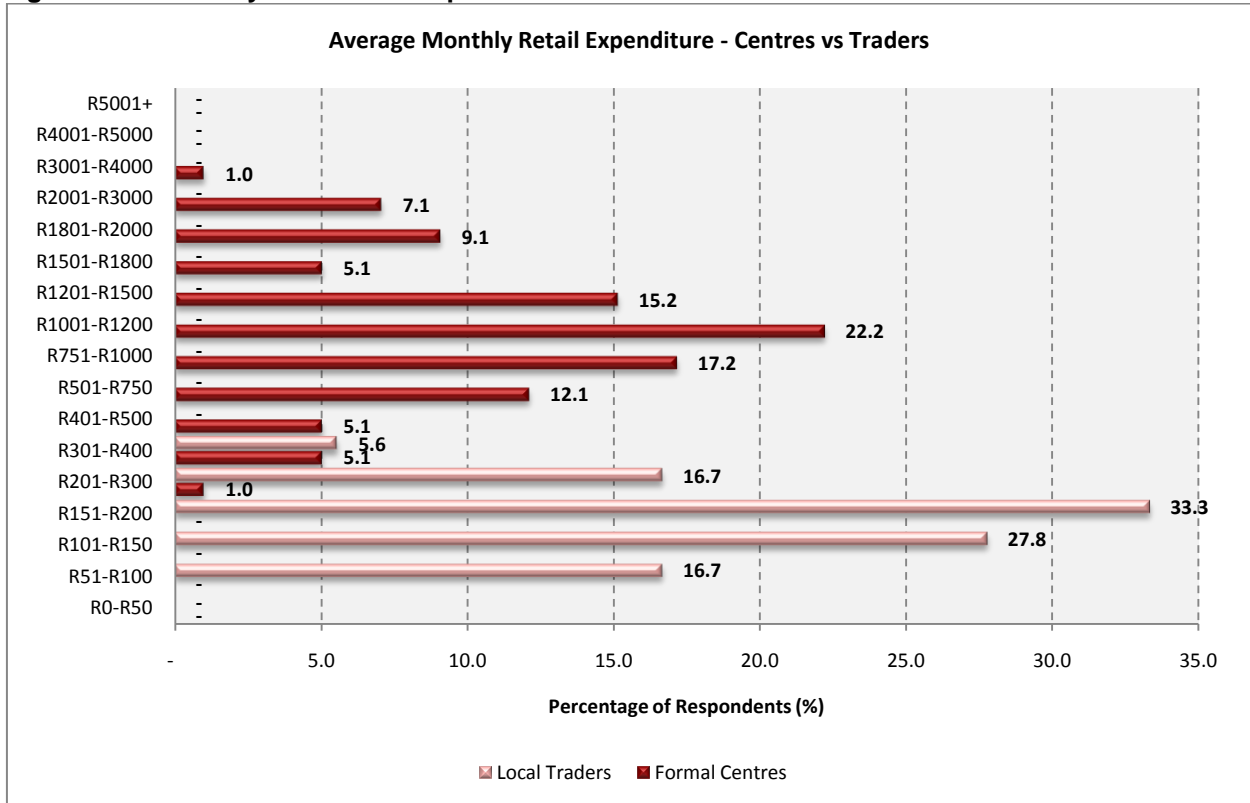
Source: Demacon Household Surveys, 2009

Findings: (Figures 6.13 to 6.15)

- ✓ Before the development of Jabulani Mall the average distance to supported retail centres was largely less than 10km (38.4%), followed by a slightly smaller segment indicating distances between 11km and 20km (22.1%) and between 20km and 30km (24.4%) and more than 30km (15.1%). The average weighted distance amounted to **17.7km**.
- ✓ A large segment of respondents (33.7%) conducted between 6% and 10% of their shopping at local traders, with a relatively large segment (38.7%) indicating that they conduct between 21% and 50% of their shopping at local traders. The average weighted percentage conducted at local traders amounted to **25.3%**.

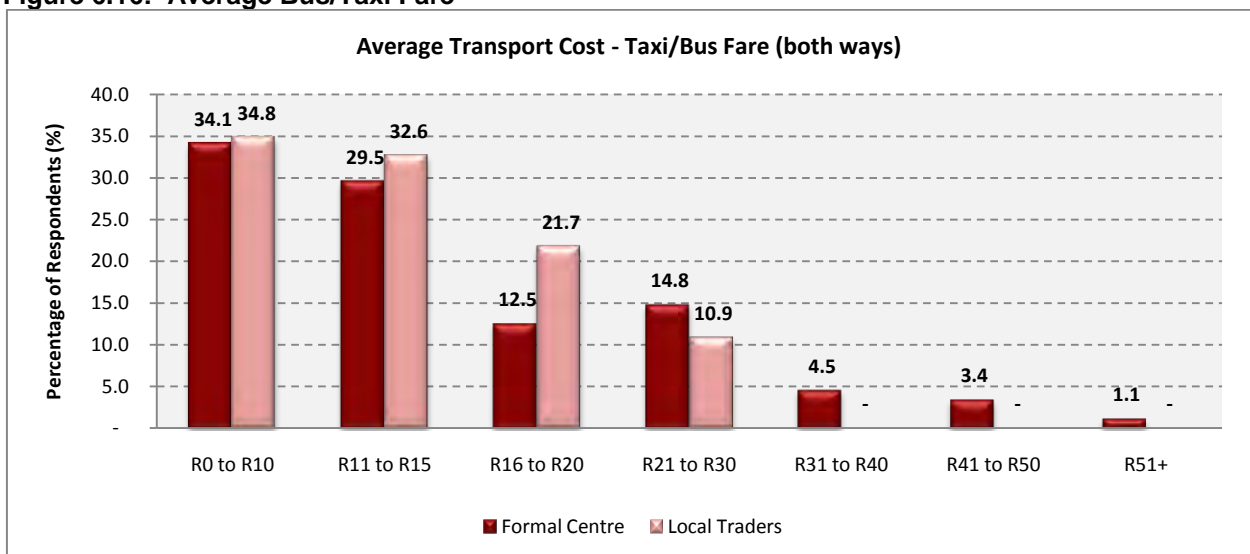
- ✓ The majority of households (66.7%) spent between R500 and R1 500 a month at formal retail centres, 22.3% of households spent more than R1 500 a month and 11.2% of households spent less than R500 a month. Average monthly household expenditure at formal retail centres amounted to **R1 260.00**.
- ✓ The majority of households (61.1%) spent between R100 and R200 a month at local traders, 16.7% spent up to R300 and 16.7% spent less than R100 a month at local traders. The average monthly household expenditure at local traders amounted to **R167.17**.

Figure 6.15: Monthly Household Expenditure at Retail Centres and Local Traders



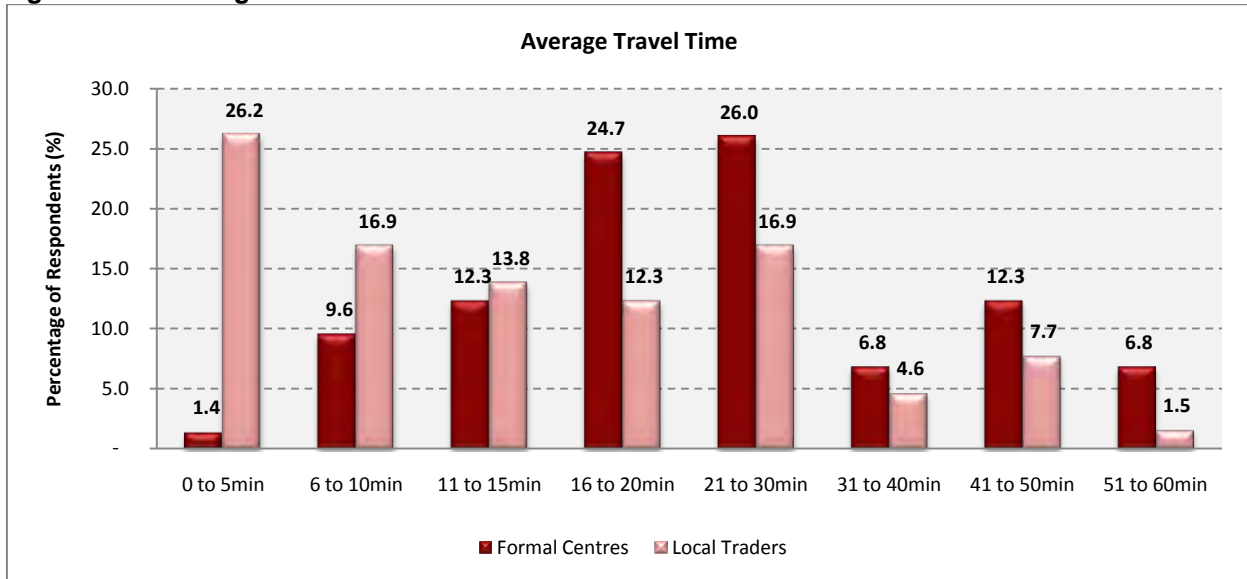
Source: Demacon Household Surveys, 2009

Figure 6.16: Average Bus/Taxi Fare



Source: Demacon Household Surveys, 2009

Figure 6.17: Average Travel Time



Source: Demacon Household Surveys, 2009

Findings: (Figures 6.16 to 6.17)

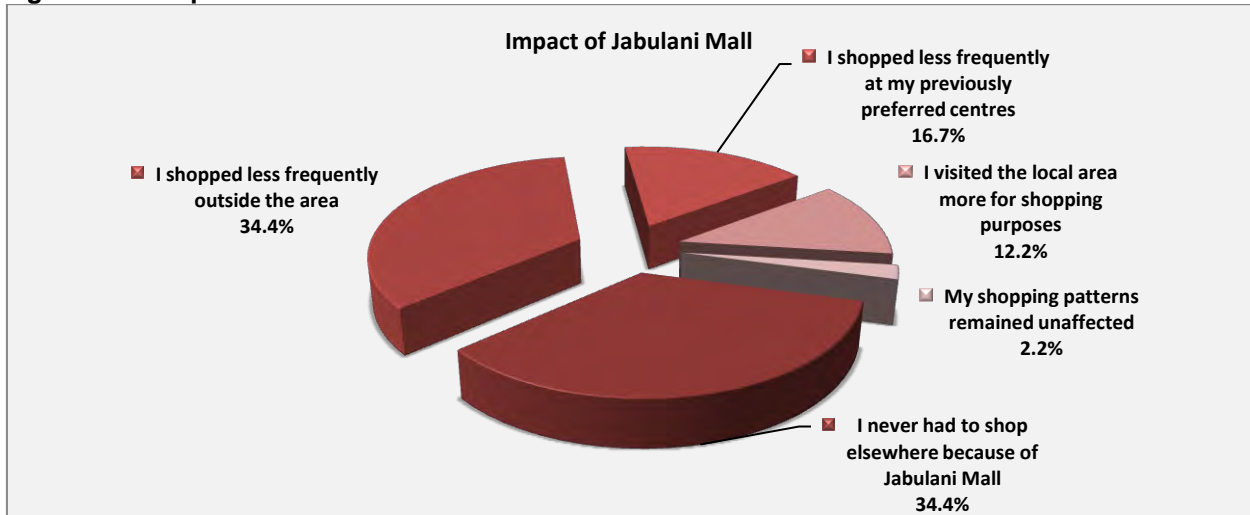
- ✓ The majority of households indicated that they spent up to R15 for taxi/bus fares to the formal retail centres – 63.6%. This is followed by a smaller segment indicating transport fares of between R16 and R30 – 17.3%. A small segment indicated transport fares exceeding R30 – 9.0%. The average weighted transport fare to formal retail centres amounted to **R15.60**.
- ✓ Similar trends were observed with reference to travel fares to local traders. The average weighted transport fare to local traders amounted to **R12.70**.
- ✓ In terms of the average travel time, the majority of respondents indicated a travel time of between 16 and 30 minutes to formal retail centres – 50.7%, a medium sized segment indicated lower travel times (23.3%) and another segment indicated longer travel times, exceeding 30 minutes (25.9%). The weighted average⁶⁵ travel time to formal retail centres amounted to **25.3 minutes**.
- ✓ The majority of respondents indicated that they travel for fewer than 10 minutes to local traders (43.1%), this is followed by 43.0% of respondents indicating travel times between 11 and 30 minutes to local traders. The weighted average travel time to local traders amounted to **16.3 minutes**.

6.4.3 CURRENT CONSUMER BEHAVIOUR

Subsequent paragraphs examine current consumer behaviour trends after the development of Jabulani Mall. They focus on the impact that the development of the mall had on their consumer behaviour, retail destination, percentage of shopping now conducted outside the local area, impact on retail expenditure, monthly retail expenditure, monthly retail expenditure at Jabulani Mall, types of commodities purchased at the mall, an indication of commodities not available at the mall, changes in support for other areas, impact of the development of the mall on support for local traders, average transport cost and travelling time, impact of transport costs on retail trips outside the area.

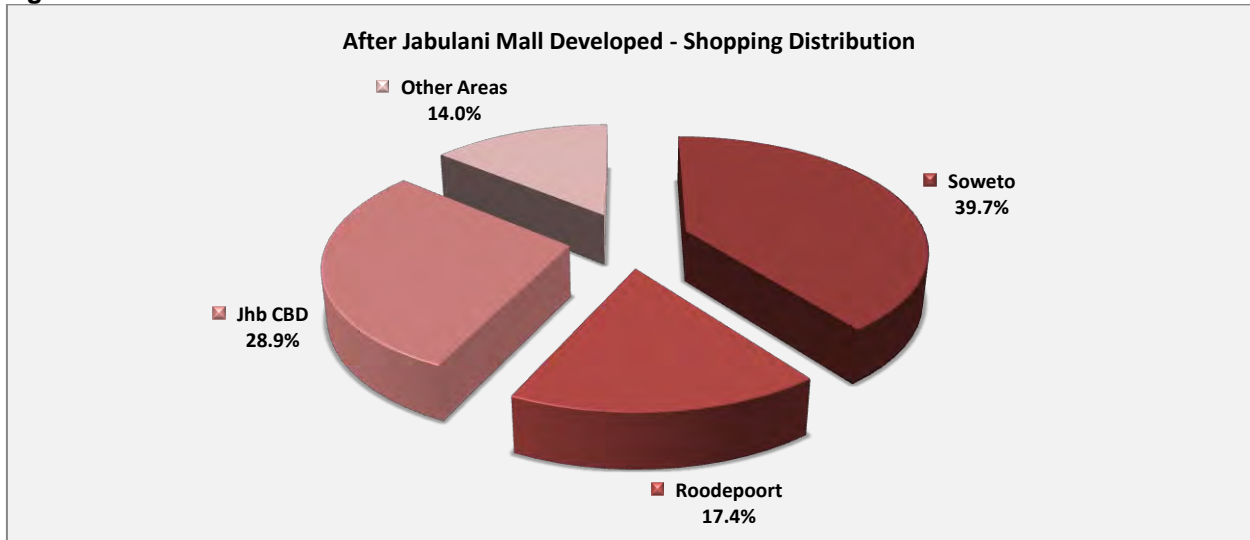
⁶⁵ Note: Weighted average is an average of multiple values produced by assigning a weight to each value, multiplying each value by its weigh, and then adding the results.

Figure 6.18: Impact of Jabulani Mall on Consumer Behaviour



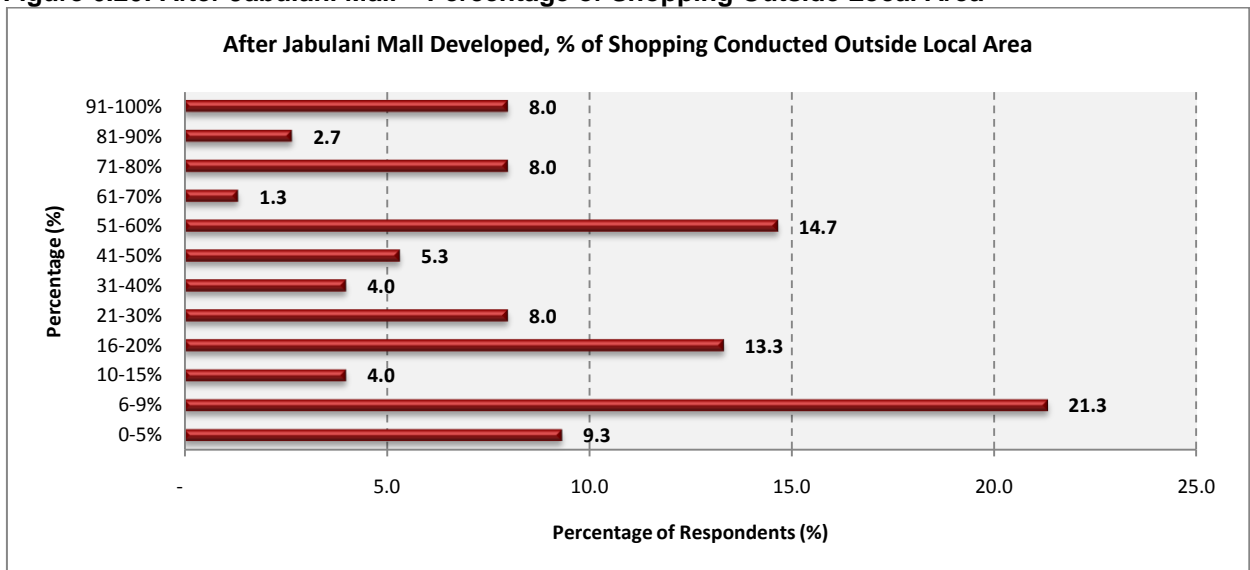
Source: Demacon Household Surveys, 2009

Figure 6.19: Retail Location after Jabulani Mall



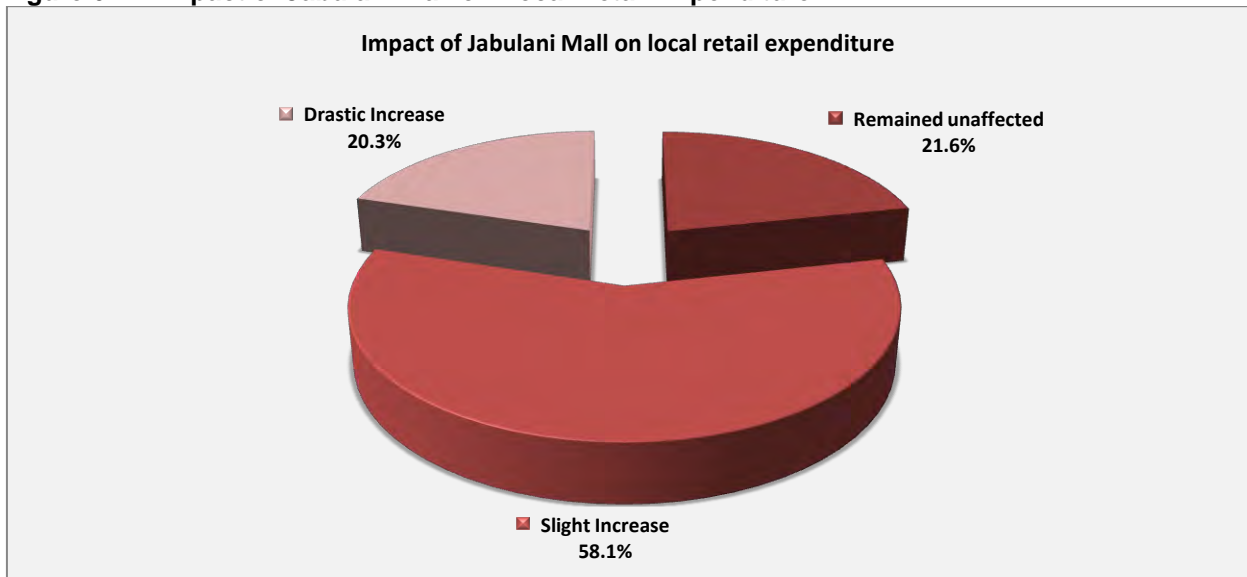
Source: Demacon Household Surveys, 2009

Figure 6.20: After Jabulani Mall – Percentage of Shopping Outside Local Area



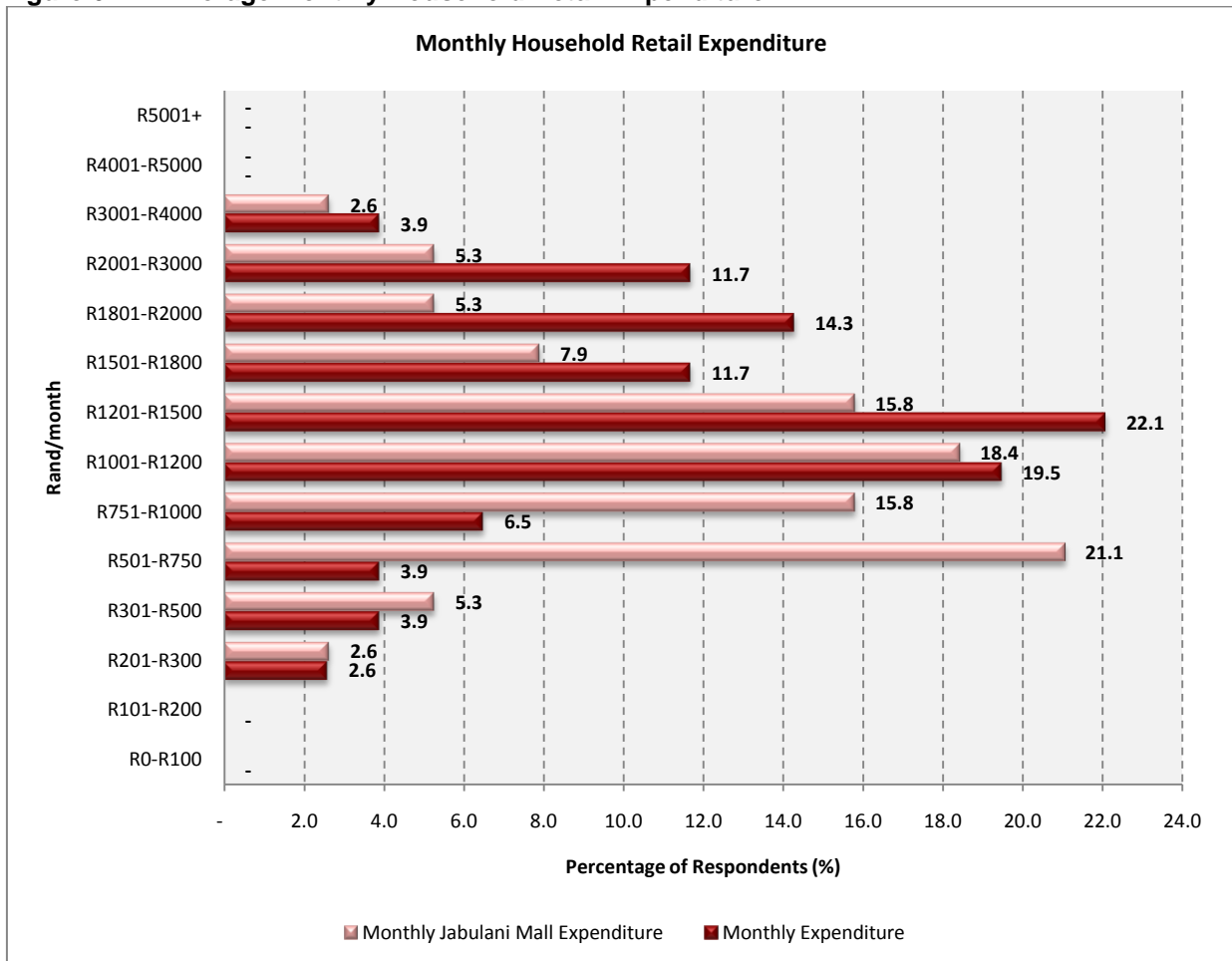
Source: Demacon Household Surveys, 2009

Figure 6.21: Impact of Jabulani Mall on Local Retail Expenditure



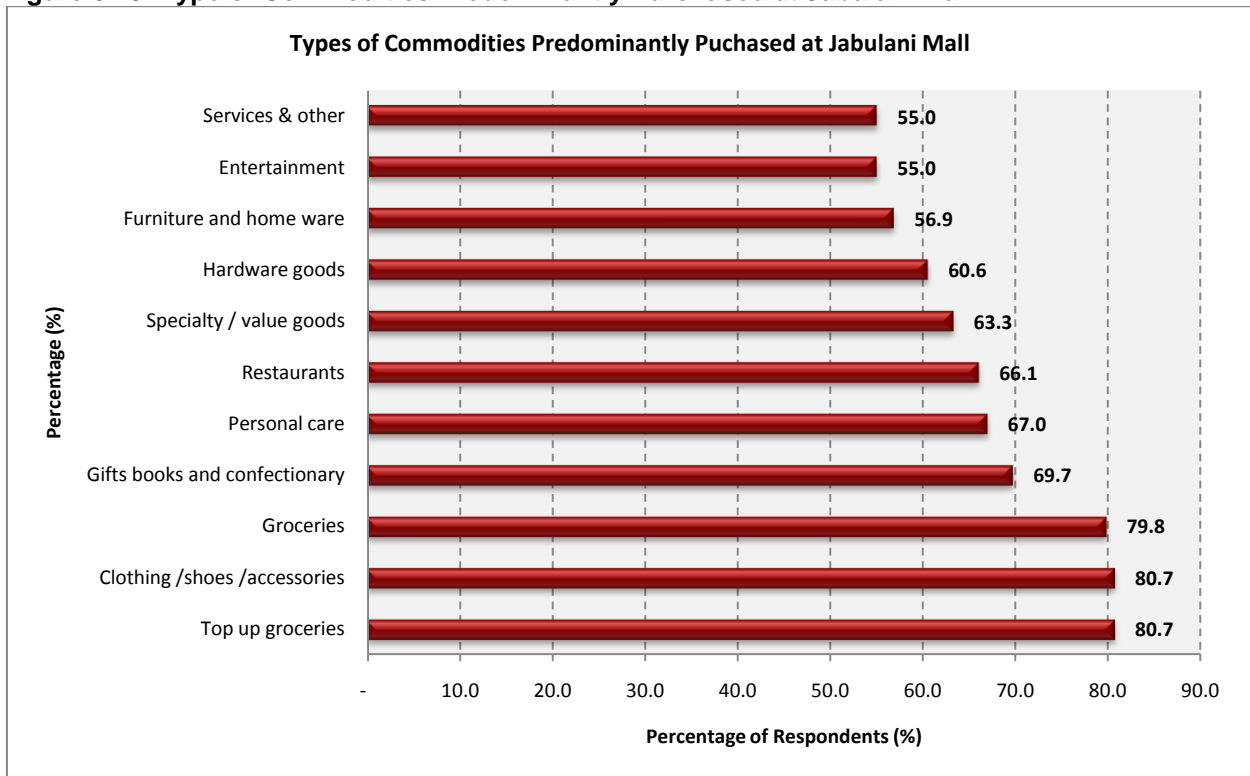
Source: Demacon Household Surveys, 2009

Figure 6.22: Average Monthly Household Retail Expenditure



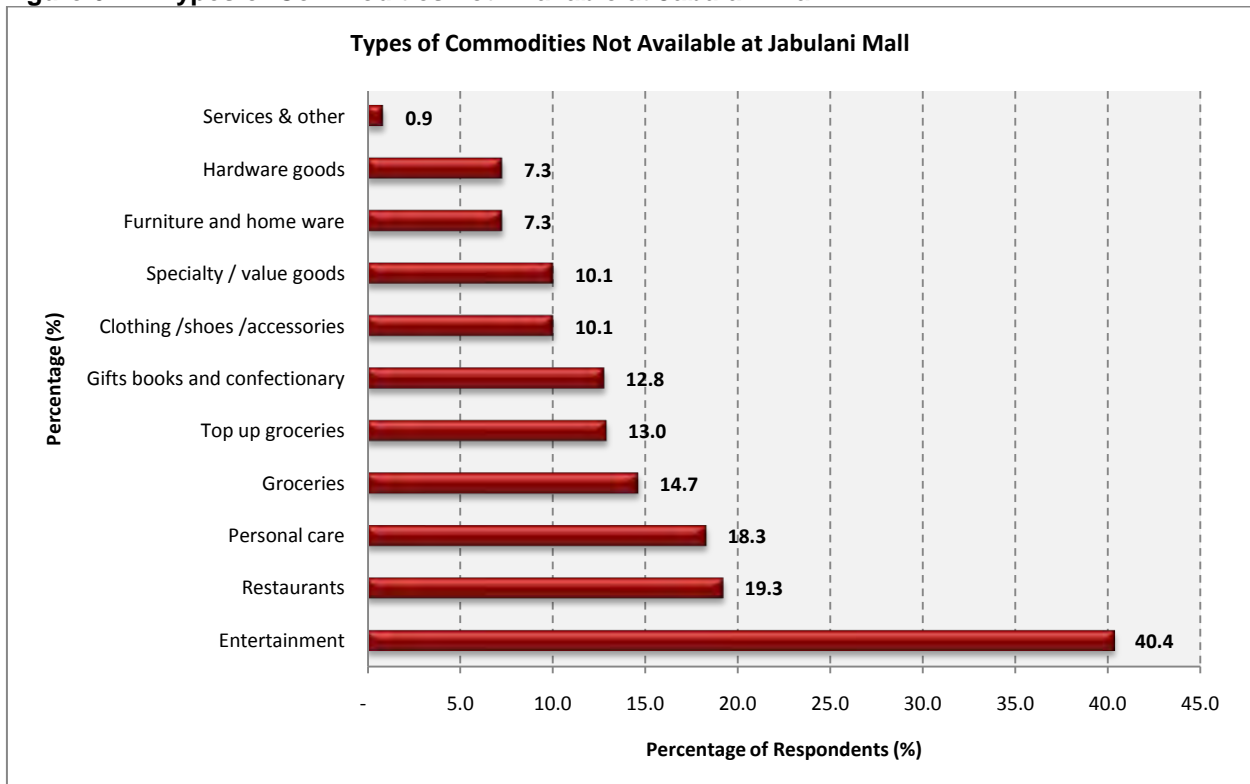
Source: Demacon Household Surveys, 2009

Figure 6.23: Type of Commodities Predominantly Purchased at Jabulani Mall



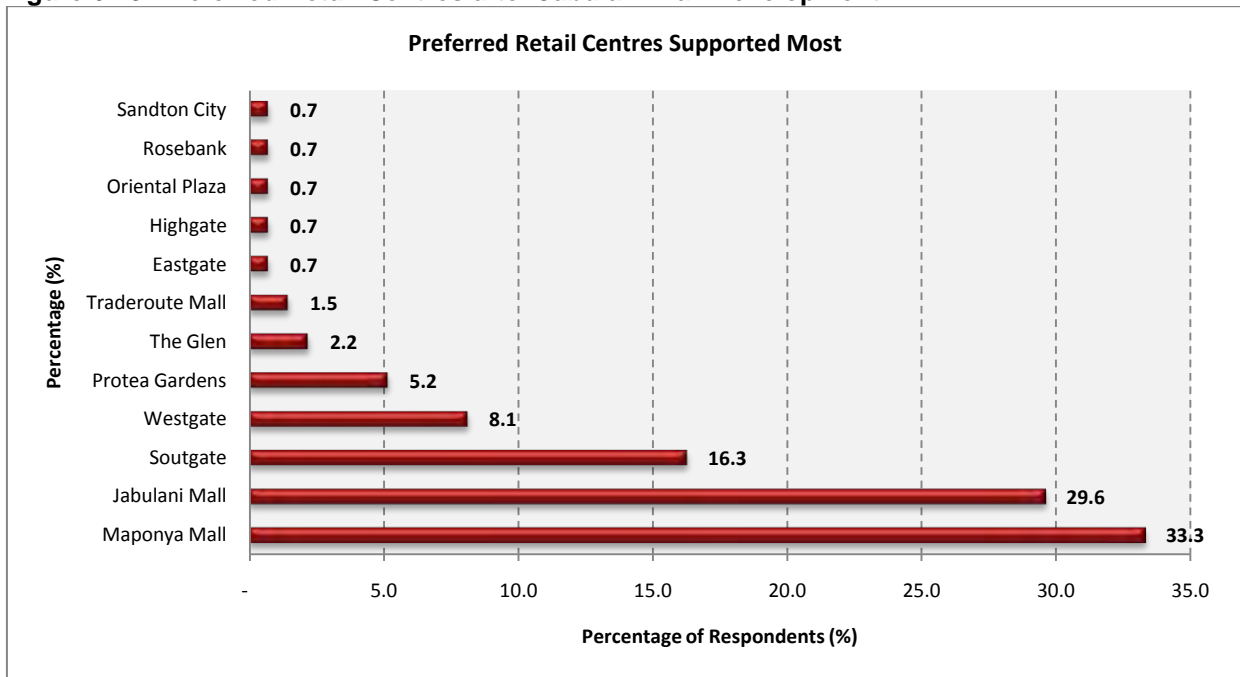
Source: Demacon Household Surveys, 2009

Figure 6.24: Types of Commodities not Available at Jabulani Mall



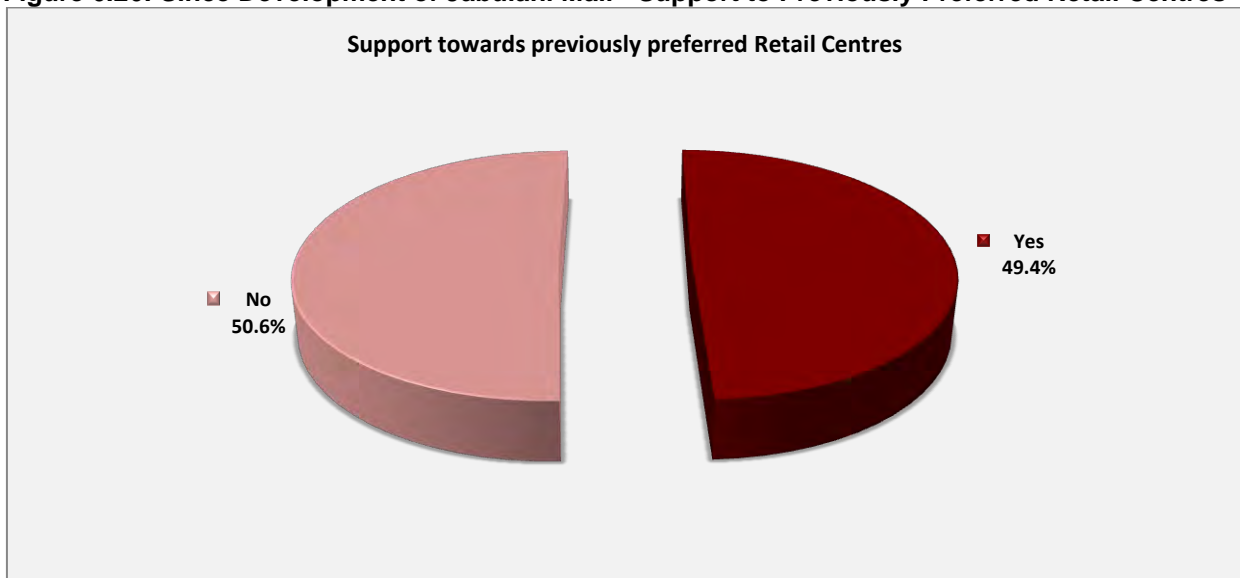
Source: Demacon Household Surveys, 2009

Figure 6.25: Preferred Retail Centres after Jabulani Mall Development



Source: Demacon Household Surveys, 2009

Figure 6.26: Since Development of Jabulani Mall - Support to Previously Preferred Retail Centres



Source: Demacon Household Surveys, 2009

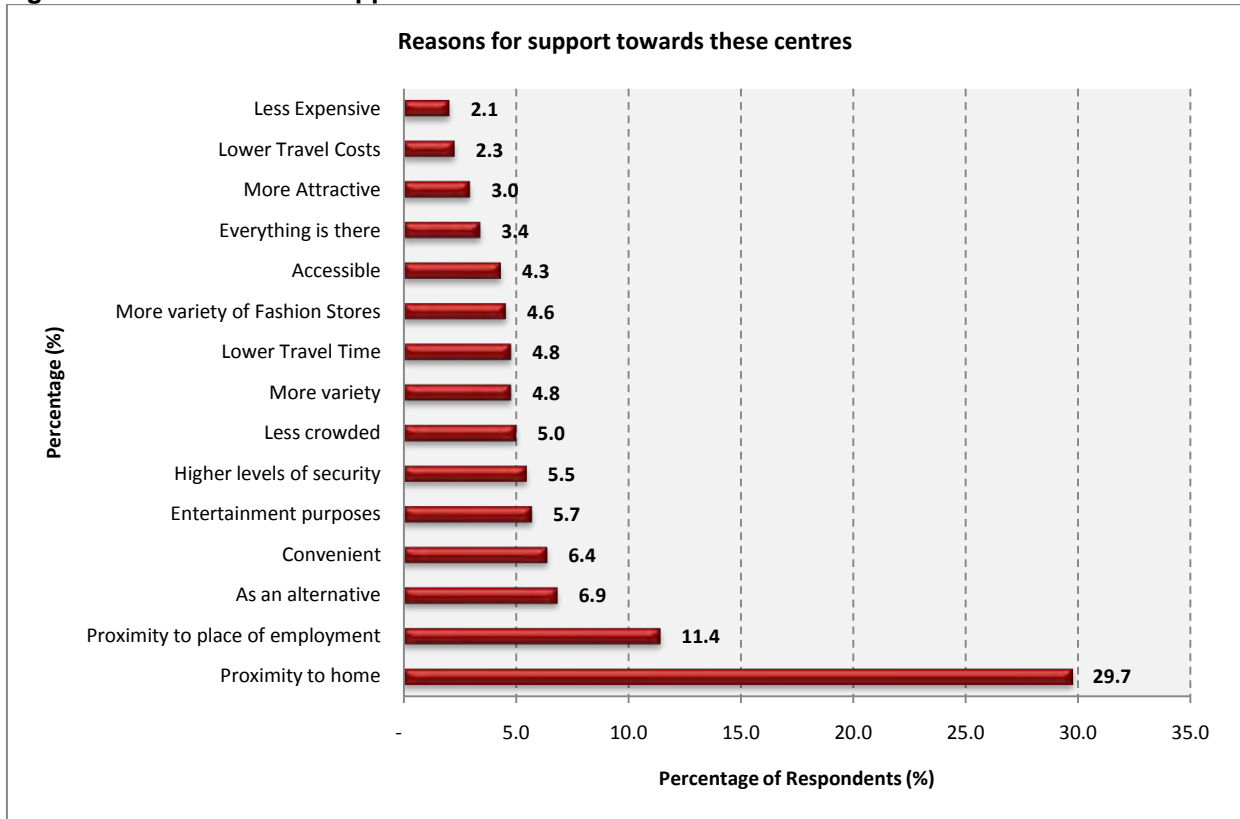
Findings: (Figures 6.18 to 6.30)

- ✓ The development of Jabulani Mall had a positive impact on consumer behaviour – 34.4% of respondents indicated that they never have to shop elsewhere, 34.4% indicated that they now shop less frequently outside the area, 16.7% indicated that they shop less frequently at their previously preferred centres and 12.2% visit the local area more for shopping purposes. A low 2.2% of respondents indicated that their shopping patterns have remained unaffected. This reflects high levels of consumer elasticity in the market.
- ✓ The development of Jabulani Mall also had a positive impact on respondents’ shopping locations – 39.7% of shopping is now conducted in Soweto, 28.9% in Johannesburg CBD, 17.4% in Roodepoort and 14.0% in other areas such as Mondeor, Lenasia, Rosebank and Sandton.

- ✓ After the development of Jabulani, the percentage of shopping conducted outside of the local area declined to a weighted average of **35.5%**⁶⁶.
- ✓ The development of Jabulani Mall had a **slight impact** on local retail expenditure for the majority of respondents (**58.1%**).
- ✓ However, a medium sized segment of respondents indicated that it had a drastic impact on their local retail expenditure (20.3%), whereas the remainder of respondents indicated that Jabulani Mall had no impact on their local retail expenditure.
- ✓ The largest segment of households indicated that they spend between R1 000 and R1 500 on monthly shopping – 48.1%, this is followed by 41.6% indicating amounts between R1 500 and R4 000 a month and just 10.4% reflecting amounts below R1 000. The average weighted amount spent on shopping is **R1 503.09**.
- ✓ The majority of respondents also indicated that they spend between R500 and R1 500 per month at Jabulani Mall – 71.1%, supported by 21.1% indicating expenditures of R1 500 to R4 000 at Jabulani Mall and only 7.9% indicating amounts below R500 per month. The average weighted monthly amount spent at Jabulani Mall is **R1 163.66**.
- ✓ In terms of the types of commodities mainly purchased at Jabulani Mall, the following dominant categories prevail: top-up groceries, clothing and shoes, monthly groceries, gifts, books and confectionary, personal care and restaurants.
- ✓ In terms of the types of commodities not available at Jabulani Mall, the following dominant categories prevail: entertainment and, to a lesser extent, restaurants and personal care.
- ✓ Respondents also indicated their preferred retail centres after the development of Jabulani Mall – Maponya Mall ranked first (33.3%), followed by Jabulani Mall (29.6%), Southgate (16.3%), Westgate (8.1%), Protea Gardens (5.1%) and to a lesser extent The Glen, Traderoute Mall, Eastgate, Highgate, Oriental Plaza, Rosebank and Sandton City.
- ✓ Slightly more than half of the respondents indicated that they no longer support their previously preferred retail centres since the development of Jabulani Mall – 50.6%.
- ✓ The dominant reasons for respondents' continued support for previously preferred retail centres are: proximity to their homes, proximity to places of employment, the centre being a good alternative, the convenience thereof, entertainment purposes, higher levels of security and the fact that it is less crowded. This is supported by a number of lesser important aspects.
- ✓ Since the development of Jabulani Mall, the majority of respondents now conduct between 6% and 10% of shopping at local traders – 53.6%, 17.6% conduct less than 10% of shopping at local traders and 28.6% conduct more than 10% of shopping at local traders. The weighted average support for local traders amounts to **14.18%**.
- ✓ Overall, the development of Jabulani Mall has resulted in a decline in support for local traders (**62.6%**).
- ✓ In terms of changes to the local trader environment the following were found:
 - The majority indicated that everything remained the same – 76.4%;
 - 16.5% indicated a movement of informal traders to locations closer to the mall;
 - 25.0% indicated a decline in informal traders;
 - 19.3% indicated a movement of local businesses closer to the mall;
 - 38.5% indicated a closure of local businesses;
 - 22.0% indicated a movement of local businesses to the mall.

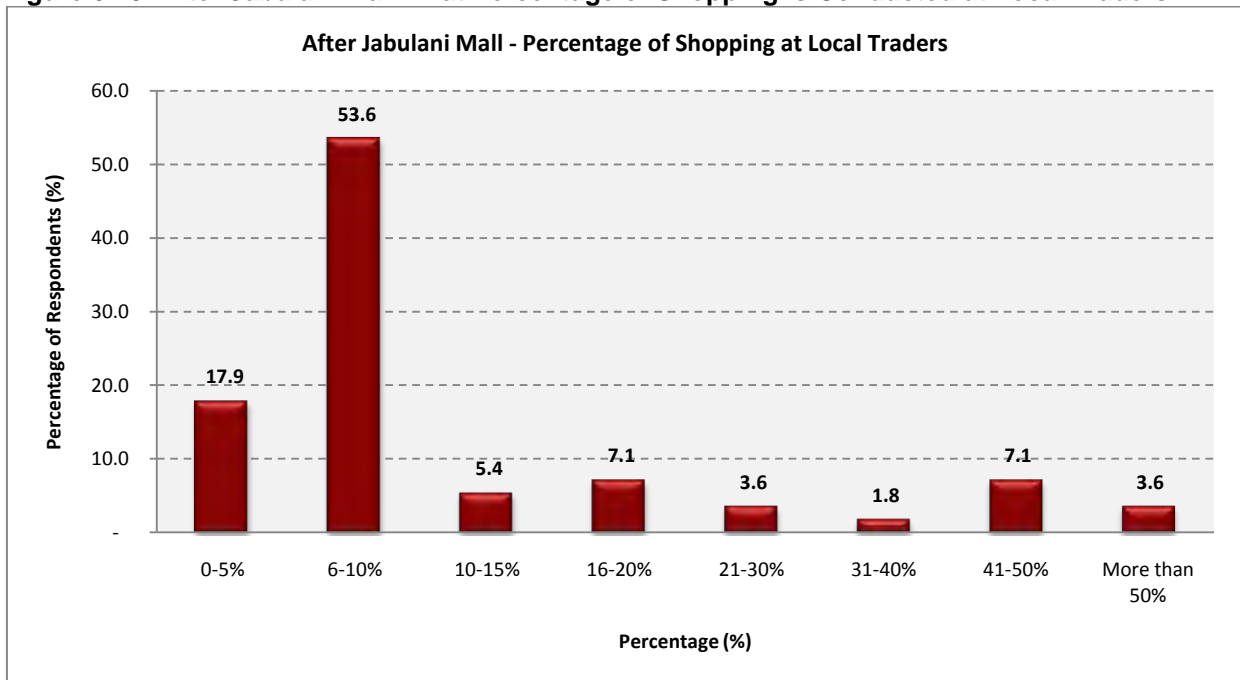
⁶⁶ Note: Weighted average is an average of multiple values produced by assigning a weight to each value, multiplying each value by its weight, and then adding the results.

Figure 6.27: Reasons for Support For/Towards These Centres



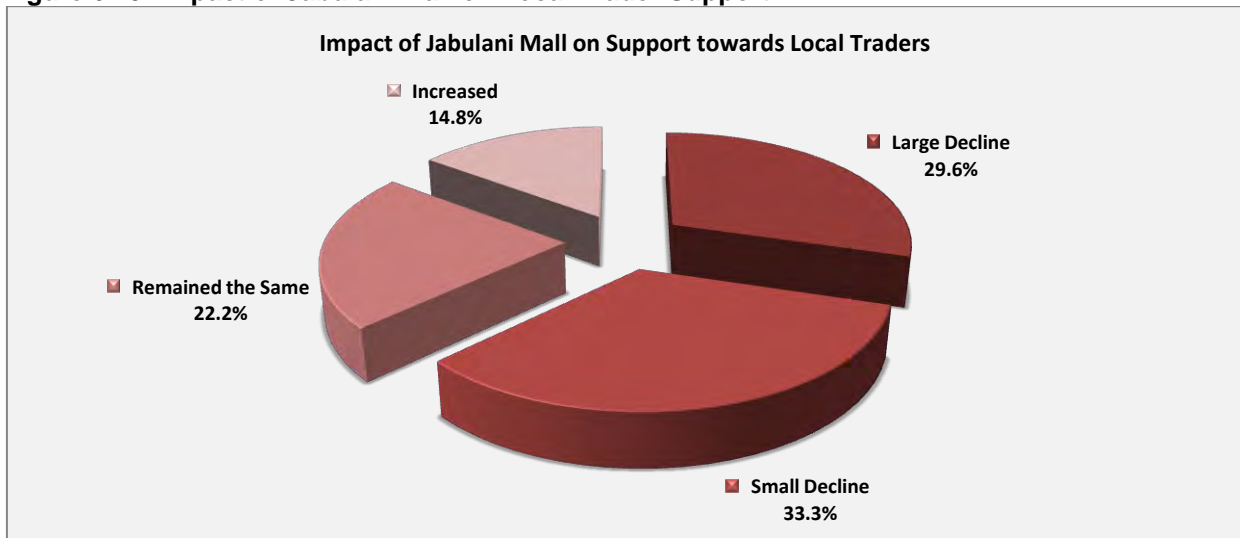
Source: Demacon Household Surveys, 2009

Figure 6.28: After Jabulani Mall what Percentage of Shopping is Conducted at Local Traders



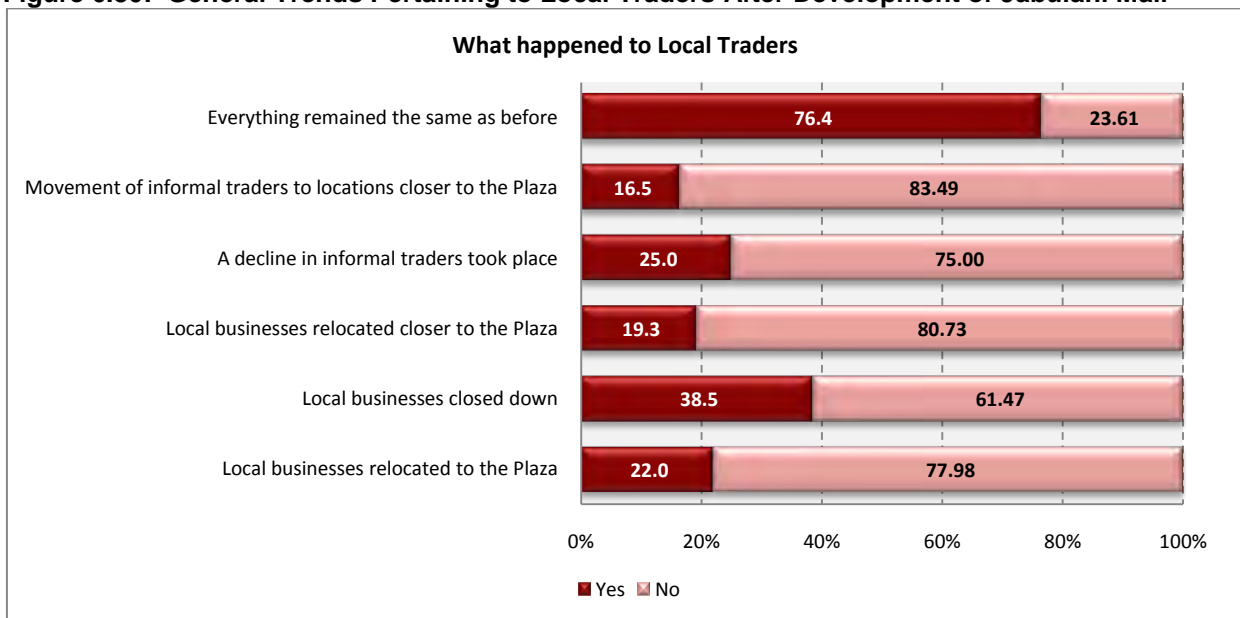
Source: Demacon Household Surveys, 2009

Figure 6.29: Impact of Jabulani Mall on Local Trader Support



Source: Demacon Household Surveys, 2009

Figure 6.30: General Trends Pertaining to Local Traders After Development of Jabulani Mall



Source: Demacon Household Surveys, 2009

Findings: (Figure 6.31)

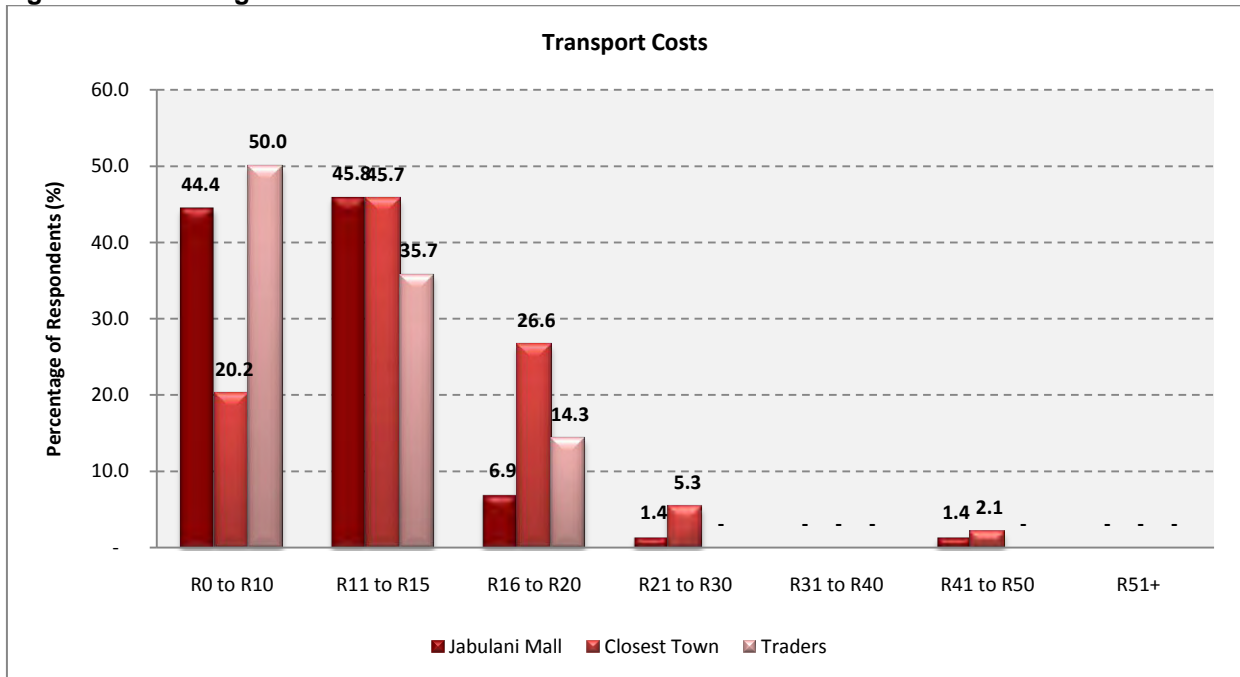
- ✓ In terms of the travel fares to Jabulani Mall, the majority of respondents pay between R11 and R15 for a round trip – 45.8%, followed by 44.4% of respondents indicating that they pay less than R10 for a round trip. The average weighted travel fare for a round trip to Jabulani Mall amounts to **R10.40**.

It is important to note that the development of Jabulani Mall had a positive impact on the cost of transport to formal retail centres. Before Jabulani Mall 36.4% of respondents paid more than R15 taxi / bus fares to reach a formal retail centre. After the development of Jabulani Mall this percentage declined to a mere 6.9%.

- ✓ In terms of travel fares to the closest town; the majority of respondents indicated that they pay between R11 and R15 for a round trip – 45.7%, followed by 26.6% indicating that they pay between R16 and R20. The average weighted fare for a round trip to the closest town amounts to **R14.1**.

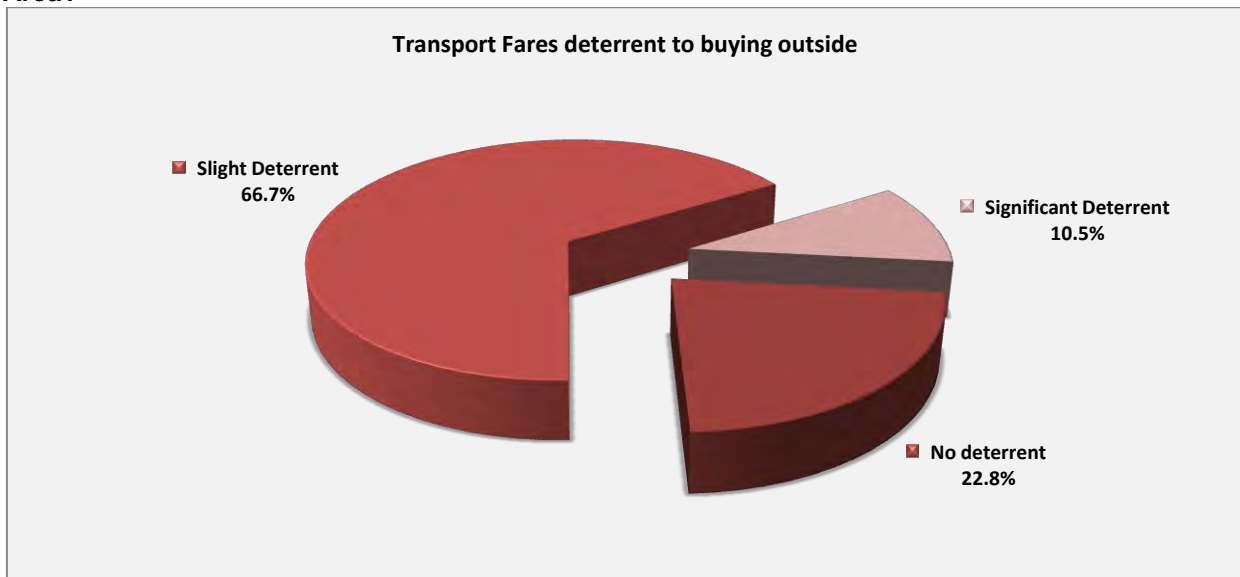
- ✓ In terms of travel fares to local traders; the majority of respondents indicated that they pay less than R10 for a round trip – 50.0%, followed by 35.7% indicating that they pay between R11 and R15. The average weighted travel fare to local traders amounts to **R9.7**.

Figure 6.31: Average Taxi/Bus Fares



Source: Demacon Household Surveys, 2009

Figure 6.32: To what Extent Do Higher Transport Fares Deter You from Buying Outside the Local Area?



Source: Demacon Household Surveys, 2009

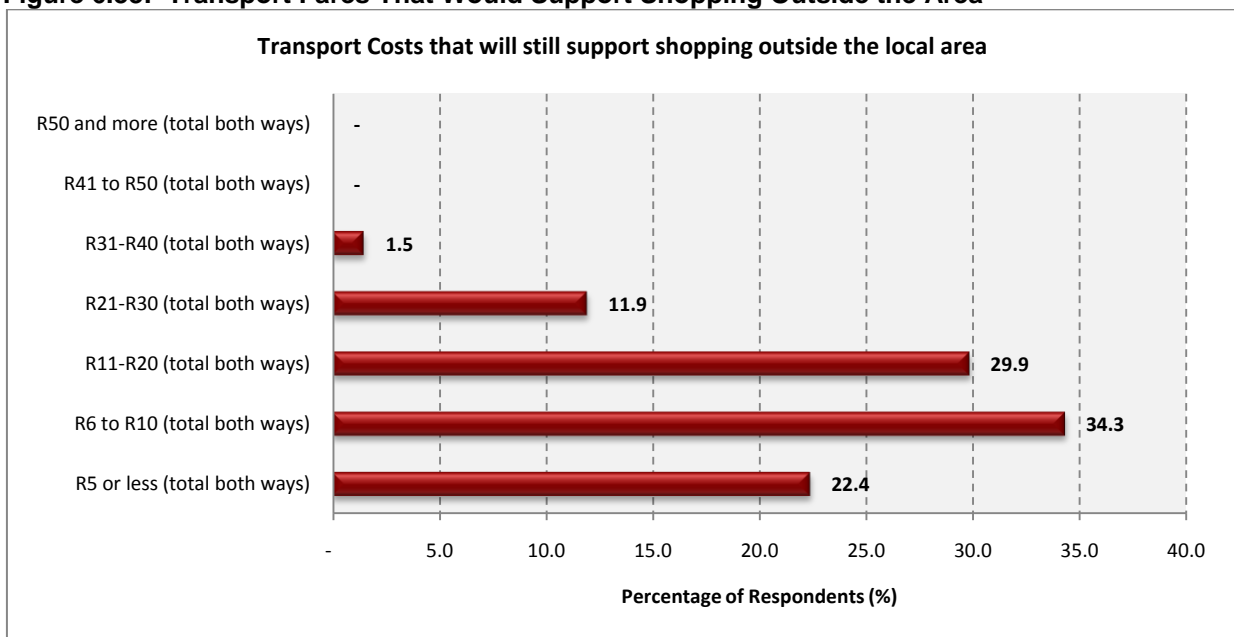
Findings: (Figures 6.32 and 6.33)

- ✓ The majority of respondents indicated that transport fares represent a slight deterrent to shopping outside of the area – **66.7%**. A segment of 22.8% indicated that they represent no deterrent and a smaller segment of 10.5% indicated that they represent a significant deterrent.
- ✓ The majority of respondents indicated that for transport fares of less than R10 for a round trip they would shop outside the area – 56.7%. This is followed by 29.9% of respondents

indicating an amount between R11 and R20, and 13.4% indicating amounts between R21 and R40. The average weighted transport fares promoting shopping outside the area amount to **R11.51** for a round trip.

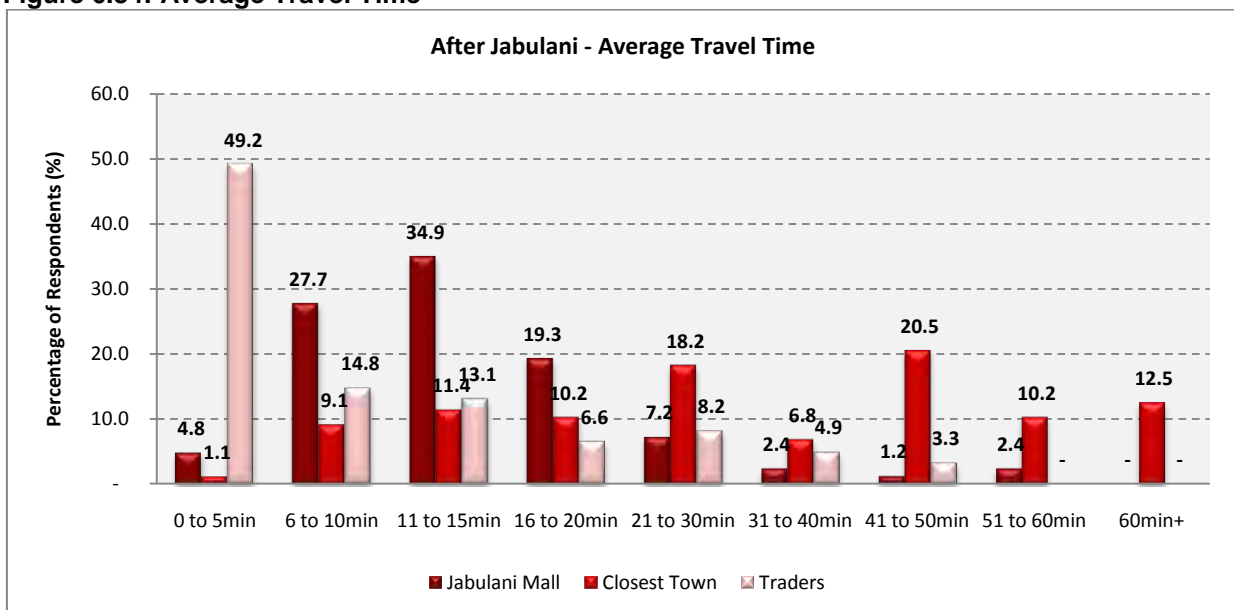
Overall, it is evident that transport fares in themselves do not represent a dominant determining factor as to whether people will conduct retail expenditure outside of the local area. Increased transport costs of 10% will not necessarily result in a 10% increase in local retail expenditure. In general, consumers are willing to pay higher transport fares to reach larger centres such as a CBD with a wider product offering. Say, for example, they are willing to pay R10 to reach a larger retail centre (double the transport fares to a closer smaller retail centre), however, they will reconsider this retail location preference if transport fares escalate to R30 for a round trip. Overall, it is therefore evident that transport fares do not represent the dominant retail location factor, but that local product offering and critical mass are more important.

Figure 6.33: Transport Fares That Would Support Shopping Outside the Area



Source: Demacon Household Surveys, 2009

Figure 6.34: Average Travel Time



Source: Demacon Household Surveys, 2009

Findings: (Figure 6.34)

- ✓ The average travel time to Jabulani Mall: the largest segment of respondents indicated travel times of between 11 and 15 minutes – 34.9%, followed by six to 10 minutes (27.7%) and 16 to 20 minutes (19.3%). The average weighted travel time to Jabulani Mall amounts to **15.2 minutes**.

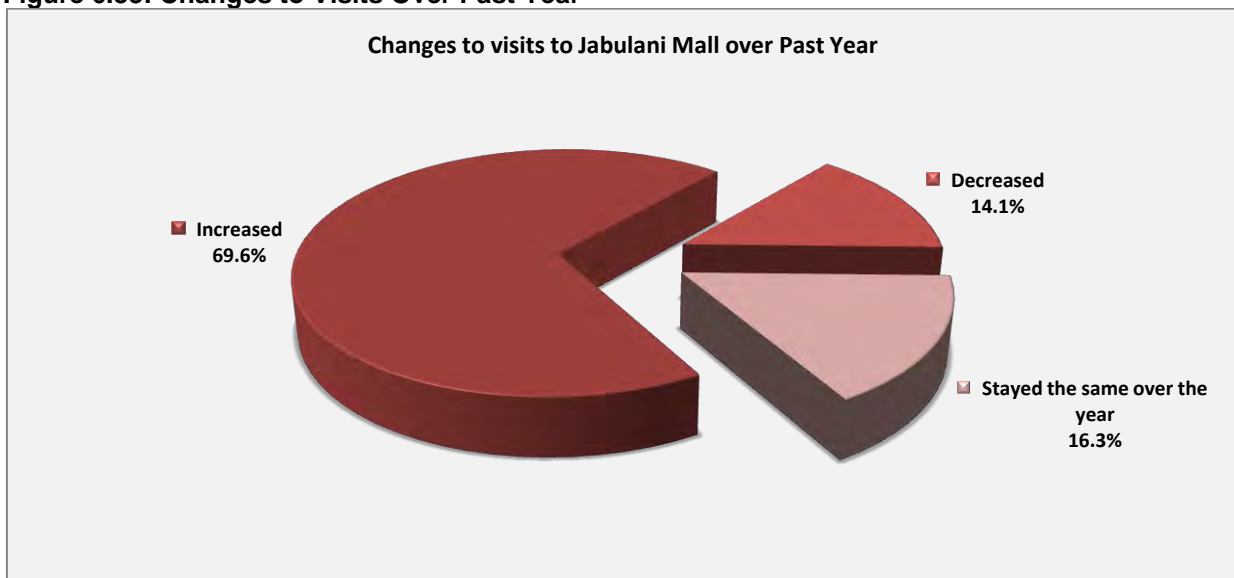
It is important to note that the development of Jabulani mall had a positive impact on travel times to formal retail centres. Before Jabulani Mall only 23.3% of respondents travelled for fewer than 15 minutes to a formal retail centre. After the development of Jabulani Mall this percentage increased to a total of 67.4%.

- ✓ The majority of respondents indicated average travel times of 41 minutes and longer to the closest town – 73.2%, this is followed by 25.0% indicating travel times between 21 minutes and 40 minutes, and 7.8% indicated travel times shorter than 20 minutes. The average weighted travel time to reach the closest town amounts to **27.1 minutes**.
- ✓ The majority of respondents indicate average travel times below five minutes to reach local traders – 49.2%, this is followed by 14.8% indicating travel times of between six and 10 minutes and 13.1% indicating travel times between 11 and 15 minutes. The average weighted travel time amounts to **10.6 minutes**.

6.4.4 FREQUENCY OF VISITS AND DWELL TIME

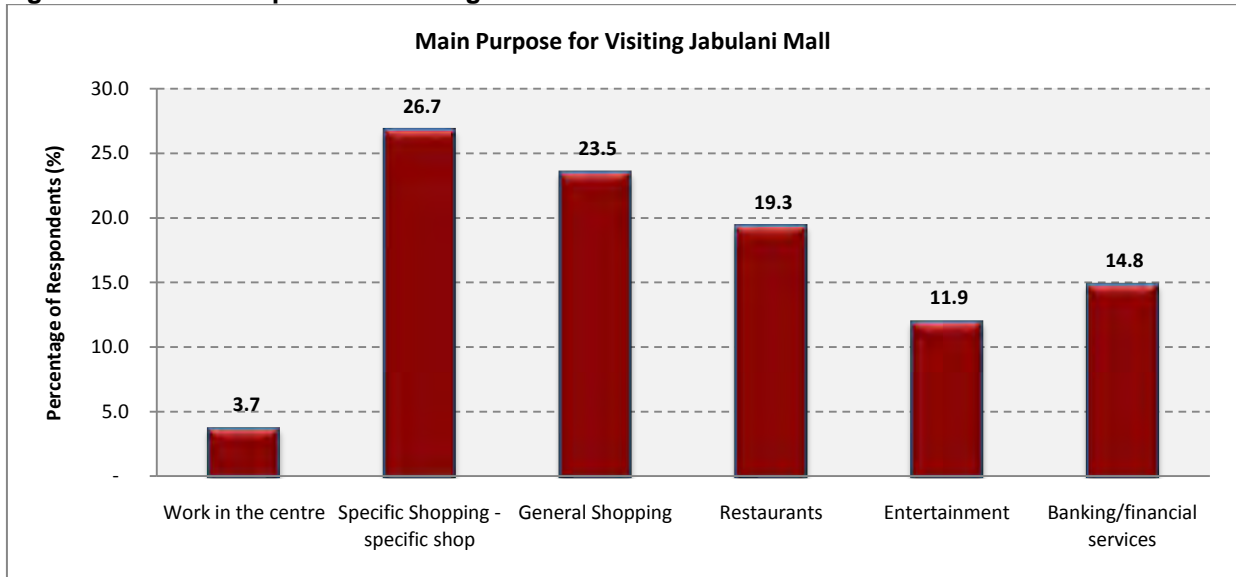
Subsequent paragraphs provide information as to the changes in visits to Jabulani Mall over the past year, the main purpose of visits to Jabulani Mall, the time preferred to conduct shopping and entertainment activities and average dwell time on a typical visit.

Figure 6.35: Changes to Visits Over Past Year



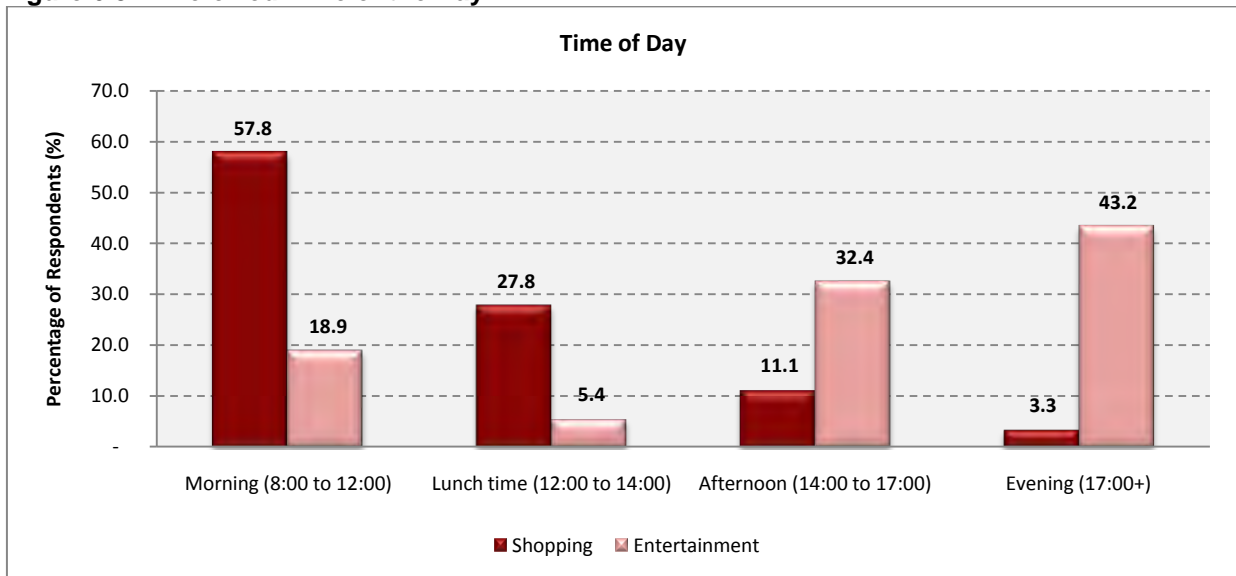
Source: Demacon Household Surveys, 2009

Figure 6.36: Main Purpose for Visiting Jabulani Mall



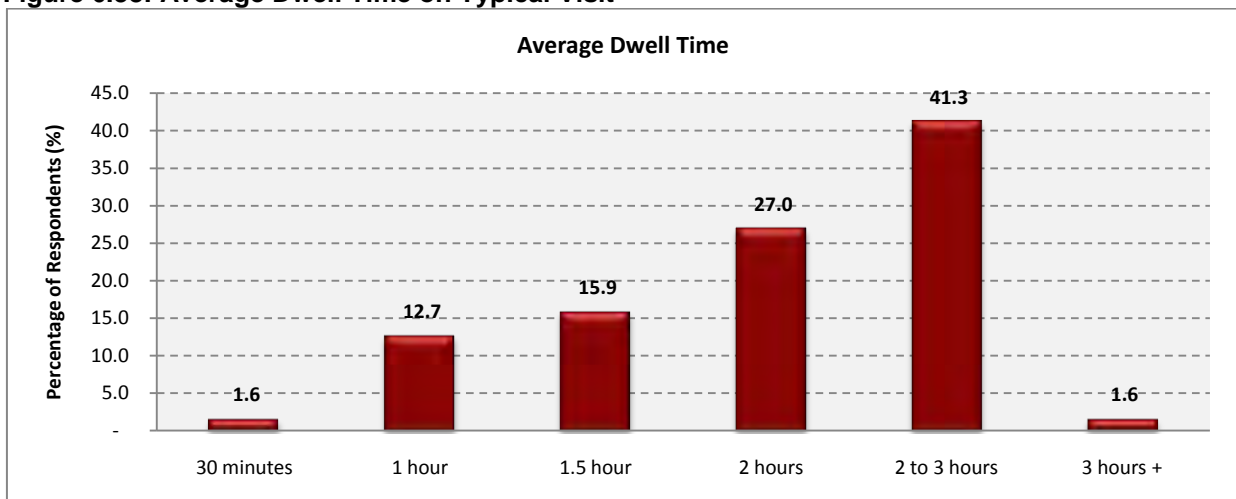
Source: Demacon Household Surveys, 2009

Figure 6.37: Preferred Time of the Day



Source: Demacon Household Surveys, 2009

Figure 6.38: Average Dwell Time on Typical Visit



Source: Demacon Household Surveys, 2009

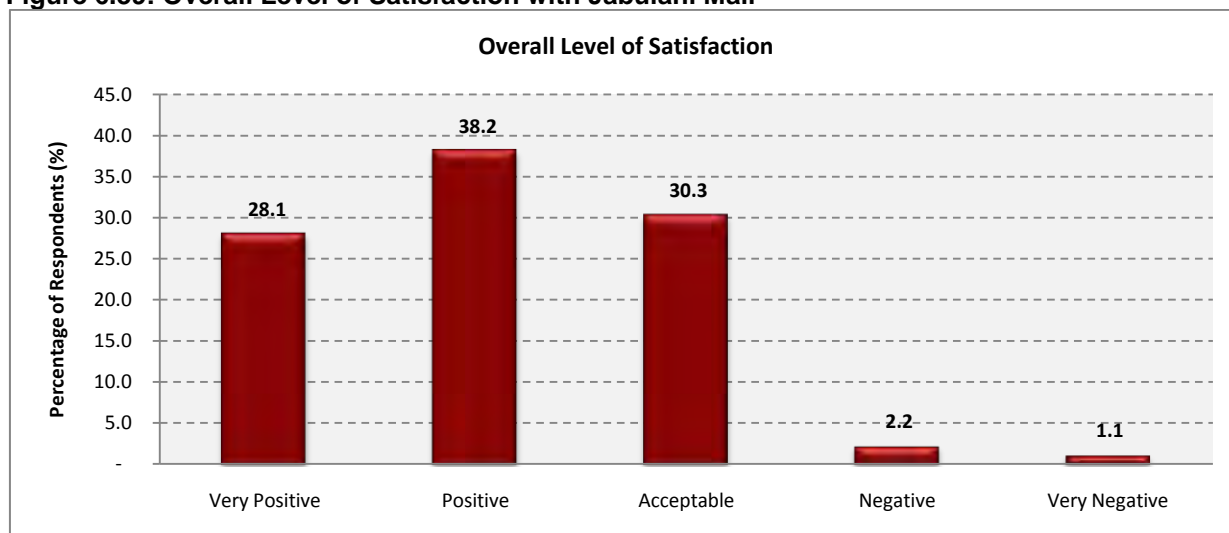
Findings: (Figures 6.35 to 6.38)

- ✓ The majority of respondents indicated that their visits to Jabulani Mall have increased over the past year – 69.6%, 16.3% indicated that their visits remained the same and 14.1% indicated that their number of visits declined.
- ✓ The main purpose for visiting Jabulani Mall is for visits to specific shops – 26.7%, followed by general shopping (23.5%), restaurants (19.3%), banking and financial services (14.8%).
- ✓ The preferred time of the day to conduct shopping at the mall is during the morning (57.8%) and over lunch time (27.8%).
- ✓ The preferred time of the day to visit the centre for entertainment purposes is in the evening (43.2%) and afternoon (32.4%).
- ✓ The average dwell time is predominantly between two and three hours – 68.3%.

6.4.5 SATISFACTION WITH JABULANI MALL

Subsequent paragraphs rate the overall level of satisfaction in terms of a list of centre aspects, supported by an indication of aspects that should be addressed to attract more consumers. They also reflect on the provision made for informal trade.

Figure 6.39: Overall Level of Satisfaction with Jabulani Mall



Source: Demacon Household Surveys, 2009

The majority of respondents indicated that they are satisfied (38.2%) to very satisfied (28.1%) with Jabulani Mall, supported by 30.3% indicating that the centre is acceptable. A mere 3.3% of respondents indicated negative levels of satisfaction with Jabulani Mall.

Table 6.6: Rating of Jabulani Mall Elements

	Rating					Total
	1	2	3	4	5	
TENANT MIX						
Overall image of the centre	2.2	8.6	23.7	37.6	28.0	100.0
Variety of stores	1.1	8.0	27.6	46.0	17.2	100.0
Presence of local stores/tenants	-	4.8	38.1	40.5	16.7	100.0
Presence of national tenants	-	4.8	35.7	39.3	20.2	100.0
Location of stores in relation to each other	-	4.7	32.9	41.2	21.2	100.0
Clothing store selection and availability	2.4	4.7	34.1	37.6	21.2	100.0
Convenience services selection and availability	2.7	16.2	32.4	29.7	18.9	100.0
Books / cards / stationery shop selection and availability	1.3	15.6	33.8	35.1	14.3	100.0
Entertainment and restaurant selection and availability	2.6	11.8	36.8	31.6	17.1	100.0
Health and beauty selection and availability	3.9	10.5	34.2	40.8	10.5	100.0
Home furnishing and furniture selection and availability	5.1	7.7	39.7	30.8	16.7	100.0
Bank / ATM location and selection	2.7	4.1	35.1	41.9	16.2	100.0

	Rating					Total
	1	2	3	4	5	
Availability and selection of speciality shops	1.4	5.5	28.8	46.6	17.8	100.0
PARKING AND ACCESS						
Convenience of the centre's location within the area	2.4	11.0	39.0	35.4	12.2	100.0
Transport to the centre	-	13.1	36.1	34.4	16.4	100.0
Link to public transport – taxi/bus ranks	4.9	11.5	34.4	34.4	14.8	100.0
Accessibility of parking	-	12.3	37.0	35.8	14.8	100.0
Adequacy of parking	-	7.3	34.1	41.5	17.1	100.0
Ease of access to the entrance of the centre from parking	-	6.2	34.6	37.0	22.2	100.0
FACILITIES						
Adequacy / quality of bathroom facilities	1.2	2.4	19.5	43.9	32.9	100.0
Adequacy of disability facilities	1.3	3.8	25.6	47.4	21.8	100.0
Availability of information kiosks and staff	1.3	2.5	22.5	51.3	22.5	100.0
Sufficiency of lifts / escalators	5.1	3.8	24.1	38.0	29.1	100.0
Availability of mall layout plans and centre signage	1.3	2.5	24.1	40.5	31.6	100.0
CLEANING						
The overall cleanliness of the centre	-	2.3	20.5	31.8	45.5	100.0
MAINTENANCE						
The overall maintenance of the centre	-	2.3	19.3	29.5	48.9	100.0
SECURITY						
Safety in the shopping centre and parking area	-	1.1	22.7	31.8	44.3	100.0
LANDSCAPING AND AESTHETICS						
Overall design and features of the centre	-	-	19.7	38.2	42.1	100.0

Source: Demacon Household Surveys, 2009

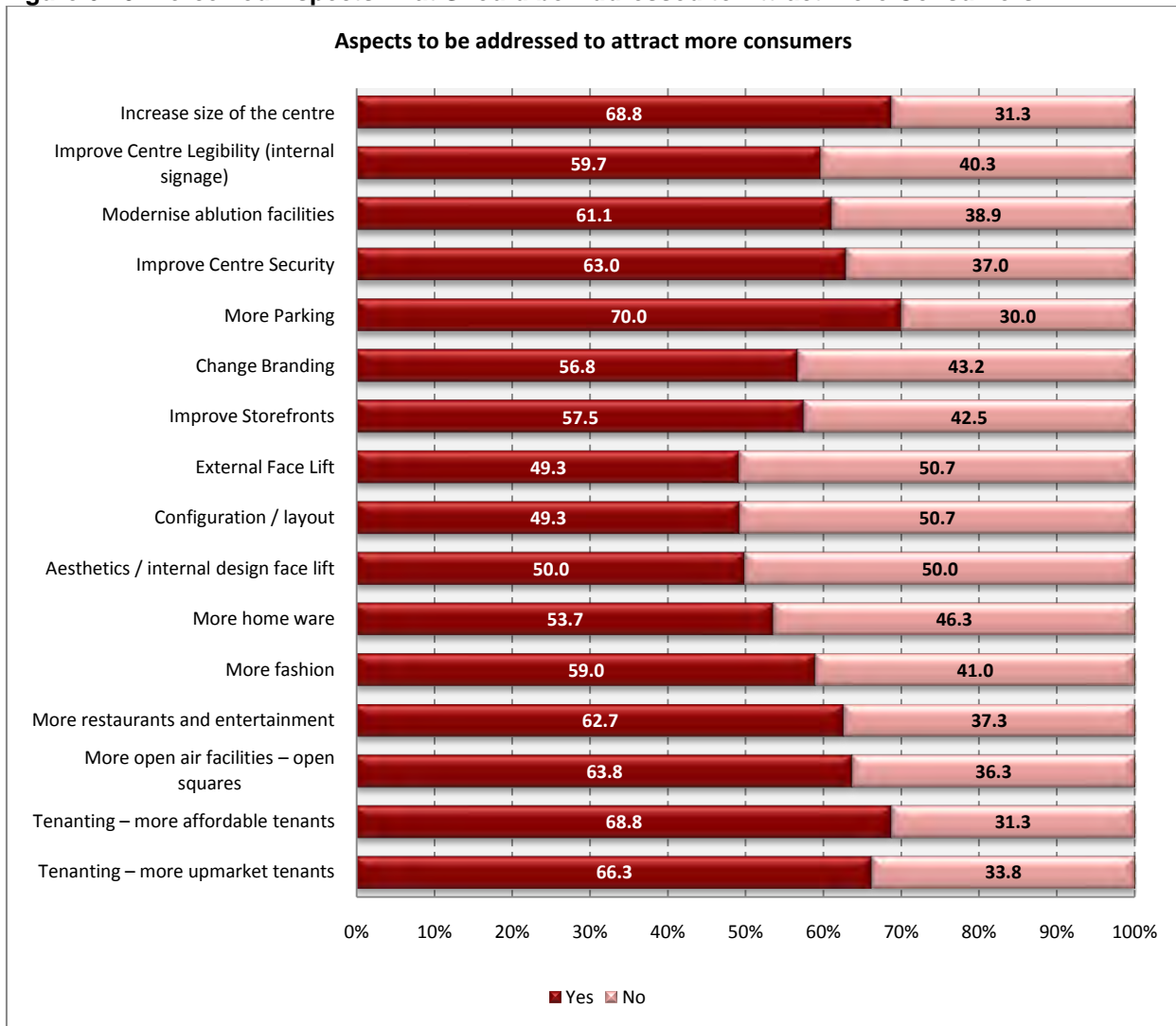
Findings: (Table 6.6)

- ✓ It is evident that the majority of tenants are satisfied with the tenant mix of Jabulani Mall. However, aspects that could be improved on include the convenience service selection, entertainment and restaurant selection, home furnishing and furniture selection.
- ✓ The majority of respondents also rated the parking facilities as acceptable to good. Aspects that can be improved on include the provision of more parking bays and the ease of access to the entrance of the centre from the parking areas.
- ✓ In terms of public facilities the majority of respondents rated these as good to excellent.
- ✓ The overall cleanliness, maintenance, landscaping and aesthetics of the mall are rated as excellent by the majority of respondents.

Findings: (Figures 6.40 and 6.41)

- ✓ The dominant perceived aspects that should be addressed include:
 - The provision of more parking;
 - Increase the size of the centre;
 - Provision of more affordable tenants;
 - Provision of more upmarket tenants;
 - More open air facilities;
 - Improve centre security;
 - More restaurants and entertainment;
 - Modernise ablution facilities.
- ✓ The majority of respondents also indicated that no provision is made for informal traders. However, 43.3% indicated that provision is made for informal traders.

Figure 6.40: Perceived Aspects That Should be Addressed to Attract More Consumers



Source: Demacon Household Surveys, 2009

Figure 6.41: Provision Made for Informal Traders

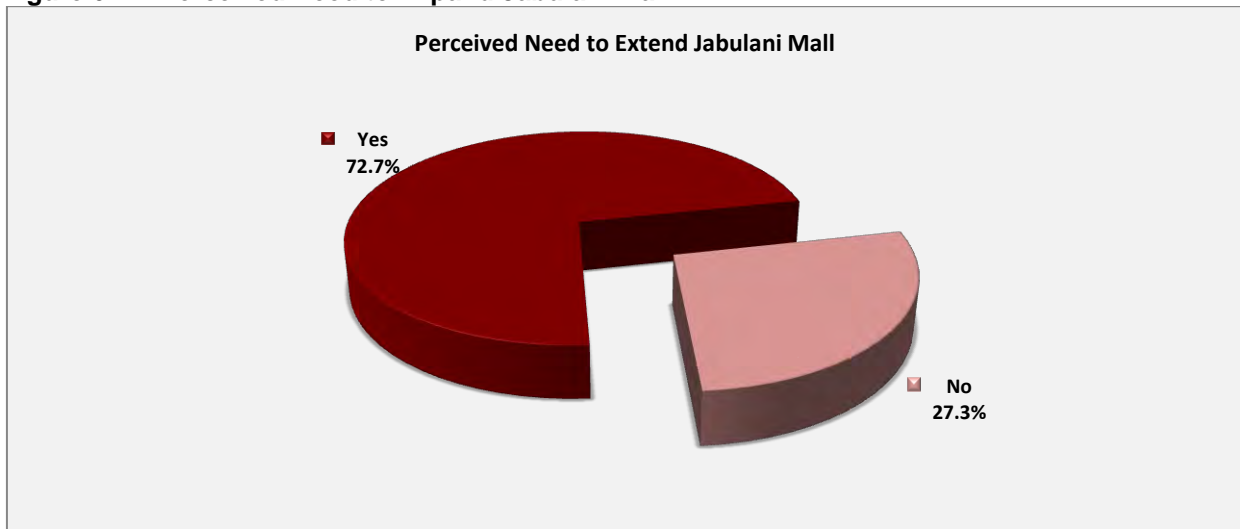


Source: Demacon Household Surveys, 2009

6.4.6 NEED TO EXPAND JABULANI MALL

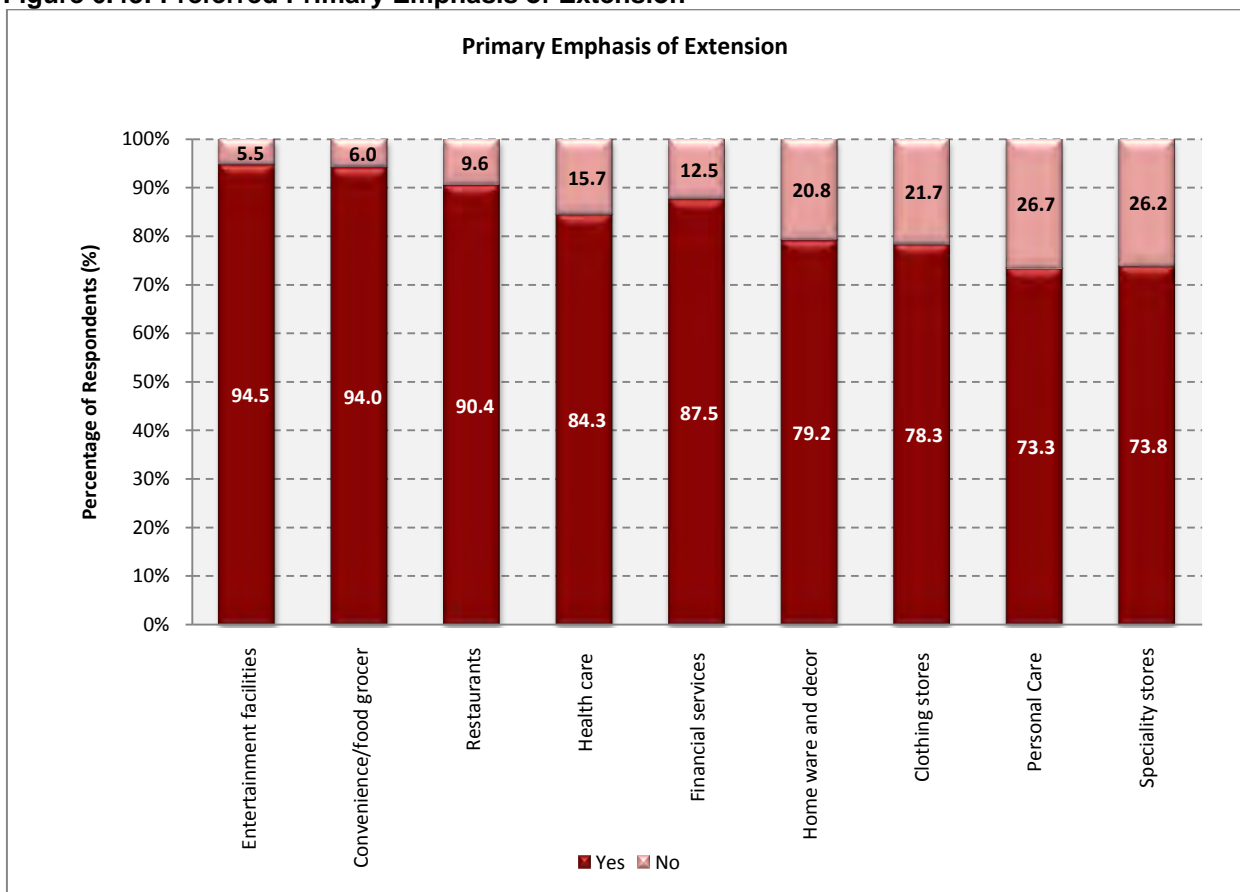
Consumers indicated the perceived need to expand Jabulani Mall, indicating the primary emphasis of the extension.

Figure 6.42: Perceived Need to Expand Jabulani Mall



Source: Demacon Household Surveys, 2009

Figure 6.43: Preferred Primary Emphasis of Extension



Source: Demacon Household Surveys, 2009

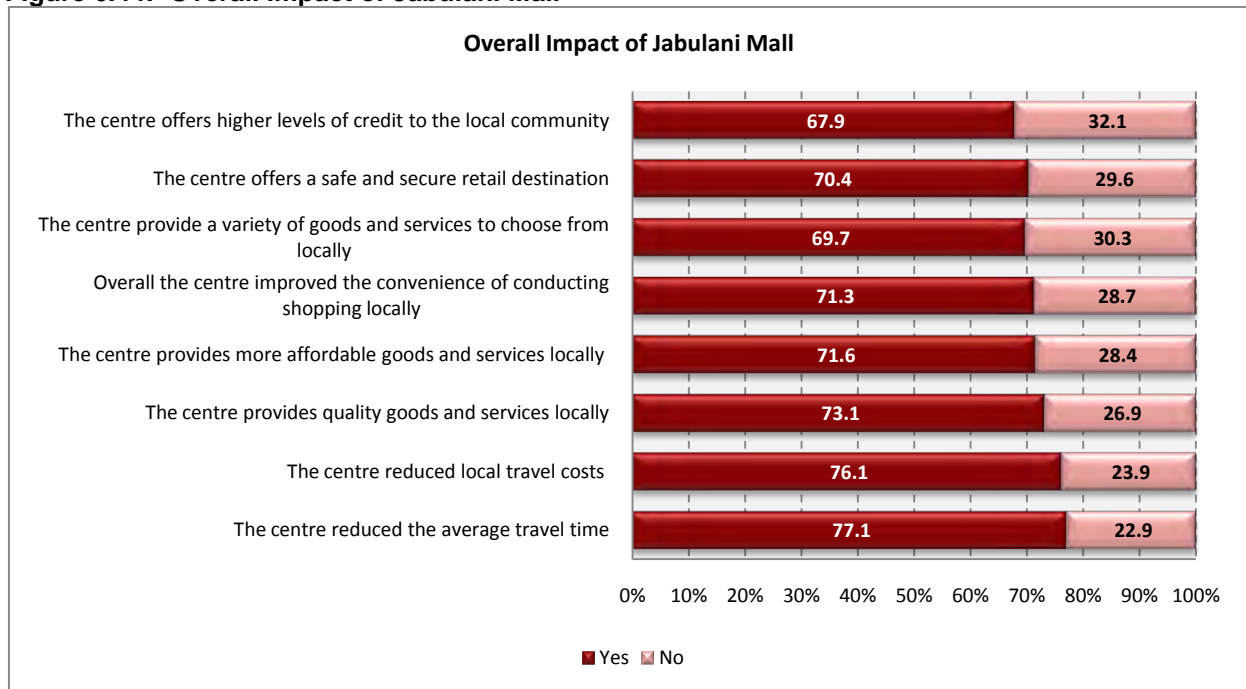
Findings: (Figures 6.42 and 6.43)

- ✓ The majority of respondents indicated a perceived need to extend Jabulani Mall – **72.7%**
- ✓ The preferred primary emphasis of this extension should be on increasing entertainment, convenience/food grocer, restaurants, financial services and health care.

6.4.7 OVERALL IMPACT OF JABULANI MALL

Consumers gave feedback on the overall impact that the development of Jabulani Mall had locally.

Figure 6.44: Overall Impact of Jabulani Mall



Source: Demacon Household Surveys, 2009

Findings: (Figure 6.44)

The development of Jabulani Mall resulted in the following dominant impacts:

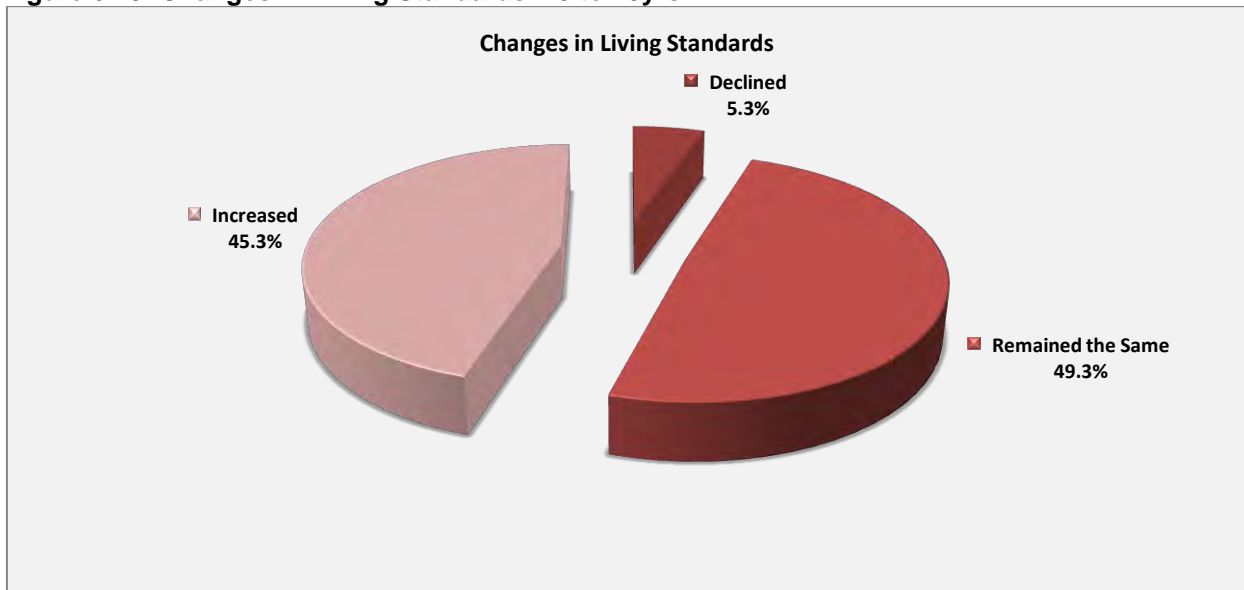
1. It reduced the average travel time to retail centres;
2. It reduced the average travel cost to retail centres;
3. It provides quality goods and services locally;
4. The centre provides more affordable goods and services locally;
5. Overall the centre improved the convenience of shopping locally.

6.4.8 LIVING STANDARD AND AVERAGE ANNUAL INCOME

Consumers indicated changes that took place in their living standard over the past five to 10 years, supported by an indication of monthly household income and contributions from remittances and social grants.

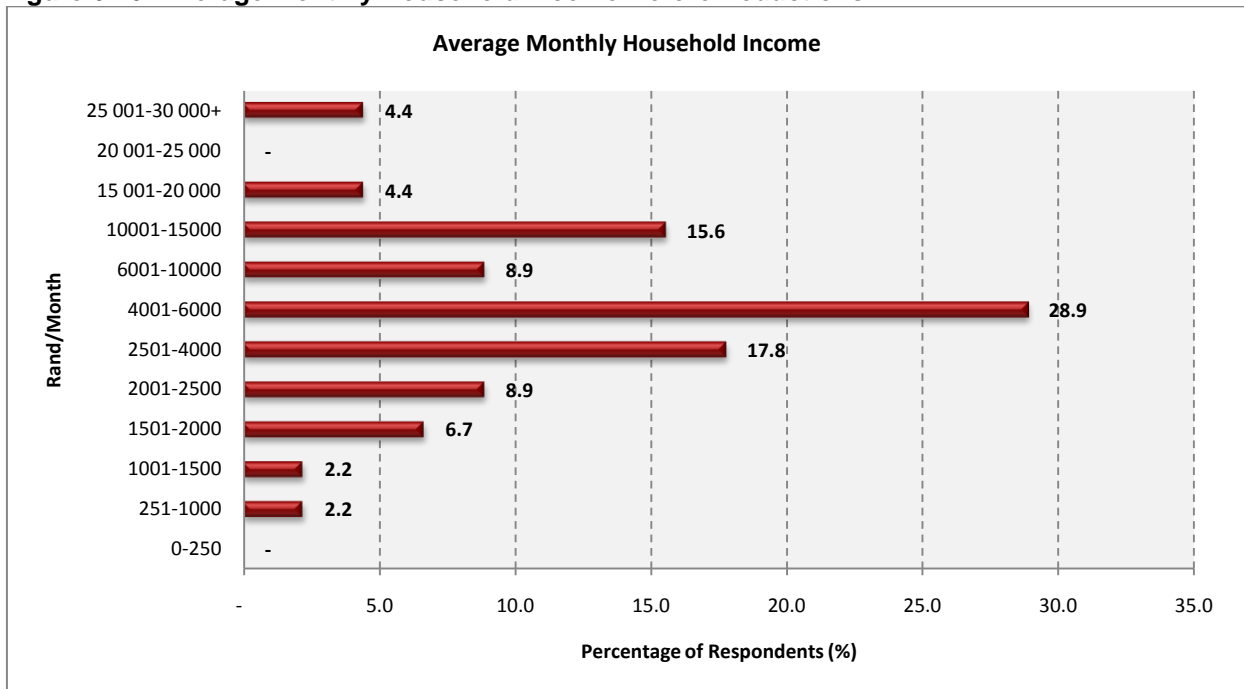
These factors provide important base information regarding household income, sources of income and changes affecting the overall level of disposable income. In general, changes in such aspects have a direct impact on changes to living standards. These changes in living standards are therefore not directly linked to the development of Jabulani Mall, but also influenced by an array of factors listed below.

Figure 6.45: Changes in Living Standards – 5 to 10yrs



Source: Demacon Household Surveys, 2009

Figure 6.46: Average Monthly Household Income Before Deductions



Source: Demacon Household Surveys, 2009

Findings: (Figures 6.45 to 6.46)

- ✓ The majority of respondents indicated that their living standard remained the same – 49.3%, followed by 45.3% indicating an increase in their living standard over the past five to 10 years.
- ✓ These changes can largely be ascribed to increased cost of living, economic recession, 2010 developments, increased job opportunities, reduced expenses, improved service delivery, improved levels of education, new retail centre development and general improvement in living conditions.
- ✓ The weighted average monthly household income amounts to **R6 814.38**.
- ✓ In terms of remittances, it was indicated that **28.4%** of respondents obtain a certain percentage of their income from **remittances**. 38.7% of these respondents receive

remittances making up 20% to 40% of their monthly incomes and 61.3% indicated that remittances make up 70% to 100% of their monthly incomes.

- ✓ **17.4%** of respondents also indicated that a certain segment of their income originates from the **social grant system**. 60.0% of these respondents obtain social grants constituting 10% to 20% of their monthly income, 20.0% obtain social grants constituting 40% to 50% of their monthly income, 5.0% obtain social grants constituting 70% of their monthly income and 15% obtain social grants constituting 100% of their monthly household incomes.

6.5 SYNTHESIS

This chapter provided an in-depth assessment of Jabulani Mall, the socio-economic profile of the primary trade area population and past and current consumer behaviour. Overall, the chapter assisted with the identification of the impacts that the development of Jabulani Mall had on the local community and economy – see Table 6.7.

Table 6.7: Impact of the Development of Jabulani Mall

	Change	Impact
Changes in shopping location:		
Soweto	33.3% to 39.7%	↑
Roodepoort	12.7% to 17.4%	↑
Jhb CBD	42.0% to 28.9%	↓
Other	12.0% to 14.0%	↑
Percentage of shopping conducted outside the local areas	60.5% to 35.5%	↓
Percentage of shopping at local traders	25.3% to 14.2%	↓
Average transport cost:		
Retail centre	R15.6 to R10.4	↓
Local traders	R12.7 to R19.7	↑
Average travel time:		
Retail centre	25.3min to 15.2min	↓
Local traders	16.3min to 10.6min	↓
Monthly household retail expenditure	R1 260.00 to R1 503.09 Jabulani Mall – R1 163.66	↑
Impact on local traders:	Slight to large decline in support – 42.6%	↓
1. Everything remained the same	76.4%	Constant
2. Closure of local businesses	38.5%	Negative
3. Decline in informal traders	25.0%	Negative
4. Movement of local business to the mall	22.0%	Positive
5. Movement of local businesses closer to the mall	25.0%	Positive
6. Informal traders moved closer to the mall	16.5%	Positive
Overall impact of Jabulani Mall		
1. Reduced average travel time	77.1%	Positive
2. Reduced average travel cost	76.1%	Positive
3. Provide good quality goods and services locally	73.1%	Positive
4. Centre provides more affordable goods and services locally	71.6%	Positive
5. Overall the centre improved the convenience of conducting shopping locally	71.3%	Positive

From Table 6.7 it is evident that the overall impact of Jabulani Mall has been positive, despite the slightly negative perceived impact on support for local traders. Overall, it has improved the retail landscape within the local area; reducing the leakage of buying power and improving the overall convenience of shopping locally.