

## **Correlates of Consumer Patronage of Shopping Mall in Metropolitan Lagos**

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### **Abstract**

*The research is aimed at investigating the pattern and extent of relationship among factors that stimulate consumer patronage of shopping malls in metropolitan Lagos. The Study utilizes survey method with questionnaire and interview as the two instruments used in data collection. Analysis is done largely using descriptive statistics. Also a four point Likert scale is used to measure the variables which form the basis for the use of regression model as the sole tool used in hypothesis testing. Based on the survey of urban shoppers, the study analyses the cognitive attributes of the shoppers towards attractiveness of shopping malls and intensity of the shoppers. The results of the study revealed that ambience of shopping malls, assortment of stores; sales promotions and comparative economic gains in the malls attract higher customer traffic to the malls. The analysis also revealed that class difference of consumers play an important role in choosing shopping malls. In other words, the research reveals a significant relationship between shopping malls sales growth and middle and upper class patronage. The study recommends that Mall Managers should therefore develop appropriate tenancy policies for retaining firms in reference to the socio-demographic factors of customers to satisfy different segments. An appropriate mix of anchor tenants who have different target groups would better attract customers to shopping malls and such assortment of stores could co-exist in a shopping mall successfully without conflict of interest. Shopping mall managers should focus attention on providing information about retailer's offers beforehand for the customers to make their purchase decision prior to mall visit. There is the need for shopping mall managements to increase social and recreational facilities which acts as driving factors in augmenting the customer's traffic to the shopping malls. Also, there is the need for government to monitor the siting of shopping malls in order to ensure adequate space and avoid congestion which is the major feature of traditional markets.*

**Keywords:** *Correlate, Consumer, Patronage, Shopping, Mall, Product.*

### **Introduction**

#### **Background to the study**

The business environment in Nigeria has become more competitive, largely as a result of globalization and liberalization of the economy. Openness of an economy ordinarily stimulates competition and often results in hard times for some businesses. Liberalization has led to the establishment of large scale retail outlets known as shopping malls. These shopping malls compete favorably with well-known traditional markets from the perspectives of economic, operational and managerial efficiency. The economic relationship concerns the degree of dependency between the attractiveness of shopping mall and shoppers' personality traits in reference to market share, return on investment and profitability (Rajagopal2008). The underlying success factors of planned and centrally managed large shopping mall in the retail sector are grid around customer satisfaction in reference to selection, atmosphere, and convenience, salespeople, refreshments, location, promotional activities and merchandising policy(Anselmsson,2006) Enhancing and retaining customers have been identified as, a major source of competitive advantage within the retailing sector (Chang and Tu 2005). Retailers need to develop strategies that recognize customer loyalty as a multifaceted and complex construct influencing customer references and decision making (Huddleston, 2004).

Knox and Denison (2000) highlight the importance of developing retail strategies to manage consumer patronage, customer loyalty and shoppers switching behavior. Therefore, focusing on factors that could influence consumer's patronage and build customer loyalty is imperative (Sirohi, McLaughlin and Wittink, 1998). The constant challenge is to ensure that the growth and expansion of shopping malls can be exploited within a sustainable framework. This will result in high consumer patronage and repeat visit. The accruing benefits such as improvement to the economy would in effect be maximized.

In view of the above discourse, the trust of the study is to ascertain those factors that are pertinent to attracting the patronage of consumers to malls in metropolitan Lagos

### **Statement of the problem**

The development and expansion of marketing and current development in the Nigerian economy like increase in population, customer awareness; globalization, technological advancement and deregulation have influenced business and marketing activities. This development has led to the emergence of large retail outlets with modernized facilities that provide comfort and convenience to shoppers which the traditional markets could not provide. The challenge before the shopping mall managements is not only to ensure growth and expansion of shopping malls but to render traditional markets irrelevant. Studies have been carried out on what could influence consumer patronage. Anselmsson (2006) argued that atmosphere, convenience and sales people could possibly be the factors. Others like Knox and Denison (2000) highlight the importance of physical and social surrounding such as location, decor, noise, aromas, lighting, intensity and physical layout. Neither of these reports however related how various physical features could serve as effective stimuli for a shopper. Consumer satisfaction while shopping inevitably is an important issue for shopping for the second or subsequent time. The experimental aspects of shopping are of great interest to retailers, In today's tough competitive environment, retailers are concerned about the factors that impact on the feelings and states of their patrons and try to implement appropriate strategies aimed at making a shopping experience a pleasant one. This research is thus an attempt to unravel the factors that exert influence on consumer patronage of shopping malls in metropolitan Lagos.

It is in the light of the above that this study attempts to examine the correlates of consumer patronage of shopping malls in metropolitan Lagos. It also seeks to identify the target customers and their demographic characteristics. To achieve this, the following research questions are raised

### **Research questions**

- i. Is there any relationship between logistics related variables/accessibility, parking, security, etc.) And patronage of shopping malls?
- ii. What is the relationship between ambience related variables (peripheral ambience, inside mall ambience, flower and vegetation, air-conditioning. etc.) and consumer patronage of shopping mall?
- iii. Is there any relationship between cognitive related variables (creative sales events, customer interaction, recreation, etc.) on consumer patronage of shopping malls?
- iv. Is there any relationship between economic related variables (price, quality of product, promotional attraction, etc.) on consumer patronage of shopping mall?
- v. What is the effect, if any, of demographic characteristics on loyalty to shopping malls?

### **Objectives of the study**

The broad objective of this research is to determine and explain the pattern and extent of relationship among factors that stimulate consumer patronage of shopping malls in metropolitan Lagos. The specific objectives include:

- I. To assess the effects of some demographic characteristics on loyalty to shopping mall;
- II. To examine the relationship between ambience related variables(peripheral mall ambience, inside mall ambience, flower and vegetation, air-conditioning, etc.) and consumer patronage of shopping mall;

- III. To determine the level- of relationship that exist between cognitive variables( creative sales events, customer interaction, recreation, etc.) and consumer patronage of shopping mall;
- IV. To assess the effect of economic variables(price, quality of product, promotional attraction, etc.) on consumer patronage of shopping mall; and
- V. To find out the relationship of logistic related variables (accessibility, parking, security, etc.) on consumer patronage.

### **Hypotheses of the study**

On the basis of the research objectives and research questions, the following hypotheses are hereby formulated.

- I. There is no relationship between logistic related variables (accessibility, parking, security, etc.) and patronage of shopping malls;
- II. There is no relationship between ambience related variables (peripheral mall ambience, inside mall ambience, flower and vegetation, air-Conditioning, etc.) and consumer patronage of shopping mall:
- III. There is no relationship between cognitive related variables (creative sales events, customer interaction, recreation, etc.), and consumer patronage of shopping mall; and
- IV. There is no relationship between economic related variables (price, quality of product, promotional attraction etc.), and consumer patronage of shopping mall.

### **Significance of the study**

The development of shopping malls and leisure facility centers in Nigeria need to be evaluated from the perspectives of economic, operational and managerial efficiency.

The economic relationship concerns the degree of dependency between the attractiveness of shopping malls and shoppers personality traits in reference to the market share, return on investment and profitability (Rajagopal, 2008). The underlying success factors of planned, centrally managed and large shopping malls in the retailing sector is grid around customer satisfaction in reference to selection, atmosphere, convenience, sales people, refreshments location, promotional activities and merchandising policy (Anselmsson, 2006).

The significance of this study cannot be over emphasized, considering the fact that retailing in Nigeria is one of the most virile sectors of the economy. There is no doubt that shopping malls contribute to business significantly and attract buyers and sellers, and provide enough time to make choices as well as a generational means of shopping. The study is also significant because the patronage of these shopping malls is increasing not only among the youths and elites but even among the uneducated members of the society.

It is also evident that the patronage of shopping malls is mostly among the middle and higher income earners. These groups are usually mobile, hence the need for shopping mall developers to consider space environment when setting up new shopping malls.

The study would also contribute to knowledge in understanding the contribution of shopping malls to the Nigerian economy. It would therefore provide a good reference material for future researchers in this field of study.

Furthermore, with increasing development of shopping mall there is the need for government to step in and regulate its sighting in order to spread their locations an avoid congestion of an area like traditional market site. More importantly, the study is expected to bring out the potentials of shopping malls hence an economic venture where more Nigerians could invest. Lastly, the research is expected to find out whether the traditional markets will fizzle out in future with more and more developments of shopping malls or the two type of market will co-exist side by side.

### **Scope of the study**

The study aims at examining the correlates of consumer patronage of shopping malls in metropolitan Lagos.

Secondly the investigation shall be limited to shopping malls: operating In Metropolitan Lagos with

known structures.

Thirdly, the study shall dwell on the extent of relationship among factors that stimulate consumer patronage of shopping malls in metropolitan Lagos.

The study would also cover such aspects as customer behavior, attitudes and perception as they affect shopping malls patronage from 2012 to 2016. This is done in order to strengthen the empirical position to be established at the end of the study.

### **Limitations of the study**

The study was conducted in one Nigerian state metropolis. This does not mean that other states of the federation including Federal Capital Territory, are irrelevant in shopping mall operations. Rather, this is simply to permit the researcher to focus attention on specific shopping malls in one specific location (Lagos) which we believed can be used as a basis for predicting similar conditions in other parts of the country. This is also, in addition to the time and resource constraints facing the researcher which may not allow the researcher to cover every state of the federation.

The study was also constrained by the choice of 300 respondents as a sample size from three shopping malls in metropolitan Lagos. The study was restricted to this sample drawn from three shopping malls although; such study may be conducted in all the shopping malls in the state as extended to cover the whole country that is Nigeria. Research findings were also restricted to what is obtainable in the selected shopping malls thereby making it difficult to generalize the outcome to the state in particular or the country in general. In the same vein, customer value perceptions and their influence on patronage and behavior may vary in different cultures, and results indicating the weight and the influence of different value dimension should be interpreted cautiously.

In spite of all these limitations it is believed that the findings were not adversely affected and would have succeeded in giving a fair representation of the entire state.

## **Literature review and theoretical framework**

### **Introduction**

This section reviews relevant and related literature on the subject matter. It begins with a brief historical development of retailing and shopping centers and their attributes. The concept of consumer behavior, the concept of consumer perception and the concept of Marketing strategy are also discussed. Thereafter, the conceptual framework utilized for the research is presented.

### **Retail development and shopping centers**

Cities and towns have changed dramatically over the past decades. The proliferation of discount, general merchandise stores such as Target, Wal-Mart and K-mart have had a significant impact on our urban and rural land spaces affecting the way we shop, live, work and play. While changes in customer buying habit are often linked to changes in the retail industry, communities are increasingly becoming more aware of both the positive and negative aspects of large scale retail facilities often called "big boxes" Mega Stores or Shopping Malls (Perry, 2001).

Therefore the development of the Shopping Malls and leisure facility centers need to be evaluated from the perspectives of economic, operational and managerial efficiency. The economic relationship concerns the degree of dependency between the attractiveness of Shopping Malls and Shoppers' personality traits in reference to the market share returns on investment and profitability (Rajagopal, 2008). Two types of shopping center models are observed in the emerging real estate markets in developing countries which are characterized by their ultimate relationship with the physical shopping center on whose web site they reside (Dixon and Marston, 2005; Kuruvilla and Ganguli, 2008). The underlying success factors of planned centrally managed and large shopping Malls in the retailing sector is grid around customer satisfaction in reference to selection, atmosphere. Convenience sales people, refreshments, location, promotional activities and merchandising policy (Anselmsson 2006). Also it is found that assortment of

stores. Mall environment and shopping involvement factors have a differential influence on excitement and desire to stay in the Malls, which in turn are found to influence patronage intentions and shopping desire in the Malls (Wakefield and Baker, 1998).

### **The concept of marketing strategy**

The aim of marketing is to meet and satisfy target customers' needs and wants more effectively and successfully than competitors. That is why Drucker (1964) stated that every business can be defined as serving either customers or end users or markets. Marketing, according to Czinkota, Katobe and Mercer (1997) is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create and maintain exchange that satisfy individual, organizational and societal goals on the systematic context of a global economy (Armstrong, 2001). However, the definition that is more relevant to this study is the one offered by Riivari (2005) in which he states that marketing is all about evoking a response from the target customer. He added that usually, this is for the purchase of something or to make buyers aware of a new service they can use. Organizations can therefore use various techniques to evoke response from customers. The foregoing definitions presupposed that for effective marketing to take place, companies have to understand the behavior of their consumers. Consumer behavior focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption related items or services. It includes amongst others what they buy why they buy it, where they buy it, how often they buy it, how often they use it, how they evaluate it after the purchase and the impact of such evaluations on future purchases, and how they dispose it (Schiffman and Kanuk, 2004). This is a very crucial issue in any marketing discourse. As a result since the main focus of this study is on the correlates of consumer patronage of shopping malls, it ought to be a consumer-centered study. Thus, the theoretical framework and the literature review will be built around consumption related values, as proposed by Pura (2005). Marketing strategy is seen by a lot of people as a plan. This is indeed the traditional view of a strategy. A plan is out of date as it is compiled; it will never stay static.

According to Grant (1991) and Thibodeaux and Favila (1999), strategies must be well formulated and implemented in order to attain organizational objectives. Strategic decisions determine the organizational relations to its external environment encompass the entire organization, depend on input from all of functional areas in the organization, have a direct influence on the administrative and operational activities, and are vitally important to long-term health of an organization (Shirley, 1982).

Porter (1987) suggests that is "the glue that holds together the many systems and initiatives within a company". Riemann and Ramanujan (1992) argued that it is a method for finding a vision and "obtaining perpetual invigoration" for that vision. Mintzberg (1994) states that strategic thinking emphasizes synthesis, "using intuition and creativity" to product "an integrated perspective of the enterprise. Garratt (1995) sees strategic thinking emphasizes synthesis, "using intuition and creativity" to product "an integrated perspective of the enterprise. Garratt (1995) sees strategic thinking as a process by which senior executives rise above their daily managerial processes and crises to gain a different perspective of the organization and its changing environments. According to Porter (2001), the essence of a strategy is choosing to perform activities differently from rivals, which requires creativity and insight.

Executives around the world are confronted with complex strategic marketing decisions created by demanding knowledgeable customers, aggressive competition, turbulent markets, disruptive new technologies, demographic changes and escalating globalization. Importantly, these challenges highlight several, marketing strategic opportunities. At the core of the opportunities created by these challenges is the need to improve our understanding of markets and competitive space, customer value delivery, innovation, cultures, processes, and the design of effective organizations, Cravens, and Jagersma, (2006). It is no secret that if a company is looking to grow its market share and improve its overall position, the marketing function plays a key role (Vrontis. et al: 2007).

El-Ansari (2006) explains that the concepts of marketing strategy lacks clarity in the sense that in one breathe the literature counts segmentation, targeting, differentiation and positioning as marketing strategies

and in the same breath recounts the marketing mix elements/4Ps, i.e. product, pricing promotion and place (distribution) as strategies. Such account of marketing strategy fails to differentiate between marketing strategy and marketing management. Marketing strategies are segmentation, targeting, differentiation and positioning. Marketing management is a marketing mix program designed for marketing strategy implementation.

Martin (1991) opines that marketing strategy involves two related tasks. First the selection of firms target market in which it intends to operate. Secondly the development of a marketing mix for each selected target market.

Yomere (1985) suggests that strategy is a plan, which involves the determination of the basic long term goals and objectives of an enterprise, the adaptation of courses of action, and the allocation of resources necessary for realizing these goals.

Ansoff (1965) proposes a concept of strategy which

- Provides a broad concept of the firm's business;
- Sets forth specific guidelines by which the firm can conduct its search: and
- Supplements the firm's objectives with decision rules, which narrow the firm's selection process to the most attractive opportunities.

Kelly (1972) sees strategy as the catalyst, the main thread and thrust of the business. Once the initial marketing objectives have been set, it is necessary to consider how they could be achieved. The way one goes about achieving ones marketing objectives is through marketing strategies (through the use of one's marketing mix): Westwood (1996) observes that marketing strategies are the means through -which marketing objectives are achieved. He opines that marketing strategies relate, to products, pricing, promotion, and distribution.

Some strategies may seem to follow logically and obviously from the objectives, while others may evolve from a flash of inspiration. When the list of alternative strategies has been prepared, they should be evaluated to determine which would best satisfy the objectives. You should equally determine which strategies could be best implemented with the resources and the capabilities that your company has. Strategies should be listed under the headings of the four main elements of the marketing mix - product, pricing, promotion and distribution (Westwood. 1996).

## **Product**

Etzel et al (1997) consider a product as a set of tangible and intangible attributes, which include packaging, color, price, quality and brand, plus the sellers' services and reputation. Stanton (1975) opines that fundamentally, the social and economic justification for the existence of a business entity is its ability to satisfy its customers. The functions of product management should therefore include:

- What types of product to offer?
- What attribute the products will possess including quality, brand name and warranties?
- The manner the products should be packaged whether the products are to be branded and if they are what brand to use?

## **Pricing**

According to Schewe and Smith (1980), a price is what the buyer gives up to receive a bundle of utility in the exchange. Kotler (2001) believes that price is the marketing mix element that produces revenue; others produce costs. It is also one of the most flexible elements. It can be changed quickly, unlike product features and channel competitions. At the same time, price competition is the number one problem facing companies, yet many companies do not handle price well. Guiltinan and Paul (1991) hold that there are no simple rules of thumb that manager can use to ensure a correct price. In the same vein, baker (1985) contends that pricing decisions constitute a complex web and that successful pricing requires an awareness of the many inter relationships among pricing decisions. The price to be, placed on products should be

profitable to the seller and at the same time be affordable to the' customer.

### **Promotion**

This is according to Etzel, et al (1997) the element in an organization's marketing mix that serves to inform, persuade, and remind the market of a product and or the organization selling it with the hope of influencing the recipient's feelings, beliefs, or behavior. It includes personal selling, advertising, sales promotion, public relations and publicity.

### **Place/distribution**

This involves the physical movement of products to ultimate consumers. The most innovative product with attractive price, for instance, is worth nothing if it cannot be available to buyers, when and where they want it. Distribution therefore bridges the gaps of space and time between production and use or consumption. It includes physical distribution and channels of distribution.

### **Consumer behavior**

Enhancing and retaining customer loyalty has been identified as a major source of competitive advantage within the retailing sector (Chang and Tu, 2005). Retailers need to develop strategies that recognize customer loyalty as a multifaceted preferences and decision making (Huddleston, 2004) Knox and Denison (2000) highlight the importance of developing retail strategies to manage consumer patronage, customer loyalty and shoppers switching behavior. Therefore, focusing on factors that can influence consumer's patronage and build customer loyalty is imperative (Sirohi, Mc Laughlin and Wittrink, 1998). The literature indicates that product and store attributes influence store patronage and customer loyalty (Change and Tu, 2005; Maraudi, Little and Sekhou, 2006) Mitchell and Kiral, (1998) suggest that store attributes effect on customer loyalty vary across retail format, time and region.

### **Customer loyalty**

Customer loyalty is customer's intention to purchase a specific product or services in future repeatedly (Jones and Sasser. 1995). Customer loyalty is defined as an interaction between customers' relative attitude towards a brand or Store and their repeated purchase behavior towards that brand or store (Dick and Basu 1994). According to Rhee and Bell (2002), customer loyalty is an important indicator of store health. Customers can have a long-term or a shore-term loyalty (Change and Tu, 2005). Long-term loyal customers do not easily change their store and product choice. In contrast, short-term loyal customers do switch when they find a better alternative. Therefore, store loyalty is measured using parameters such as consumer's willingness and intention to purchase in future and their choice behavior.

### **Store attributes**

Considerable research has been directed towards store attributes and customer loyalty in Western countries (Carpenter and Moore. 2006). However, limited attention has been paid to this issue in developing countries. Consumer's perception of store attributes is influenced by retail formats, type of products, cultural value, shopping intention and customer base (Paulins and Geistfed, 2003). Bearden (1977) states that store atmosphere, location, parking facilities, and friendliness of store people are the salient factors that influence consumer store patronage. As a result, store attributes such as service offering, activities, facilities and convenience have major influence on consumer satisfaction and loyalty (Change and Tu, 2005).

### **Product attributes**

Consumer preferences of product attributes vary according to product nature and socio-economic nature of the consumer (Wusitalo 2001). Product attributes are often continuous in nature (Viswanathan and Childers 1999). The attributes model proposed by Gwinn and Gwinn (2003) posit that consumer choice is based on maximizing utility from the product attributes subject to budget constraints. Choice theory suggests that, consumers' decision making process depends on certain basic product attributes

(Vishwanathan and Childers, 1999). The basic product attributes are quality, price, variety, assortment and value of the product (Gwinn and Gwinn, 2003).

Sinha and Bauerje (2004) indicate that store convenience and customer service positively influence consumers store convenience and customer services positively influence on consumer choice. Consumers were also found to be price sensitive and quality conscious (Tuli and Mookerjee, 2004) Choo, Jung and Pysarchik (2004) note that consumers' attribute towards new products are changing significantly and this can increase their intention to shop in new retail formats such as supermarkets. Thus, products attributes such as quality, price and availability of new products are important constructs in the developing countries.

### **Consumer perception**

Perception refers to interpretation of what we take in through our senses (Awal 2005). He added that the process of perception enables human to interpret the signals we receive through eyes, ears, nose, skin or tongue as objects, events, people as well as situations.

In other words, perception has been defined by Berelson and Steiner (1964) as the process by which an individual selects, organizes and interprets inputs to create a meaningful picture of the world. People's perception is usually shaped by the physical stimuli, its relation to the environment and on conditions within the individual; Kotler and Keller (2006) postulate that in marketing, perception is more important than the reality, as it is perceptions that will affect consumer's actual behavior. People usually emerge with different perceptions of the same objects because of the way they select, learn and retain the information received through our senses. Thus perceptions form attitudes on products, services or even organizations (Cravens, 2001).

It is pertinent to note here that perception, attitudes and motivation are all parts of consumer behavior; as such any assessment of the consumer perception more often than not dwell on the consumer's value perception of the products inherent attributes.

This perception in turn determines consumer satisfaction or otherwise. In the service industry, service quality is viewed as a critical component of customer perception. The service literature posits that service quality is a critical predictor of perception of value (Bolton & Drew, 1991), and it is the antecedent of patronage and satisfaction (Brandy et.al. 2002). So, in this study, consumer perceived effectiveness is treated synonymously with consumer perceived value. This is because effectiveness is part of value judgment of a service encounter amongst other factors such as reliability, dependability, efficiency, space and convenience. Hence, the conceptual framework is based on this notion.

Prior academic study on consumer patronage of shopping malls is presumably scanty) or even nonexistence in Nigeria. However, empirical studies on related areas are available in other parts of the world. Rajagopal (2008) conducted study on growing shopping malls and behavior of urban shoppers. The study shows the impact of growing congestion of shopping malls in urban areas of Mexico on shopping conveniences and shopping behavior in reference to personality traits of the shoppers. The results of the study reveal that ambiance of shopping mall and assortment of stores in the mall attracts high customer traffic to the mall. The study also reveals that urban shoppers visit shopping malls as leisure centers to relax spending long hours and tend to shop in response to various sales promotions by different stores in the mall.

Another study was conducted by Rajaguru and Matanda (2007) on consumer perception and store and product attributes and its effect on customer loyalty in India. The study reveals that store attributes such as service quality and convenience of stores, and product attributes such as product quality, price and availability of new products are significant factors in customer loyalty. Relatedly, Ahmed (2007) conducted research on consumer's attitude towards modernized shopping centers in Bangladesh. The finding of the research reveals that class difference of the consumers plays an important role in selecting shopping center. Also availability of goods and price of commodities at the shopping center influence the selection of shopping center. Reputation or image of the shopping center also has influence in selecting a shopping center.

However, the most significant study on shopping area image so far has been that of Houston and Nevins



(1980). In their study of the downtown area and, four shopping center on 16 image items, Houston and Nevins use factor analysis to identify three major dimensions or factors of shopping areas image. The first factor, consisted of six items-qualities of stores, variety of stores, merchandise quality, product selection, special sales/promotion, and great place to spend a few hours-- which were related to the assortment of benefits offered by the area. The second factor (6 items) consisted of lunch/refreshment, comfort areas easy to take children, layout of the area, and special events/exhibits - and was named the facilitative nature of the area. The third factor (4 items) – general level atmosphere, store personnel, and conservative - were associated with positioning of the area as an integrated complex of stores, and was named market posture.

Image of the shopping center also has an impact in the choice behavior of the consumers. Acito and Anderson (1979) found that image was more differentiated, better articulated and of higher dimensionality for recent shoppers compared with non-recent shoppers of a retail store. The same concern was shared by Hirschman (1981).

In conclusion, findings of various researches on shopping malls are similar.

They indicate that consumer patronages of shopping malls are influenced by the following:-

- (1) Ambiance of the shopping mall convenience,
- (2) Product attributes such as quality, price and its availability,
- (3) Mall attributes such as image, convenience in parking and serving as a leisure center to relax,
- (4) Sales promotion offered by different stores in the mall, and
- (5) Class difference in terms of consumer income.

### **Theoretical framework**

Theories that describe factors that influence consumer behavior are usually found in marketing, psychology and sociology literatures. Theories of consumption values and concepts like utility, value creation, functional values, and customer's loyalty are all well concepts in marketing. They depict factors influencing purchase decisions and future use of products and services. Pura (2005) argues that customer evaluation of the usage experienced mainly on how valuable they perceive the service being provided.

Therefore, focusing on perceived value gives a good foundation to attract people who share similar value perceptions. Thus, a perceived value has, been proven to be reliable construct in predicting purchase behavior (Pura 2005)". It has also been observed by Pura "(2003) that: if customers can access pertinent information specific to a particular place and time, the perceived value of the product or service will increase. As such, the capacity to provide personalized services presents business with opportunities to create strong customer relationships that build loyalty and encourage transactions (Pura. 2002).

Moreover, the value of a product denotes its relative quantity worthiness or utility in the eyes of consumers. Perceived value on the other hand is the customers' evaluation and assessment of the products performance or conformance to its claimed value. Customer value perceptions steer purchase behavior and it refers to the value that customers perceive they receive by using the product or services. (Bettman, Luce, and Payne, 1998).

Consumer preferences of products attributes vary according to product nature and socio economic nature of consumer (Uusitalo, 2001). Product attributes are often continuous in nature (Vishwanathan and Childers, 1999). The attribute model proposed by Gwinn and Gwinn (2003) posits that consumer choice is based on maximizing utility from the products attributes subject to budget constraint. Choice theory suggests that consumers' decision making process depends on certain basic products attributes (Vishwanathan and Childers. 1999). The basic product attributes used in previous studies are quality, price variety assortment and value of the products (Gwinn and Gwinn, 2003).

In product value proposition discourse, effectiveness is part of the functional values of a product. Therefore, the general concept of a perceived value is adopted here as it will give a wider perspective of value judgment made by customers on a given offer.

Customers may perceive the value of an offer differently based on their personal values, needs, preferences and financial resources, among other things. Value perceptions may also differ according to the

usage situation (Anckar and D'lucau, 2002). Other complementary views on value, which further differentiates people based on their consumption motives, are Hirschman and Holbroorns (1982) definitions of value. They describes consumes as either problem solvers or problem seekers of fun and enjoyment (Pura, 2005).

However, an extensive framework on consumption related values which incorporate literatures from several fields opines Pura (2005), has been offered by the theory of consumption values developed by Shelth, Newman and Gross (1991). As a result, the Sheath's framework is used as the theoretical foundation for this study. This is because the model includes goal oriented consumption. This, it is believed appropriately conforms patronage of shopping malls. The model contains five value dimensions as identified b)' Shelth, Newman and Gross (1991). They are functional, social, emotional, epistemic and conditional value.

The functional value represents the value derived from effective task fulfillments which includes monetary, superiority, convenience and availability as the major attractors for shopping malls. Superiority is the quality of the product and the services rendered by the salesmen. Convenience in shopping malls is the parking environment, variety and assortment of the products.

Social value relates to social approval and the enhancement of self-image among other individuals Bearden and Netemeyer (1999). The value aspect tends to indicate that visiting and shopping in malls may be a way of expressing personality status and image. This clearly explains the Nigerian context particularly trying to show up that the item purchased is from a Mall and therefore of a high class irrespective of cost.

Emotional value is acquired when a product/service arouses feelings or affective states such as play and fun. Episternic value, on the other hand, relates to an experienced curiosity about a new product, Shelth, Newman and Gross (1991).

However, out of the above five dimensions of the consumption value theory, the research will be limited to the functional and social value dimensions. This is because of their relevance and suitability to the study.

## **Research methodology**

### **Introduction**

The methodological issues discussed in this section consist of the population of the study, sampling techniques and sample size, the design, data collection instruments utilized for the study and the methods-of data analysis.

### **Research design**

The study used survey design as its research strategy. This is because the study involves getting people s views and opinions on why they choose to patronize shopping malls. This position clearly supported by the views of Blaxter. Hughes and Tight (1996) that survey is a research approach that is based on interviews with or asking a representative sample of respondents questions. Under this method, the study will be limited to descriptive survey that is cross-sectional so as to tally with the type of respondents to be studied that is a heterogeneous group.

The depended variable is represented by the letter y while x is used to represent the independent variables, thus

Where Y = dependent variable. X = Independent variable

In essence Y = consumer patronage of shopping mall, X = logistic related variables, ambience related variables, cognitive related variables and economic related variables.

$$Y = f(x_1 + x_2 + x_3 + x_4)$$

### **Population of the study**

The research population includes all shopping center and their customers that are residing within Lagos metropolis. This study is restricted to shopping malls with a size of 100m<sup>2</sup> and above space. There are ten such shopping centers and so it is restricted to people that patronize those malls. The population of this

study comprised of all the managements and customers that patronized the ten selected shopping malls in metropolitan Lagos. The shopping malls are Lagos City Mall, Mega Plaza, Palm Shopping Mall, Ikeja Shopping Mall, Tonyson Shopping Mall, cash and carry, Tejosho shopping complex, Balogun shopping plaza, TB.S. Shopping complex and Anthony shopping mall.

### **Sampling technique and sample size**

Winner and Dominic (1987) state that there is no single way of determining an adequate sample size. However, it is important that the choice of any method should give a sample size that reflects the variability of the population and provide a desired level of confidence in the results.

Therefore, the sample size for the study will be 300 customers, drawn from the three selected shopping malls out of the ten that formed the population. The three are palm shopping mall, Lagos city mall and mega plaza. Also interview was conducted with each of the managers of the chosen malls in Lagos. Since the study is based on obtaining customers views on shopping centers, it is taken that the sample size will adequately address the variability of the population because respondents would be chosen using convenient sampling so as to cover people of different backgrounds. It is also believed that, this will give a desired level of confidence in the research results, because they are in the best position to provide the needed information.

### **Methods of data collection**

The study utilized documents, structured interview and questionnaire. The use of documents was a secondary source. It covered analysis of relevant information in journal articles, paper presented at conferences or seminars, reports and publications.

Interviews and questionnaire where used because of the nature of the research design. According to Blaxter, Hughes and Tight (1996) and Abiodun (2002), the two techniques named above are usually adapted in survey research. The respondent' s questionnaire will contained 15 questions each that were largely closed - ended with both dichotomous and multi-choice options. A Four - Point Likert scale has been employed in the questionnaire. The questions were designed to elicit responses about the shopping malls and customer perception of the functional value of the malls. This in turn allows the researcher to answer the research questions developed for the study. Efforts were made to make the questions precise, relevant and free from ambiguity.

Also, data would be collected through personal face-to-face interviews with chosen respondents using a predetermined interview schedule containing key questions that are specifically designed to elicit responses that were used to determine the target respondents and their demographic characteristics. In addition, the interviews were conducted structurally on individual basis.

### **Methods of data analysis**

In this study, descriptive statistical tools were used namely frequencies and tabulation. In addition, a four point Likert Scale (from 4 to 1) was used. The scale was arranged in descending order in terms of the weight of the Point of the responses viz: 1- 4 = 4 Highest, 3 = Higher, 2 = High and 1 = Low. It was used to measure respondent's patronage of shopping malls. Analysis is done largely using descriptive statistics. Specifically, the scores in the Likert Scale is used to ascertain the degree of customers' patronage, level of satisfaction and the extent to which their attitudes toward shopping malls affect their perception of the shopping center. In addition, the scale is used to measure respondents' rating of some key features of the mall such as accessibility, convenience, recreation, customer service and price.

Later, regression model is used to test the hypothesis formulated for the study. In doing so, the normal values from the Likert scale on some key questions are used to compute the regression value to test the statistical significance of the study results. The regression analysis deals with the estimation and test of significance concerning two parameters A and B in the equation. The equation of the regression line of Y and X is given as:

$$Y = a + bx$$

**Where:** Y: Is the dependent variable or the variable of interest which is to be estimated.

X: Is the independent variable or the actual value of the independent variable on which the estimates depend.

a: Is the slope/regression co-efficient i.e. the average change in dependent variable (x) per units change in independent variable Y.

b: Intercept co-efficient i.e. the value which the dependent variable (Y) will assume when the independent variable X is zero. The data required for the application of the simple linear regression analysis are the N pairs (N>2) of Y values.

After the computations, we then compare the computed value to the tabulated values in any statistical table with (n-2) degree of freedom. B is judged to be significantly  $t_b$  value is greater than the table t value at the prescribed level of significance.

## Data presentation, analysis and discussions

### Introduction

This chapter contains the presentation of data collected from the field work and the analysis of same with a view to obtaining an empirical position on the study. In addition, the results of the data analysis as well as test of research hypothesis are discussed herein. The regression model is employed to test the hypothesis and analyze the data.

### The descriptive statistical analysis

Data for the study was collected through questionnaires and interviews as stated in chapter three. Here the responses of the two different set of respondents are presented using descriptive statistics. The responses are that of customers and management of some selected shopping malls in metropolitan Lagos. We are starting with the analysis of the former followed by that of the later.

### Descriptive statistics: customers' responses

The sample size of the study consists of three hundred (300) customers. Therefore, a total of three hundred copies of questionnaires were distributed to the respondents consisting of 20 questions, each soliciting responses that are relevant to the research questions and hypothesis stated earlier in chapter one.

**Table 4.1.** Indicating the educational qualification of the respondents

|   | Qualification      | Frequency | Percentage |
|---|--------------------|-----------|------------|
| A | O level/equivalent | 33        | 12         |
| B | Diploma/equivalent | 81        | 30         |
| C | Degree/equivalent  | 114       | 42         |
| D | Postgraduate       | 39        | 14         |
| E | Others             | 6         | 2          |
|   | Total              | 273       | 100        |

Source: Survey data, 2016

From the table 4.1 it can be seen that those with O level or its equivalent are 33 or 12%, diploma/equivalent 81 or 30%, Degree/equivalent 114 or 42%, and postgraduate 39 or 14% respectively, with those having degree or HND getting the highest responses. Also, those who responded with the “other” option were only 6 or 2%. This signifies that majority of the respondents are enlightened members of the society.

**Table 4.2** Showing the respondent's marital status

| Status  | Frequency | Percentage |
|---------|-----------|------------|
| Single  | 115       | 42         |
| Married | 158       | 58         |
| Total   | 273       | 100        |

**Source:** Survey data, 2016

Table 4.2 shows that more than half of the respondent are married with 158 responses or 58% while 115 or 42% are single.

So both married and single people patronize shopping malls

**Table 4.3.** Showing the occupational profile of respondents.

|   | Options                 | Frequency | Percentage |
|---|-------------------------|-----------|------------|
| A | Civil servants          | 58        | 21         |
| B | Self employed           | 42        | 15         |
| C | Private sector employee | 126       | 46         |
| D | Not employed            | 27        | 10         |
| E | Others                  | 29        | 8          |
|   | Total                   | 273       | 100        |

**Source:** Survey data, 2016

Table 4.3 shows that majority of the respondents are employed either as civil servants 58 or 21% and private sector employees with 126 responses or 46%. The rest are unemployed 27 or 10% and others (dependent persons) got 20 or 8%. This goes to show that shopping malls are being patronized by those with gainful employment as well as the unemployed like students and other dependents.

**Table 4.4** Sexes of respondents

| Option | Frequency | Percentage |
|--------|-----------|------------|
| Male   | 156       | 57         |
| Female | 117       | 43         |
| Total  | 273       | 100        |

**Source:** Survey data, 2016

From the table 4.4, it can be deducted that a greater number of the customers are male with 156 respondents representing 57%. While the remaining 43% or 117 respondents are female.

This signifies that both sexes are major patronizes of the shopping malls.

**Table 4.5.** Age brackets of the respondents

| Option           | Frequency | Percentage |
|------------------|-----------|------------|
| 20 yrs and below | 10        | 4          |
| 21-30 years      | 82        | 30         |
| 31-40 years      | 99        | 36         |
| 41-50 years      | 49        | 18         |

|                    |     |     |
|--------------------|-----|-----|
| 50 years and above | 33  | 12  |
| Total              | 273 | 100 |

**Source:** Survey data, 2016.

Table 4.5 shows that majority of the shopping malls patronizes are within the age bracket of 31-40 years representing 99 respondents or 36% of the total respondents. This is followed by the age bracket of 21-30 years having 82 respondents representing 30% of the total respondents. Forty nine Or 18% respondents are in the 41-50 years age bracket of the total respondents. The remaining 33 are from the age bracket of 50 years and above representing 12% of the total respondents. This may implies that customers that make up the market for the shopping malls are mostly in the age brackets of 21-50 years.

**Table 4.6.** Showing of years the respondents spent as customers with their respective shopping malls

| Option             | Frequency | Percentage |
|--------------------|-----------|------------|
| Less than one year | 57        | 21         |
| 1-3 years          | 128       | 47         |
| 3-5 years          | 63        | 23         |
| Above five years   | 25        | 9          |
| Total              | 273       | 100        |

**Source:** Survey data, 2016

Form the table 4.6 it can be deduced that those within the range of one to three years as customers with their respective shopping malls got the highest number of 128 or 47 % of the total responses. In essence most of the respondents have spent more than one year as customers of their respective shopping malls.

**Table 4.7.** Showing income distribution of respondents

| Income per annum         | Frequency | Percentage |
|--------------------------|-----------|------------|
| Below N100,000 per annum | 6         | 2          |
| N100,000 N500,000        | 27        | 10         |
| N500,000 N1,000,000      | 91        | 33         |
| Above N1,000,000         | 149       | 55         |
| Total                    | 273       | 100        |

**Source:** Survey data, 2016

From the table 4.7, it could be seen that customers with income above one million constitutes 149 respondents or 55%. This is followed by customers with income range between N500, 000 to one million naira representing 91 or 33% of the total respondents. Customers with income between N100, 000 and N500, 000 are only 27 or 10% of the respondents while customers with income below N100, 000 are only 6 or 2% of the respondents. The implication of the above breakdown is that majority of the shopping mall customers may be people with annual income of N500, 000 and above. The two groups constitute 88% or 240 of the entire respondents. This means that middle and upper class members of the society constitute the major patronizes of the shopping malls.

**Table 4.8.** Showing respondents rating of shopping malls on logistics related variables as presented in four point likert scale

|    | Logistics related variables (4 highest, 3 higher, 2 high, 1 low) | 4   | 3   | 2   | 1   | Total |
|----|--|-----|-----|-----|-----|-------|
| a. | Shopping mall Accessibility                                      | 52  | 125 | 61  | 35  | 273   |
| b  | Car parking  | 46  | 123 | 67  | 37  | 273   |
| c  | Convenience for disable and senior citizen                       | 18  | 68  | 72  | 115 | 273   |
| d  | Security standards   | 79  | 122 | 51  | 21  | 273   |
| e  | Information Booth  | 110 | 116 | 36  | 11  | 273   |
| f  | Evacuation path  | 27  | 79  | 118 | 49  | 273   |

**Source:** Survey data, 2016

From the table 4.8, it could be seen that accessibility to the shopping malls has been rated highest by 52 respondents, higher by 125 respondents, high by 61 respondents and low by 35 respondents. Parking convenience shows 46 as highest, 123 as higher, 67 as high and 37 as low. This implies that majority of the respondent are satisfied with the parking provision by the shopping malls. On the convenience for disabled and senior citizen, majority of the respondents rated it low 115 respondents 72 high, 68 higher and 18 highest. This implies that adequate provision has not been made for disabled and senior citizen. Security standard has 79 respondents as highest 122 as higher, 51 as high and 21 as low respondents respectively. The implication of this is that customers of the shopping malls are generally satisfied with the security arrangement. Information dissemination within shopping malls is rated highest with communication within the security arrangement. Information dissemination within shopping malls is rated highest with 110 respondents, 116 higher, 36 high and 11 low respondents respectively. This signifies that shoppers who patronize the malls are very much satisfied with communication within the shopping complex. On the evacuation path, 27 respondents rated highest, 79 higher, 118 high 27 respondents rated highest, 79 higher, 118 high and 49 low. The implication of this is that although the respondents are generally satisfied with the evacuation path, further improvement is required.

**Table 4.9.** Showing respondents rating of shopping malls on Ambience related variables as presented in four point Likert scale

|    | Ambience related variables scale (4 highest, 3 higher, 2 high, 1 low) | 4   | 3   | 2  | 1  | Total |
|----|---|-----|-----|----|----|-------|
| a. | Peripheral mall ambience  | 65  | 122 | 53 | 33 | 273   |
| b. | Inside mall ambience  | 95  | 84  | 59 | 35 | 273   |
| c. | Flowers and vegetation  | 57  | 132 | 5  | 32 | 273   |
| d. | Air-conditioning  | 150 | 80  | 40 | 3  | 273   |
| e. | Lighting  | 134 | 71  | 52 | 16 | 273   |
| f. | Recreational place  | 80  | 98  | 72 | 23 | 273   |
| g. | Hall way and shopping space   | 92  | 89  | 67 | 25 | 273   |
| h. | Relaxing benches  | 60  | 105 | 81 | 27 | 273   |

**Source:** Survey data, 2016

From the table 4.9, it could be seen that peripheral mall ambience has respondents of 65 as highest, 122 as higher, 53 as high and 33 as low. The inside mall ambience has respondents with 95 as highest, 84 as higher, 59 as high and 35 as low. Regarding flowers and vegetation, respondents are 57 highest, 132 higher, 52 high and 32 rated as low. On air-conditioning, the respondents rating are 150 highest, 80 higher, 40 high and 3 low. As for the lighting 134 respondents rated highest, 71 rated higher, 52 rated high and 16 rated as

low. Recreational place in the shopping malls is rated by 80 respondents as highest. 98 as higher, 72 as high and 23 as low. Hall way and shopping space have the rating of respondents as 92 highest, 89 higher, 67 as high and 25 as low while relaxing benches has the respondents ratings of 60 as highest, 105 as higher, 81 as high and 27 as low.

The implication of the ambience related variables as shown in the 4.9 indicate general satisfaction of the physical environment that encourages customers to visit shopping malls. It could be seen that most of the respondent's scores are highest and higher signifying that customers of the shopping malls are interested in repeat visit to the malls.

**Table 4.10.** Showing cognitive relative variables of the shopping malls as presented in a four point Likert scale

|   | Arousal and Merit scale (4 highest, 3 Higher, 2 High, 1 low) | 4   | 3   | 2  | 1  | Total |
|---|--|-----|-----|----|----|-------|
| a | Creative scales events                                       | 72  | 116 | 58 | 27 | 273   |
| b | Product demonstration  | 113 | 93  | 51 | 16 | 273   |
| c | In house advertising   | 69  | 99  | 61 | 44 | 273   |
| d | Customer interaction   | 123 | 94  | 53 | 3  | 273   |
| e | Newness of product   | 74  | 102 | 49 | 48 | 273   |
| f | Health Oriented  | 71  | 98  | 72 | 32 | 273   |
| g | Recreation   | 74  | 106 | 58 | 35 | 273   |

**Source:** Survey data, 2016

From the table 4.10, it could be seen that the respondents rating on creative sales event are 72 highest, 116 higher, 58 high and 27 low respectively. Product demonstration ratings by respondents are 113 highest, 93 higher, 51 high and 16 low. The respondents rating of in- house advertising are 69 highest, 99 higher, 61 high and 44 low, while customers interaction was rated by respondents as 123 highest, 94 higher, 53 high and 3 low. The respondents also rated newness of products as 74 highest, 102 higher, 49 high and 48 low. On the health oriented variable the respondents rated it as 71 highest, 98 higher, 72 high and 32 as low, while the rating by respondents on recreation are 74 highest, 106 higher, 58 high and 35 as low.

The implication of the above scores is that there is a general satisfaction of the customers of the shopping malls about activities in the malls. Their scores on the arousal and merriment variables are mostly more in the higher and highest categories. This signifies that the majority of the shoppers enjoy malls activities; their interactions with the sales people, the advert style and the relaxation atmosphere are appreciated. The shoppers also perceive the products in the malls as not only genuine products but health hazard free. This, indeed are the attractions to the mall as customers visit and stay long in the malls and even engage in impulse buying.

**Table 4.11.** Showing economic related variables of the shopping malls as presented in a four point Likert scale

| Economic related variables scale (4 highest, 3 higher, 2 high, 1 low) | 4   | 3   | 2  | 1  | Total |
|---|-----|-----|----|----|-------|
| Value for money   | 106 | 97  | 48 | 22 | 273   |
| Price   | 117 | 69  | 55 | 32 | 273   |
| Quality of the product  | 117 | 98  | 43 | 15 | 273   |
| Customer service  | 111 | 93  | 60 | 9  | 273   |
| Product display   | 67  | 118 | 76 | 12 | 273   |
| Promotional Attraction  | 66  | 102 | 80 | 25 | 273   |
| Availability of products  | 113 | 93  | 49 | 18 | 273   |
| Value added benefits  | 77  | 109 | 64 | 23 | 273   |

**Source:** Survey data, 2016



From the table 4.11 it could be seen that the respondent's value for money has ratings of 106 highest, 97 higher, 48 high and 22 low. The implication is that customers are satisfied that the money spent at malls is worth the benefit derived from it. On price as a variable, the scores are 117 highest, 69 as higher, 55 as high and 32 as low. The scores show that so long as the prices are reasonable they are always in support. The respondents scores on quality of the products are 117 highest, 98 higher, 43 high and 15 low. The implication is that the quality of a product is of paramount importance to the mall customers with a perception always that products from malls are of high quality. As regards customer service, the respondents rating are 111 highest, 93 higher, 60 high and 9 low, while the product display as rated by respondents are 67 highest, 118 higher, 76 high and 12 low. This signifies that shopping malls maintain high quality customer service with products properly displayed to the satisfaction of the customers. Most of the scores are on the higher and the highest ratings which imply satisfaction. Satisfaction in transaction mean willingness of shoppers to repeat. Promotional attractions rated by the respondents are 66 highest, 102 higher, 80 high and 25 low. The rating implies that customers of shopping malls are induced into making more purchases as a result of promotional activities by the malls. On the product availability the respondents scores are 113 highest, 93 higher, 49 high and 18 low, while value added benefits has the scores of respondents as 77 highest, 109 as higher 64 high and 23 low. The implication of this is that customers are always attracted to the shops with a variety and availability of products. In fact the guarantee that a customer can find different products with its varieties to choose from a single location makes him or her always go to that shopping mall.

### **Descriptive statistics**

Respondents of the interview with shopping mall management. This section describes outcome of the interview the researcher had with each of the shopping mall management as indicated in chapter three. When asked for how long have they have been into shopping mall business, their responses indicated between five to fifteen years on the average. When asked about the type of customers and their demographics characteristics, they answered that their customers are mostly individuals of both sexes who are mostly elites from middle to upper income groups. When asked in their own opinion what are the factors that attract customers to their malls, they answered in unison and mentioned convenience in parking, conducive atmosphere in and out of the malls, recreational place to relax, product quality and reasonable prices of products.

When asked about their contribution to the Nigerian economy and the prospects of the shopping mall business, they mentioned their contributions in terms of employment to Nigerians, payment of various taxes, providing convenience and eliminating, stress that customers have to go through in the traditional markets and provide relaxed environment for cooling and reducing tensions. They also mentioned that shopping mall business has a very high prospect. Elites and reasonable income earners even among the uneducated members of the society prefer shopping malls than traditional markets.

### **Test of hypotheses**

From the foregoing data presentation and analysis, the formulated hypothesis can now be tested using multiple linear regressions.

The data used for the multiple linear regression test was drawn from the Likert scale measured on four-point basis. The outcome of the respondents responses were condensed using the frequency table from where the observed values frequency figures were obtained.

As a result, the multiple linear regression test on each hypothesis were calculated using the figures obtained from Likert scale.

The analysis of variables was computed by computer to test the significance of "r" using t test for hypothesis 1, the result of  $f_{ca}$  I is 53.517 while the  $f_{tab}$  is 10.128(Appendix vi). Since  $f_{cal}$  is greater than  $f_{tab}$  is greater than  $f_{tab}$  we reject the null hypothesis which says, "there is no relationship between logistics related variables (accessibility, parking, Security, etc) and consumer patronage of shopping mall". Instead we establish an empirical position that there is a significant relationship between logistics related variables

(accessibility, parking, security, etc.) and consumer patronage.

For hypothesis ii the result of  $f_{cal}$  is 62.878 while the  $f_{tab}$  is 10.128 (Appendix vi). Since  $t_{cal}$  is greater than  $f_{tab}$  we reject the null hypothesis which says "there is no relationship between ambience related variables (peripheral mall ambience, inside mall ambience, flower and vegetation, etc) and consumer patronage of shopping mall". Instead, we establish an empirical position that there is a significant relationship between ambience related variables (peripheral mall ambience, inside mall ambience. flower and vegetation. etc) and consumer patronage of shopping mall.

For hypothesis iii, the result of  $f_{cal}$  is 102.113 while the  $f_{tab}$  is 10.128 (Appendix vii). Since  $f_{cal}$  is greater than  $f_{tab}$  we reject the null hypothesis which says "there is no relationship between cognitive related variables (creative sales events, customer interaction, recreation, etc) and consumer patronage of shopping mall". Instead we establish an empirical position that there is a significant relationship between cognitive related variables (creative sales events, customer interaction, etc) and consumer patronage of shopping mall.

For hypothesis iv, the  $f_{cal}$  is 32.924 while the  $f_{tab}$  is 10.128 (Appendix viii). Since  $f_{cal}$  is greater than the  $f_{tab}$ , we reject the null hypothesis which says "There is no relationship between economic related variables (price, quality of product. Promotional, attraction, etc) and consumer patronage of shopping mall. Instead, an empirical position has been established that there is a significant relationship between economic related variables (price. quality of product, promotional attraction, etc) and consumer patronage of shopping mall.

## Results and discussions

The following major findings are arrived at from the analysis of the interview and questionnaire administered on the shopping malls management and customers respectively.

Customer patronage of the shopping malls in Nigeria tend to be influenced by the ambience of the shopping mall and convenience. This include peripheral mall ambience, inside mall ambience which consists of flowers and vegetation. Air-conditioning, public address system, recreational place, hall way and shopping space, relaxing benches and terrace attraction. The peripheral mall ambience includes car parking, security standards, access to public transport form the mall.

- The findings also showed that shopping malls adapt marketing strategies to attract patronage. These are creative sales events, product demonstration, in store advertising, customer interaction, recreation and newness of products.
- Data analysis further revealed that product attribute which include quality of the product, price, availability of new product and product value act, as stimulus in influencing consumer choice of shopping malls. This finding affirms the finding of Miranda, Konya and Havrila, (2005).
- The research findings equally revealed that promotional attraction has a positive impact on customer patronage of shopping malls. Promotional attractions include product display, in-store ambience, availability of product, length of promotion and value added benefits.
- The result also established that there is a relationship between the shopping malls sales growth and middle and upper class patronage. It can be seen that a good portion of the sample belong to middle - middle class, upper middle class and upper class of the society as their average income is more than 500,000 per annum. Also from the analysis, it was clearly observed that those who have income above N500, 000:00 majority of them like to shop from shopping malls rather than the traditional markets.

## Summary, conclusions and recommendations

### Summaries of findings

This study is about the correlates of consumer patronage of shopping malls in metropolitan Lagos. The development of shopping malls and leisure facility center in Nigeria is grid around customer satisfaction in reference to selection, atmosphere, convenience, sales people; refreshments policy (Anselmsson, 2006). The development and expansion of marketing and the current development in the Nigerian economy like increase in population, customer awareness, globalization, technological advancement and deregulation

have influenced business and marketing activities in Nigeria. The study seeks to examine the marketing strategies of the shopping malls and their effects on consumer patronage. The study also attempts to examine customers feeling perception and behavior on the shopping malls. Chapter one of the study introduced the topic and presented the problem of the study which was built upon consumer's patronage of shopping malls. The chapter, also contained the research questions, objectives of the study, research hypothesis significance of the study, scope and limitations of the study.

Chapter two of the study reviewed relevant and related literatures. It begins with a brief historical development of retailing and shopping centers and their attributes. The concepts of consumer behavior, the concept of marketing strategy and the concepts of consumer perception were also discussed. Customer loyalty, store attributes and product attributes concept were exhaustively discussed.

Finally the theoretical frame work of the study was discussed. The theoretical frame work was based on the theory of consumption values frame work developed by (Sheth, Newman and Gross, 1991).

The third chapter dwelled on the research methods utilized for the study. The study utilized survey method with interview and questionnaire as the main research instruments. In addition, both convenient sampling and judgmental sampling were adapted for the research in selecting customers of the malls. In essence, the study utilized both secondary and primary sources of data.

The study also analyzed the correlates of consumer patronage of shopping malls using regression model. The data analysis done in chapter four enabled the researcher to test the research hypothesis as well as answered the research questions posed in chapter one.

## **Conclusions**

In examining the correlates of consumer patronage of shopping malls, the following are the major findings of the study:

The result of the research shows that shopping at malls is highly influenced by the physical, cognitive and economic variables. Consumer patronage of the shopping malls in Nigeria tends to be influenced by: the ambience of the shopping mall and convenience which attract higher customer traffic to the malls. The ambience include peripheral mall ambience like car parking, security standard, access to public transport from the mall. The inside mall ambience consists of showers and vegetation, air-conditioning, lighting, recreational place, hall way and shopping space, relaxing benches and terrace attraction.

Shopping malls adopt marketing strategies to attract patronage. These are creative sales events, product demonstration, in store advertising, customer interaction, recreation and newness of products.

Product attributes which include quality of the products, price, availability of new product and product value act as stimulus in influencing consumer choice of shopping malls.

The study reveals that shopping arousal is largely driven by mall attractions, interpersonal influence, sales promotion and competitive gains among shoppers in reference to recreational facilities, location, reference to products and services, brand value and price.

Promotional attractions have a positive impact on customer patronage of shopping malls. Promotional attractions include: product display, in-store ambience, availability, length of promotion and value added benefits.

The study established that there is a relationship between the shopping malls sales growth and middle and upper class patronage. It can be argued that a good portion of the sample belongs to the middle class and upper class of the society as their average income is more than N500, 000:00 per annum. Also from the analysis, it can be observed that those who have higher income, majority of them prefer to patronize shopping malls than the traditional markets.

## **Recommendation**

Based on the findings and conclusion of this study, the following relevant recommendations are made:

- Shopping malls are dynamic business centers which attract a large section of urban customers for experiencing modern shopping pleasure. A categorically planned assortment of stores in a mall would provide diversity: arousal and propensity to shop around the mall. Accordingly, mall managers should

develop appropriate tenancy policies for retaining firms in reference to the socio-demographic factors of customers to satisfy different segments. An appropriate mix of anchor tenants who have different target groups would better attract customers to shopping malls and such assortment of stores could co-exist in a shopping mall successfully without any conflict of interest. There is therefore the need for prospective shopping mall developer to nurture an environment conducive to the development of all components in the system for successful position of malls.

- In view of growing competition among retailers in the shopping mall, retailing firm need to adapt to a dynamic strategy for gaining success in the business. Retailers should lure customers into non-price promotions and develop snitch of customers to build brand loyalty. If a retailing firm chooses to compete on price, complex pricing actions, cutting prices in certain channels, or introducing new products or franking brands strategies may be used. This will make the firm selectively target only those segments of the customers who are at the edge of switching brand or retail outlets. Such strategies could be implemented in shopping malls.
- Promotional effects generated from various promotional tools should be monitored for longer periods of time and measured in reference to achieving the long-term goals of the shopping malls. Also variability of promotional response in different retail channels and outlets should be analyzed for making required modification in the process of delivery of promotional programs to the customers.
- There is the need for shopping mall management to increase social and recreational facilities in the malls. The recreational appeals for attracting customers to the malls also act as driving factors in augmenting the customer's traffic to the shopping malls.
- Shopping mall management should understand that shopping behavior among customers is governed by various plat forms such as credit availability and customer service. This could successfully connect various customer groups with shopping interest that will continue to build strength to the malls. At the retail point of purchase, convergence of customer loyalty, value for money and competitive product advantages drive the loyalty to retail stores.
- There is the need for government to monitor the sitting of shopping malls in order to ensure adequate space and avoid congestion. The major difference between the traditional market and shopping mall is the convenient atmosphere for shopping. The government should ensure free flow of traffic around malls so that even non users of the malls are not inconvenient.

### **Suggested areas for further research**

Further research can compare modern shopping centers like the shopping malls with the traditional markets. Also research can be conducted by comparing consumer using various retail formats and consumers perception of product and store attributions on retail formats.

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