

**PREDICTORS OF MALL SHOPPING BEHAVIOUR: A STUDY
OF MALL SHOPPERS FROM SELECTED GEO-POLITICAL
ZONES IN NIGERIA.**

BY

**IDOKO, EDWIN CHUKWUEMEKA
2006447002P**

**DEPARTMENT OF MARKETING
FACULTY OF MANAGEMENT SCIENCES
NNAMDI AZIKIWE UNIVERSITY
AWKA, NIGERIA**

JUNE, 2016

**PREDICTORS OF MALL SHOPPING BEHAVIOUR: A STUDY
OF MALL SHOPPERS FROM SELECTED GEO-POLITICAL
ZONES IN NIGERIA.**

A DISSERTATION SUBMITTED

BY

**IDOKO, EDWIN CHUKWUEMEKA
2006447002P**

TO

**DEPARTMENT OF MARKETING
FACULTY OF MANAGEMENT SCIENCES**

**IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR
THE CONFERMENT OF THE DEGREE OF DOCTOR OF
PHILOSOPHY (PhD) IN MARKETING**

**NNAMDI AZIKIWE UNIVERSITY
AWKA, NIGERIA**

JUNE, 2016

Declaration

I declare that this dissertation titled “Predictors of Mall Shopping Behaviour: A Study of Mall Shoppers from Selected Geo-Political Zones in Nigeria” is the product of my own research efforts except as duly acknowledged in the references. The dissertation has not been presented elsewhere for the conferment of any other degree or award of Diploma.

.....
IDOKO, EDWIN CHUKWUEMEKA
2006447002P

.....
DATE

APPROVAL

We certify that this dissertation has been approved for the conferment of the degree of Doctor of Philosophy (PhD) in Marketing, Faculty of Management Sciences, Nnamdi Azikiwe University, Awka, Nigeria.

.....
Rev. Prof. ANAYO D. NKAMNEBE
Supervisor
Department of Marketing,
Nnamdi Azikiwe University, Awka, Nigeria.

.....
DATE

.....
Prof. NWAIZUGBO C. IRENEUS
Head, Department of Marketing
Nnamdi Azikiwe University, Awka, Nigeria.

.....
DATE

.....
Rev. Prof. ANAYO D. NKAMNEBE
Dean, Faculty of Management Sciences
Nnamdi Azikiwe University, Awka, Nigeria.

.....
DATE

.....
Prof. AHAM ANYANWU
External Examiner
Imo State University, Owerri, Nigeria.

.....
DATE

.....
Prof. HARRIS IKE ODIMEGWU
Dean, School of PostGraduate Studies (SPGS)
Nnamdi Azikiwe University, Awka, Nigeria.

.....
DATE

DEDICATION

This dissertation is dedicated to (a) God for His mercy, favour, and wisdom (b) my wife (Barr.Mrs Idoko, Celina Nkechinyere) and children (Master Ugwu, Nnamdi Edwin Jr; Miss Ugwu, Oluchi Joy; Miss Ugwu, Ifeoma Promise; & Miss Ugwu, Kaosisochukwu Vivian) for their sincere understanding, prayers, and moral encouragement in the midst of serious financial crisis which nearly encouraged me to shy away from the programme, and (c) Marketing Educators for their persistent efforts in promoting Marketing practices in both public and private sector.

ACKNOWLEDGEMENTS

I am pleased to recongise with huge thanks the varied support I got from many persons which facilitated the accomplishment of this dissertation. Taken from the angle of intellectual contributions, Rev. Prof. Anayo D.Nkamnebe (my supervisor) tops the list. His robust intellectual capacity, global views, constructive criticisms, and insistence on quality expressed in originality of research not only illuminated my intellectual horizon but radically provoked my research scholarship. Along this line too, Prof. Richard Chinomona, University of the Witwatersrand, South Africa; Dr Ojo O.Opeolu, Centre for Molecular Biosciences, School of Biomedical Sciences, University of Ulster, Coleraine, UK; Prof. Nwaizugbo, C. Ireneus; Dr Okeke, Titus; Dr Ukenna, I. Stephen, Godfrey Okoye University, Enugu, and Victor I. Okoye, Institute of Management and Technology (IMT), Enugu offered relevant insights.

My colleagues at the International Academy of African Business and Development (IAABD) namely: Prof. Moses Acquaaah, University of North Carolina, Greensboro, USA; Prof. Nathan K. Austin, Morgan University, USA; and Prof. Alvin J. Williams, University of South Alabama provided relevant materials.

To bolster the pace of the doctoral journey in the face of financial crisis which stood my way, the following persons contributed money freely: Moses Chukwujekwu Ogbodo, Regional Business Manager, Nigerian Breweries Plc. Lagos; Ugwu, Philip Chukwunwike, National Sales Manager, Evans Medical Plc., Lagos; Chukwura, Charles, Ag. National Sales Manager, Next International Nig Ltd, Lagos; Dr Ossai, Paulinus Okechukwu, Director of Public Health, Ministry of Health, Enugu; Henry Okafor, Senior Product Manager, Last Mile Logistics & Strategy, Amazon.com,Seattle, Washington, USA; Onwumere, Ignatius C.,Chief Accountant, A-Z Petroleum Products Ltd, Nnewi; and Mrs Edoga Priscilla of Institute of Management and Technology, Enugu

From the perspective of field work, Dr Abdulraheem Issa, Kwara State University, Malete; Mr Johan Blom, portfolio Executive, Broll Property Services Ltd, Lagos for permitting me to administer questionnaire in the select malls in Nigeria; Ayobanjo Amudipe, Centre Manager, Palms Polo Park Mall, Enugu; Mr Iweama Vincent, Nigerian Police Academy, Wudil, Kano; Miss Osifo Eki Margaret; Miss Ojobo Gladys; Ameh, Jeremiah, Gloxina Computer Academy, Enugu; Ojobo, Charles, Amufie; and other research assistants who contributed selflessly towards the realization of this dissertation.

I also recognize deeply all my colleagues in the academia and in the private sector whose names did not appear in this dissertation due to space constraint.

Idoko, Edwin Chukwuemeka

JUNE, 2016.

TABLE OF CONTENTS

| | |
|-------------------|------|
| Title page | i |
| Cover page | ii |
| Declaration | iii |
| Approval | iv |
| Dedication | v |
| Acknowledgements | vi |
| Table of contents | vii |
| Appendixes | x |
| List of Tables | xi |
| List of Figures | xii |
| Abstract | xiii |

CHAPTER ONE INTRODUCTION

| | |
|---|----|
| 1.1. Background of the study | 1 |
| 1.2. Statement of the problem | 3 |
| 1.3. Objectives of the study | 5 |
| 1.4. Research questions | 5 |
| 1.5. Hypotheses statements | 6 |
| 1.6. Scope and delimitations of the study | 7 |
| 1.7. Significance of the study | 8 |
| 1.8. Definition of Terms | 10 |

CHAPTER TWOREVIEW OF RELATED LITERATURE

| | |
|--|----|
| 2.1. Introduction | 12 |
| 2.2. Retailing and shopping: Conceptualisation and contextualization | 12 |
| 2.3. Evolution of Retailing | 13 |
| 2.3.1. Cyclical Theory of Retail Evolution | 13 |
| 2.3.2. Conflict Theory of Retail Evolution | 14 |
| 2.3.3. Environmental Theory of Retail Evolution | 15 |
| 2.4. Major Retail Formats in Nigeria | 15 |
| 2.4.1. African Traditional Open Market | 16 |
| 2.4.2. Convenience store | 17 |
| 2.4.3. Department store | 17 |
| 2.4.4. Kiosk | 18 |
| 2.4.5. Online shopping | 18 |
| 2.4.6. Shopping mall | 21 |
| 2.5. Consumer motivation | 23 |
| 2.5.1. Maslow's Hierarchy of Needs Theory | 23 |

| | | |
|-----------|---|----|
| 2.5.2. | Sigmund Freud’s Concept of Drives | 26 |
| 2.5.3. | Murray’s list of human needs | 28 |
| 2.5.4. | A Trio of Needs | 31 |
| 2.6. | Consumer shopping motivation | 32 |
| 2.6.1. | Consumer shopping value | 33 |
| 2.6.2. | Hedonic shopping value | 34 |
| 2.6.3. | Utilitarian shopping value | 36 |
| 2.7. | Theoretical Review | 37 |
| 2.7.1. | Central Place Theory | 38 |
| 2.7.2. | The spatial Interaction Theory | 39 |
| 2.7.3. | Theoretical Foundation: Stimulus-Organism-Response Theory | 40 |
| 2.8. | Empirical Review of Predictors to mall shopping | 48 |
| 2.8.1. | Product assortment and Quality | 48 |
| 2.8.2. | Aesthetics and Architectural Design | 49 |
| 2.8.3. | Escapism | 52 |
| 2.8.4. | Exploration | 53 |
| 2.8.5. | Flow | 54 |
| 2.8.6. | Social Networking/Leisure/Recreation | 55 |
| 2.8.7. | Shopping convenience | 57 |
| 2.8.8. | Promotional offers | 59 |
| 2.8.9. | Mall Retail Tenants Mix | 61 |
| 2.8.10. | Role enactment | 62 |
| 2.8.11. | Prices of products | 63 |
| 2.8.12. | Consumer Attitude | 65 |
| 2.8.13. | Meaning of shopping | 66 |
| 2.8.13.1. | Approaches to the study of shopping | 67 |
| 2.9. | Socio-demographics and shoppers’ segments | 70 |
| 2.10. | Observed theoretical and empirical Gaps | 73 |
| 2.11. | Proposed Conceptual Framework | 75 |

CHAPTER THREE RESEARCH METHODOLOGY

| | | |
|--------|-------------------------------------|----|
| 3.1. | Introduction | 76 |
| 3.2. | Research Philosophy | 76 |
| 3.3. | Research Design | 76 |
| 3.4. | Sources of Data | 79 |
| 3.4.1. | Primary Data | 79 |
| 3.4.2. | Secondary sources | 79 |
| 3.5. | The Quantitative Phase of the Study | 79 |
| 3.5.1. | Population of the Study | 79 |
| 3.5.2. | Sample Size Determination | 80 |

| | | |
|--------|---|----|
| 3.5.3. | Sampling Procedure | 81 |
| 3.5.4. | Questionnaire Design | 82 |
| 3.5.5. | Pilot Test | 83 |
| 3.5.6. | Geo-political Zones Questionnaire were Administered | 84 |
| 3.5.7. | Administration of the Research Instrument | 84 |
| 3.6. | The Qualitative Phase of this Study | 88 |
| 3.6.1. | Semi-structured Indepth Interview | 88 |
| 3.6.2. | Focus Group Interview | 90 |
| 3.7. | Data Analysis Approach | 91 |
| 3.7.1. | Reliability and Validity of Measurement Scales | 91 |
| 3.7.2. | Confirmatory Factor Analysis | 92 |
| 3.7.3. | Path Modelling | 93 |
| 3.8. | Summary of Methodology | 96 |

CHAPTER FOUR ANALYSES, RESULTS, AND INTERPRETATION

| | | |
|--------|---|-----|
| 4.1. | Introduction | 97 |
| 4.2. | The Quantitative Data Analyses Phase | 97 |
| 4.2.1. | Questionnaire Administration and Collection | 97 |
| 4.2.2. | Accuracy Statistics | 103 |
| 4.2.3. | Composite Reliabilities | 105 |
| 4.2.4. | An Assessment of Discriminant Validity | 106 |
| 4.2.5. | Convergent Validity | 107 |
| 4.2.6. | Path Modeling | 110 |
| 4.2.7. | Hypotheses Verification | 112 |
| 4.2.8. | Segments of surveyed Nigerian mall shoppers | 122 |
| 4.2.9. | Validation of Shopper Segments | 129 |
| 4.3. | The Qualitative Analysis Phase | 132 |

CHAPTER FIVE FINDINGS, CONCLUSIONS, AND RECOMMENDATIONS

| | | |
|--------|--|-----|
| 5.1. | Introduction | 138 |
| 5.2. | Summary of Findings & discussions with managerial implications | 138 |
| 5.2.1. | Summary of Findings | 138 |
| 5.2.2. | Discussion with Managerial Implications | 140 |
| 5.3. | Conclusions | 159 |
| 5.4. | Recommendations | 160 |
| 5.4.1. | Mall management/Brand Mangers/Mall developers | 160 |
| 5.4.2. | Policy Makers | 161 |
| 5.4.3. | Theory Advancement | 162 |
| 5.5. | Limitations of the Study | 162 |
| 5.6. | Areas for Future Research | 163 |
| 5.7. | Major contributions to Knowledge | 164 |

APPENDIXES

| | |
|--|-----|
| Appendix A: Questionnaire | 201 |
| Appendix B: Interview guide | 206 |
| Appendix C: Front-view of Polo Park Shopping Mall, Enugu | 207 |
| Appendix D: Questionnaire completion by respondents in progress | 208 |
| Appendix E: Questionnaire completion by respondents in progress | 209 |
| Appendix F: Questionnaire completion by respondents continues | 210 |
| Appendix G: Research assistants watch questionnaire completion | 211 |
| Appendix H: Researcher collects completed questionnaire | 212 |
| Appendix I : The second entrance-cum exit door at Polo Park Mall | 213 |
| Appendix J: The researcher intercepts a potential respondent | 214 |
| Appendix K: Group photograph with research assistants at the end of survey | 215 |
| Appendix L: Letter to Centre Manager, Polo Park Mall, Enugu | 216 |
| Appendix M: Letter to Centre Manager, Palm Shopping Mall, Lagos | 217 |
| Appendix N: Letter to Centre Manager, Ikeja City Mall, Lagos | 218 |
| Appendix O: Letter to Centre Manager, Kwara Mall, Ilorin | 219 |
| Appendix P: Letter to Centre Manager, Ado Bayero Mall, Kano | 220 |
| Appendix Q: Letter to Centre Manager, Grand Towers, FCT, Abuja | 221 |

LIST OF TABLES

| Table No | Title of Table | Page |
|-----------------|---|-------------|
| 2.1. | Murray's list of human needs | 30 |
| 2.2. | Characterisation of hedonist and utilitarian shoppers | 37 |
| 3.1. | Allocation of questionnaire to malls | 82 |
| 4.1. | Questionnaire administration and collection | 98 |
| 4.2. | Results of socio-demographic analyses | 110 |
| 4.3. | Results of other descriptive statistics | 102 |
| 4.4. | Accuracy statistics | 103 |
| 4.5. | Inter-construct correlation matrix | 106 |
| 4.6. | Model Fit CFA | 108 |
| 4.7. | Path Model Fit | 110 |
| 4.8. | Results from hypotheses testing | 112 |
| 4.9. | Relationship between socio-demographics and mall shopping | 120 |
| 4.10. | Mall shoppers' segments | 122 |
| 4.11. | Socio-demographic characteristics of shopper segments | 124 |
| 4.12. | Other characteristics of the shopper segment | 125 |
| 4.13. | Discriminant functions classification | 130 |
| 4.14. | Results of multiple discriminant analysis | 131 |

LIST OF FIGURES/ILLUSTRATIONS

| Figure No. | Title of Figure | Page |
|-------------------|--|-------------|
| 2.1. | Maslow's Hierarchy of needs | 24 |
| 2.2. | Effects of stimuli on individual arousal | 42 |
| 2.3. | The Mehrabian-Russell S-O-R-Model | 43 |
| 2.4. | Extended S-O-R Framework | 75 |
| 4.1. | CFA and Path Model | 109 |
| 4.2. | Path Diagram of the Structural Model | 111 |
| 4.3. | Proposed Extended S-O-R Framework | 118 |
| 4.4. | Mall Shopper Typology | 123 |

ABSTRACT

Recently, Nigeria's retailing environment started witnessing increasing appearance of shopping malls. This ongoing rapid and radical transformation in the retailing landscape in Nigeria seems to be silently and consistently changing the socio-psychology and ecology of shopping. Incidentally, not much is known about the dynamics operating in the emerging shopping segment; it still represents the 'black box' in shopping behaviour literature in Nigeria. This, therefore, calls for evidence-based conclusions regarding who shops at the mall and why they shop. Accordingly, the purpose of this study is to determine empirically the factors that predict mall shopping behaviour in Nigeria and the profile of such shoppers. A sample of 1537 mall shoppers was surveyed from the Geo-political Zones in Nigeria where shopping mall is in operation. Following pragmatic research tradition, this study adopted sequential explanatory mixed-methods research design wherein quantitative and qualitative methods were utilized in data collection. A self-administered questionnaire using mall-intercept approach was used to collect quantitative data whereas focus group and in-depth interview were employed to collect qualitative data. The reliability of the measurement items and internal uniformity of the constructs were assessed using Cronbach's alpha and composite reliability values. Inter-construct correlations were performed to determine the discriminant validity of the constructs whereas corrected item-to-total correlation and average variance extracted were used to assess convergent validity. Structural equation modeling technique was utilized to analyse the quantitative data generated from the fieldwork whereas qualitative data were analysed using Nvivo. Also, hierarchical method was used to generate the agglomeration schedule while non-hierarchical approach was employed to obtain the cluster centres. Discriminant model was used to validate the segmentation. Chi-square was employed to determine the relationship between shoppers' socio-demographics and mall shopping, and symmetric measures (Cramer's V and Contingency) were utilised to quantify this relationship. This study found that age and ethnic background of the shopper have significant positive influence on mall shopping. In terms of shopper segments, hedonic, indifference, deal-conscious, and zealous were identified. Social networking, role enactment, aesthetics and architectural design, promotional offers, convenience, product quality and assortment, and prices of products were the key predictors of mall shopping behaviour among the surveyed mall shoppers in Nigeria. Potential managerial and policy implications were discussed while directions for future research were suggested.

CHAPTER ONE

INTRODUCTION

1.1 Background of the study

Traditionally, open market and stand-alone systems characterize Nigeria's physical markets, and Nigerian consumers seem to have been acculturated into shopping in them whether they live in the rural, sub-urban or urban locations (Holder & Ukwu, 1969; Nkamnebe, 2014). The intention of visiting these open markets goes beyond economic exchange to include socio-cultural, political, and leisure reasons (Holder & Ukwu, 1969). Hence, consumers across socio-demographic strata are usually deeply desirous to visit shopping areas for aforementioned experiences. This pattern of shopping seems to be changing due to the modernization of the sector; an occurrence which has been described as a revolution (Al-Mahy 2013; Nkamnebe, 2014). Arguably, this ongoing transformation in the retailing landscape in Nigeria may be having silent but consistent change in the socio-psychology and ecology of shopping among consumers and the patterns of competition in the retail sector as evidenced in the observed increasing mall shopping culture across socio-demographic groups. Shopping mall refers to collection of retail outlets that is planned, built, and centrally managed as a single entity with at least an anchor tenant. The central management and the presence of at least an anchor tenant distinguish this form of retail channel from others such as supermarket, department store or shopping plaza.

From the perspective of the investors, investment climate (e.g., provision of infrastructure, friendly policies), deepening democratic processes, increasing rate of urbanization, growing middle class, high percentage of youth population, increasing globalization of culture and consumption, make mall development

attractive, and these are improving in the Nigeria environment (Alpen Capital as cited in Al-Mahy, 2013; Nigerian Population Commission, 2006).

Tauber's (1972) seminal article that examined the question "Why do people shop?" laid the foundation for investigating who shops and why shopping and the present study is continuing in this tradition. Consumer behaviour research suggests that purchase of a product is more than the fulfilment of a task (Fiore & Kim, 2007); with consumers looking for other aspects (Jones & Reynolds, 2006). The behaviour of shoppers is increasingly becoming more unpredictable today than it was previous decades since shoppers tend to seek more variety (Hasliza & Muhammad, 2012). Perhaps, this increasing difficulty in predicting the motivation of millennial consumers to shop generally and shopping in malls in particular has placed shopping behaviour as a contemporary construct that requires serious research attention especially in developing countries like Nigeria where mall concept is evolving and growing.

A cursory observation at shopping malls in various Nigerian cities seems to suggest an increasing consumer footfall to the malls across different socio-demographic groups in their attempt to meet their diverse shopping needs. This observation finds support in the plethora of studies in the extant literature which noted that shopping activities are not just for the sake of fulfilling household necessities, but extend far beyond basic economic needs (Fiore & Kim, 2007; Sit, Merrilees & Birch, 2003; and Anuradha & Hansa, 2012). Accordingly, many studies have documented consumer shopping behaviour including their consumption pattern, visiting pattern and purchase intentions (Ruiz, Chebat, & Hansen, 2004). There has also been an examination of general trends of visiting shopping malls across different socio-demographic factors including age, gender,

education, income and other aspects (Kuruvilla & Joshi, 2010; Khare, 2012; Gilboa & Viinai-Yavetz, 2010).

1.2 Statement of the problem

Over decades, shopping in Nigeria is largely dominated by stand-alone stores and open markets system. However, in 2005, the first modern shopping mall was established in Nigeria. Since then, more shopping malls have been established and are in operation and many others under construction. As is the case elsewhere, the shopping malls have been characterized by increasing patronage by consumers (Tshabalala, 2007; Anuradha & Hansa, 2012; Deepika & Ravi, 2012).

The increasing importance of the shopping mall culture in the Nigeria retailing landscape therefore calls for evidence-based conclusion regarding who shops and their motives for visiting the shopping mall. This is consistent with the tradition which followed the seminal work of Tauber (1972) that established the legitimacy of investigating “why do people shop and who are the shoppers”. Such knowledge has been demonstrated to fill important gap in the literature through providing better understanding of consumer behaviour, and guides marketing strategy formulation.

Elsewhere, very rich studies have been conducted in this area with conflicting findings that generate strong debate. For instance, studies in the United States of America (Arnold & Reynolds, 2003; Carpenter, 2008; Carpenter, & Moore, 2009; Karande & Ganesh, 2000; Walter & Jamil, 2003; Wesley, Melody, & Arch G. 2006; Westbrook & Black, 1985); Taiwan (Chen & Hsieh, 2011); Spain (Gonzalez-Benito, Bustos-Reyes & Munos-Gallego, 2007); Canada (Allard, Babin, & Chebat, 2009; Michon & Chebat, 2004); Croatia (Anic & Radas, 2006; Anic & Vouk, 2005); India (Kuruvilla & Joshi, 2010; Khare, 2011); Israel (Gilboa & Vilnai-

Yavetz, 2010); Finland (Boedeker, 1995); all provided varied conclusions about why people shop at the malls and the profile of such shoppers. This again, is consistent with earlier observations and calls in the literature for context-specific study for consumer-based investigation due to difficulty in universalizing the findings/conclusions from specific studies (Walters & Samiee,1990;Katsikeas, Piercy, & Ioannidis,1996; Crick, Obaidi,& Chaudhry,1998; Nkamnebe,2004a;Hunter, 2006;Ahmed, Ghingold, & Dahari, 2007; Carpenter, 2008; Mittal & Mittal, 2008; Rajamma, Paswan,& Hossain, 2009; Soars, 2009;Beynon, 2010; Zhou & Li, 2010; Oghojafor, Ladipo, & Nwagwu, 2012; Anning-Dorson, Adelaide & Mohammed, 2013). Arguably, relating this to the previous argument by Katsikeas et al 1996, it is obvious that the diversity of findings provide support to the view that understanding specific mall shopping context leads to a better understanding of consumer motives for shopping at the shopping mall and the profile of such consumers. This suggests strongly that it would certainly be difficult to suggest universally valid template of who shops and why people shop at the malls. This gives credence to the need to recognize context-specific elements in designing and implementing effective models of consumer mall shopping behaviour (Walters & Samiee, 1990).

Thus, studies within the extant literature on mall shopping predictors provide conflicting results and generating unresolved debate (Allard, Babin, & Chebat, 2009; Vanessa, Stoel, & Brantley, 2011). Expectedly, Nigeria study would contribute to discourse and potentially sieve the inconsistencies with a view to providing relevant evidence that would inform policy and management thinking that are relevant for understanding consumer behaviour in Nigeria.

Put together and building on these salient observations, it is obvious that an important knowledge gap in the consumer mall shopping behaviour literature that has Nigerian perspective exists. This should be the focus of the present study.

1.3 Objectives of the Study

The broad objective of this study is to determine the factors that predict mall shopping behaviour in Nigeria and provide a profile of such shoppers. This broad objective will be reduced into the following specific objectives.

- (a) To find out the influence of hedonic factors on Nigerian shoppers' mall shopping attitude.
- (b) To determine the influence of utilitarian factors on Nigerian shoppers' mall shopping attitude.
- (c) To determine the influence of socio-demographic characterizations on Nigerian shoppers' mall shopping.
- (d) To profile Nigerian mall shoppers based on mall shopping predictors
- (e) To empirically test the proposed conceptual model of the underlying predictors to mall shopping attitude using a sample of Nigeria shoppers.

1.4 Research Questions

Flowing from the statement of the problem and the objectives of this study, these research questions would further guide this study.

- a To what extent do hedonic factors influence shoppers' mall shopping attitude?
- b To what extent do utilitarian factors influence shoppers' mall shopping attitude?

c To what extent do socio-demographic characterizations of shoppers influence shoppers' mall shopping?

d What are the profiles/segments of mall shoppers in Nigeria?

e To what extent is the proposed model of predictors to mall shopping empirically fit?

1.5. Hypotheses Statement

Based on the above stated empirical objectives of this study, the following hypotheses have been formulated for testing.

H1: There is a positive relationship between social networking and consumer mall shopping attitude in Nigeria

H2: There is a positive relationship between role enactment and consumer mall shopping attitude in Nigeria

H3: There is a positive relationship between flow hedonic factor and consumer mall shopping attitude in Nigeria

H4: There is a positive relationship between exploration hedonic factor and consumer mall shopping attitude in Nigeria

H5: There is a positive relationship between escapism and consumer mall shopping attitude in Nigeria

H6: There is a positive relationship between aesthetic and architectural design factor and consumer mall shopping attitude in Nigeria

H7: There is a positive relationship between promotional offers and consumer mall shopping attitude in Nigeria

- H8: There is a positive relationship between convenience utilitarian factor and consumer mall shopping attitude in Nigeria
- H9: There is a positive relationship between product assortment and consumer mall shopping attitude in Nigeria
- H10: There is a positive relationship between mall Retail tenant mix and consumer mall shopping attitude in Nigeria
- H11: There is a positive relationship between product prices and consumer mall shopping attitude in Nigeria
- H12: Nigerian shoppers who have more positive attitudes towards shopping malls will shop in malls.

1.6. Scope of the Study

The scope of this work is set at three levels which include: content scope, area/geographical scope, and level/unit of analysis scope. Three-level definition of scope of study is increasingly becoming a tradition in research (Agbonifoh & Yomere, 1999; Nenty, 2007; Andrade, 2009; Andogah, Bouma, & Nerbonne, 2012). The **content scope** for this work is bounded within the overarching theme of consumer behaviour. It specifically addresses consumer behaviour in a mall shopping context with restricted emphasis on the predictors and profile of mall shoppers in Nigeria. The **area/geographical scope** is defined by four geo-political zones in Nigeria, and the Federal Capital Territory. These zones are **South-East, South-West, North-Central, North-West** and **Federal Capital Territory**. These areas were chosen because of the presence of shopping malls as at the time of this research and it is expected they would proxy the mall shopping behaviour in Nigeria. **The units of analysis scope** are the mall shoppers in the select malls.

1.7. Significance of the Study

Evidently, this study has the potential to impact on marketing management and/or strategy formulation for shopping mall tenants and owners, public policy on physical market development, and theory development.

Marketing management and/or strategy formulation: Given the nascent status of mall retailing in Nigeria, an understanding of the profiles/segments of mall shoppers and the predictors of mall shopping can help mall managers in segmentation and formulation of retail and/or marketing strategies aimed at specific segments. With the increasing fragmentation of consumer markets, segmentation of shoppers based on this understanding has a serious potential of providing mall managers with competitive advantage as evidence in the literature forcefully suggest that shopping is no longer restricted to utilitarian activities but extends to hedonic endeavours. Valuable Insights regarding mall shopping predictors and the profile of such shoppers in Nigerian may provide foundation for shopping mall tenants and owners to develop appropriate strategies in order to access the emerging but rapidly expanding shopping mall segment.

Public Policy Development on Physical Markets: Importantly, especially at macro-level, the result of this study may most likely assist policy-makers especially local government authorities through the provision of pertinent information that may inform policy prescription on new physical market construction and/or modernization of existing ones in order to tap into consumers' shifting needs and expectations. Recognising and responding timely to shoppers' needs and expectations has a potential of revising likely relocation of retail shops and /or halting possible migration of shoppers to shopping malls from urban open markets system in the event of decreasing consumer patronage in open market system. Such

potential trend, if unchecked, may likely weaken local government revenue generation and enhance capital flight which may be associated with modern retail format especially shopping malls. Along this line too, particularly at micro-level, mall developers may gain invaluable insights on the major motives why people shop in shopping malls and even know who shops in malls. Understanding these motives and who shops in the shopping mall may help mall developers in the choice of future mall designs and facilities which may help to grow shoppers' traffic to the mall. Indeed, the primacy of understanding shopping mall shoppers' profiles/segments and motives in Nigeria retailing context for planning is obvious as there is somewhat limited research in this direction at the moment.

Theory advancement: Though a number of studies with conflicting findings had been documented in the literature regarding consumer mall shopping motives and the profiles of such shoppers, such evidence-based conclusions and profiles of shoppers in Nigeria appears scanty. This probable paucity of literature on shopping mall behaviour may most likely be explained by the fact that mall shopping segment and behaviour is nascent in Nigeria with almost nothing known about it; it still represents the 'black box' in the shopping mall behaviour literature in Nigeria. Accordingly, this study is expected to start filling the wide and important knowledge gap which currently exists in the consumer mall shopping behaviour literature by providing evidence-based conclusions relating to mall shopping motives and profile of shoppers in Nigeria thereby advancing theory development and construction.

Researchers: Apart from enhancing knowledge reproduction and construction, this study may serve as a reference material to researchers at different levels such as lecturers, undergraduates, postgraduates, investors, organizations among others. The expectation of using this study as a reference material is anchored on the

assumption that the increasing shopping mall culture may most likely stimulate and present shopping mall as a contemporary and hot topic for investigation in Nigeria thereby compelling researchers to search for previous studies in the area. In that context, this study becomes a handy and highly valuable document to those researchers.

1.8. Definition of Terms

Shopping Mall: In this study, shopping mall refers to collection of retail outlets that are planned, built, and centrally managed as a single entity with at least an anchor tenant.

Mall shopping predictors: This study uses mall shopping predictors in the same sense as used by Jamal, Davies, Chudry, & Marri (2006) to mean driving force(s) which make shoppers to shop in malls.

Utilitarian shopping: This study uses utilitarian shopping in the same sense as Gorter, Nijkamp, and Klamer (2003), and Babin, Darden, and Graffin (1994) used it to mean an efficient and rational activity in which predetermined goods are to be bought as quickly as possible.

Adult mall shopper: In this study, adult mall shopper refers to mall shoppers aged 18 years and above seen within the selected shopping malls in Nigeria.

Hedonic consumption: Hedonic consumption refers to those facets of activities that relate to the multisensory, fantasy, and emotive aspects of consumption (Hirschman & Holbrook, 1982). Additionally, hedonic consumption or behaviour is an embodiment of experiences and pleasure associated with mall shopping and symbolic properties of a mall.

Mixed methods: This means research design that uses multiple methods-more than one research method or more than one worldview (ie quantitative or qualitative research philosophies) in a research inquiry (Tashakkori & Teddlie, 2003).

Shopping: This study uses shopping in the same sense as Tauber (1972) and Hirschman and Holbrook (1982) used it to mean a consumption activity approached with a specific set of possible motivations which often go beyond the pure acquisition of products, and may include information acquisition and the search for escapism, fantasy or fun.

Attitude: In this study, attitude is used in the same sense as Allport (1935) used it to mean learned predispositions that consistently project a positive or negative behaviour towards various objects of the world.

Store Atmosphere: Means all the physical and non-physical elements of a store which are within the retailer's control to enhance customers' shopping experience in the store (Eroglu & Machleit, 1990).

Tenant mix: Cluster of retail and service providers in shopping mall (See: Downie, Fisher & Cheryl, 2002; Bruwer, J.1997).

An Anchor Tenant: An anchor store is a store that increases, through its name's reputation, the traffic of shoppers to a shopping mall or near its location (Konishi & Sandfort, 2003). The anchor tenant sets the tone and image of the shopping mall.

Retailing: Retailing refers to all the activities directly related to the selling of small quantities of goods and services, at a profit, to the ultimate customers for personal consumption and non-business use (Mohd-Said, 1990).

CHAPTER TWO

Review of Related Literature

2.1. Introduction

A number of scholars have conducted some studies on mall shopping as a segment of retailing following different research streams majorly in the western economies. The results of such studies have proved useful in understanding the motivations and to some extent the profile of mall patrons. This chapter, therefore, documents some of those findings from which conceptual framework which will guide this study will be developed. For thematic consistency and coherence, our review is organized into the following themes: consumer motivation theories, consumer shopping motivation, Consumer shopping value, Hedonic and Utilitarian shopping values, theoretical review, empirical review of mall shopping predictors, and conceptual gaps.

2.2 Retailing and Shopping: Conceptualization and Contextualization

Retailing is an ancient activity that has been in place from the early days of mankind in the form of barter to the present technologically advanced e-tailing that characterizes this 21st century. Though retailing has been variously defined in the literature by scholars, there is a convergence of understanding on the focus of retailing. Retailing has been conceptualized as an embodiment of all the activities involved in selling goods and/or services directly to final consumers for personal, nonbusiness use (Bennett, 1995; Chukwu, 2004; Kotler & Keller, 2006). Retailing institutions serve as a link between the wholesalers and ultimate consumers. However, it is important to note that in some situations, retailers connect directly manufacturers and final consumers especially in organizations that employ zero-level channel of distribution. When zero-level channel is employed, wholesalers

are cutoff from the distribution chains. A retailer is an individual or business firm that facilitate the sale of goods and/or services to consumers and whose sales volume is derived primarily from retailing. In Nigeria, about 60% of the population is engaged in various forms of retailing (Chukwu, 2004).

2.3. Evolution of Retailing

Over the years, concerted efforts have been made by many researchers to study retail evolution based on an assumption that a pattern would exist in all retail evolution and that the pattern would provide insight into the past and future changes in retail (Sook-Hyun, 2003). Unfortunately, retail evolution does not follow stages model in any economy including Nigeria rather it evolves in response to combination of forces in the business environment. Three major theories have been proposed to explain retail evolution: (a) Cyclical theory, (b) Conflict theory, and (c) Environmental theory.

2.3.1. Cyclical Theory of Retail Evolution

Cyclical theory believes that retail institutions evolve in rhythmical pattern or cycle (e.g. low-high-low cycle or general-specific-general cycle) by modifying their retail attributes such as price or assortment. There are two types of cyclical theory: The wheel of retailing theory, and the retail accordion theory.

The wheel of retailing theory posits that evolution process consists of phases or life-cycles which begin with low price, low margin, and minimum service offering as a competitive tactics. With the passage of time, the retailer attempts to upgrade his facilities, offerings, and increasing services in an effort to grow the volume of sales and probably profit. These additions escalate his costs of operation and by extension prices of his products thus making the competitive environment attractive to a new low cost, low margin, and limited –service retailer in the next

wheel of retailing (McNair, 1958; Agbonifoh, Ogwo, Nnnolim, Nkamnebe, 2007). The wheel of retailing theory is a good example of retail evolution determined through the price and low margin aspects (Sook-Hyun, 2003).

Hollander (1966) proposed the retail accordion theory which explains retail evolution from the perspective of product assortment. This theory argues that at the beginning of retail operation, a retail institution carries a broad assortment product but does not carry a deep assortment (i.e. various styles and sizes within one product classification). The retail institution at this point is a general store. Over time, the retail institution becomes a specialty store by limiting but deepening the products line and assortment. It should be noted that it is possible to contract the assortment in future. These possible expansion and contraction may be in response to changes in business environment aimed at perhaps survival and profitability. Indeed, retail accordion theory is an example of retail institutions' evolution in terms of product assortment (Gist, 1968; Agbonifoh, et al., 2007).

2.3.2 Conflict Theory of Retail Evolution

Retail evolution has been widely investigated from the angle of conflict theory by many researchers (Schumpeter, 1947; Barends, 1980; Cauwe, 1979). Gist (1968) proposed dialectic theory as a form of conflict theory to explain retail evolution. The dialectic theory is based on Karl Marx's theory of evolution. Blake (1939:639) succinctly captured theory of evolution thus:

The progress of change means that everything must decline to make way for new things, that nothing in nature or society is fixed or sacred since it must share the process of transformation. Dialectics means, specifically, that the phases of each development repeat former phases, but on a different plane. That is, each step is the negation of the previous step, and the next step must

be a negation of that negation: it does not restore the original situation, but invariably creates a third situation, which is different because of the double process of negation (p.639).

Gist (1968) replaced the “situation” from the theory of evolution with a “retail institution” in the dialectic theory. Gist proposed that an existing retail institution is challenged by its competitor because it has competitive advantages over the existing institution. Over time, the first retail institution copies the characteristics of competitor to upgrade its existing characteristics and finally creates a new retail institution (Brown, 1987).

2.3.3 Environmental Theory of Retail Evolution

Environmental theory maintains that a retail institution’s operational milieu give rise to institutional changes. Viewed from environmental perspective, retail institution’s evolution presents the structure of the retail system as comprising economic, demographic, social, cultural, legal, and technological conditions among others (Bartels, 1981). Retail institutions emerge, develop, mature and decline in direct response to these numerous environmental circumstances (Hall & Knapp, 1961). The environmental theory recognizes retail environmental variables as the key determinant of retail changes and to survive change and competition, retail institutions need to evolve by adapting or adjusting to the environmental changes (Brown, 1987; Gist, 1968). The idea of environmental theory originated from Darwin’s natural selection theory which contends that a species can survive only when it best adapts to environmental changes.

2.4. Major Retail Formats in Nigeria

Retail formats designate different forms of retail modes that are available for consumers desirous to satisfy his utilitarian and/or hedonic needs. Though there are

numerous platforms for retailing that currently abound in Nigeria, a few considered major modes by this study will be discussed.

2.4.1. African Traditional Open Market

Over decades, retailing activities in Nigeria are largely conducted in designated open areas. These open markets may be broadly grouped into two classes: daily markets and periodic markets.

The daily open markets are predominantly located in major towns and cities across the country. Previously, businesses in a typical daily open market were conducted in relatively unsafe bungalows roofed with zinc. However, there is a noticeable modernization in the nature of buildings where businesses are carried out and facilities that are provided for the traders and consumers and/or visitors to the market. Shops are grouped in clusters according to goods or services that they deal in. For instance, there are sections of the market that sell yam tubers, beverages, and apparels among others. The central idea that underpins the cluster arrangement may be to save consumers the searching effort and perhaps time. Traditionally, haggling over prices of products constitute a distinct feature of this form of retail platform. Onitsha main market which is considered the largest daily market in West African is a good example of daily open market.

The periodic market takes place every four or seven native days (e.g. Afor, or Eke) depending on the community where the market is sited. It is sometimes called rural markets. On the average, they are usually located about thirty kilometers away from each other. They have similar characteristics with urban daily market but differ largely in terms of maintaining skeletal operations on other days outside the official days of operation. In periodic markets, most retailers take their products and/or services to the marketplace and return same to their home at the close of

business. Few retailers especially those that live nearer to the market leave their wares in shops to sustain minimal sales until the next official market day. Also, these rural markets over the ages have been effectively used to accomplish economic and social needs of consumers in various communities.

2.4.2 Convenience Store

Convenience store is a retail format that is widely noticeable in Nigerian retail landscape. They are commonly seen along most streets and in neighbourhoods. They sell their products at a relatively higher prices and they deal in limited product assortments. They are usually small in size. They have longer trading hours and they can provide fill-in type of purchases when other major retail outlets have closed.

2.4.3 Department Store

Department stores are large retailing institutions that deal in nearly all types of goods and services. Products are usually arranged into departments each selling a particular type of goods. This departmentalization arrangement perhaps helps to reduce stress and shopping time in terms of ease of locating needed item on the part of the consumers and facilitates control and accounting on the part of shop owner. Indeed, different product category may constitute a separate unit within the department store. For instance, Agbonifoh, Ogwo, Nnolim, and Nkamnebe (2007) contend that grocery, kitchen utensils and appliances, fresh foods, furniture, textiles, and leisure books may constitute a department within departmental store.

In Nigeria, many department stores are increasingly adopting liberal and appealing merchandise policy such as return policy on defective and/or malfunctioning products. Albertina Nigerian Limited in Enugu operates product return policy in addition to delivering purchased products free to the customers' home within

Enugu capital territory. This strategy has serious potential of lowering approach barriers and building customer traffic and possibly retention. Under this policy, customers can within a defined period of time return products purchased which did not function to customers' minimum expectation. To encourage customers to visit department store and probably stay longer and buy more items, children playrooms and limited recreational facilities are provided.

2.4.4 Kiosk

Kiosk as a retailing format emerged in the Nigerian retailing sector in early seventies. Kiosks originated in Europe and were designed largely for the sale of newspapers (Agbonifoh et al., 2007). In Nigeria, the continued surge of young unemployed graduates into retailing, increasing difficulty, and high cost of renting limited available stores, kiosks have been converted into stores where convenient items are sold. Kiosks are widely noticeable near residential, commercial, rural and/or industrial site in cities. Nigerian Bottling Co. PLC pioneered the use of kiosk to sell soft drinks in Nigeria in late 1980s in an attempt to bring their products closer to consumers. Other products such as cigarettes, biscuits, detergents among others are also sold in kiosk. Though various administrations have attempted to phase out kiosks from major cities, retailers have continued to mount kiosk at strategic locations in Nigeria.

2.4.5 Online Shopping

Online retail store as a non-store retail mode emerged in Nigeria retail landscape in 2012 through Jumia Nigeria limited. The entry of this internet-based shopping channel stimulated radical shift towards non-store formats particularly through electronic means thereby unfolding new thinking on future of shopping in Nigerian retail sector. Dennis, Harris, and Sandhu, (2002) contend that the future of

shopping lies in multi-channel retailing where rather than competing with internet, retailers should incorporate it as part of their retail strategy by adopting a hybrid strategy which combines both online and offline activity through a bricks and clicks approach. Arguably, the internet technology revolution has affected the entire world by producing a new internet-based digital economy in which geographical distance and borders have disappeared or become less significant in business transactions.

Previous studies have used various terms such as electronic retailing (Aileen & Coughlan, 2006); e-tailing (Kolesar & Galbraith, 2000); web retailing (Ellis-Chadwick, Doherty & Hart, 2002); and virtual e-tailers (Kotzab & Madlberger, 2001) interchangeably to refer to online shopping. Though different terms are used by scholars and researchers, there is convergence of focus on internet. Aileen and Coughlan (2006) define electronic retailing as the sale of products and services to the consumer market over the internet whereas Ling, Chai, and Piew, (2010) define Web shopping as an e-commerce system used by shoppers in the context of business-to-consumer (B2C) or business-to-business (B2B). These definitions suggest that online shopping requires the provision of retailers' websites to enable consumers shop for their needs in a virtual environment devoid of physical interaction between the seller and buyers. Though a relatively new non-store retail platform in Nigerian retail sector, electronic retailing culture appear to be growing rapidly. For instance, a study of online shopping behaviour of consumers in Nigeria Ayo, Adewoye and Oni (2011) found that 23.3% had purchase goods online, 18% had visited 1 to 2 online shops, 24.6% had visited 3 to 5 online stores, 12.6% had visited 6 to 20 online stores, and 7.8% had visited more than 20 online shops. These online shopping statistics suggest forcefully that internet retailing is

gradually and steadily eroding the deeply entrenched brick-and-mortar-based shopping culture.

This growing number of online shopping may be linked to increasing consumer computer literacy level which seems to encourage e-tailers to tap into the huge retailing opportunities that apparently exist in the virtual retail sector. These online retailers draw shoppers to their beautifully designed websites and encourage them do window shopping, locate products, compare prices, make payments and get their products delivered at their door steps (Aminu, 2013). Some online retailers in Nigeria are:

- i. Yeside online fashion store (www.yesidefashionstore.com). It specializes in shoes, clothing, bags, jewelries, and other fashion accessories.
- ii. Jumia Nigeria Ltd (www.jumia.com.ng). Stocks and sells women's clothing, shoes, men's clothing, men's shoe, watches, sunglasses, and health and beauty products.
- iii. Konga online shopping Ltd (www.konga.com). Deals in clothing, phones, computer and electronics, watches, books and stationery, music, movies and games, home and kitchen utensils.
- iv. Taafoo online stores (www.taafoo.com). Offers fashion products such as shirts, trousers, shoes, belts and spectacles both for males and females.
- v. Buyright online store (www.buyright.biz). It focuses majorly on electronics, home appliances, electronic power products, UPS; mobile phones, cameras, camcorders, and storage devices among others.
- vi. Walahi online Bookstore (www.walahi.com). Deals in books.
- vii. Awoofshop online store (www.woofshop.com). This online store sells assorted products such as mobile phones, books, clothing, video games, computers and so forth.

- viii. African Foods Online Store (www.africanfoods.co.uk). This online store is based in UK. It focuses on procuring African foods and delivering it to you anywhere in UK. It stocks yam, bitter leaf, cocoyam flour, egusi, ogbono, palm oil, garden egg, and so forth. It helps to bridge the need for African delicacies.
- ix. BringitBay Online Store (www.bringitbay.com). This online shop buys products on behalf of shoppers particularly from Nigerians from any UK or US online shopping stores and delivers it to the customer. The customer pays in Naira and bringitbay will buy the product on behalf of the customer from any online shopping store of his choice and ship same to him anywhere in Nigeria. It plays the role of an intermediary.
- x. Manas Store (www.manastores.com). It sells babies/kids, electrical, home/kitchen, motors, sports, and women products.

The key distinguishing feature of these virtual e-tailers is that they do not have any physical store and sell directly to consumers through the internet (Kotzab & Madlberger, 2001).

2.4.6 Shopping Malls

Shopping mall as a retail platform for one-stop shopping originated from US following the postwar migration from cities to suburbs and increased automobile use in the early 1920s. The first shopping mall was the country club plaza, founded by the J.C.Nichols company and opened near Kansas city,in 1922. However, the first enclosed mall called Southdale opened in Edina, Minnesota (near Minneapolis) in 1956. In the 1980s, giant megamalls were developed. Traditionally, retailing sector is characterized largely by stand alone and open markets in Nigeria. However, there is a radical retail revolution triggered by the

entry of shopping malls in major cities across Nigeria. The Palms mall in Lagos was the first shopping mall in Nigeria. Though the idea was conceived in 1999 by Persianas Properties Limited through its Chairman and Managing Director (Tayo Amsan), it was launched in 2005. Mall concept is new and evolving at the moment in Nigeria. Interestingly, with malls as an additional shopping option available to consumer, there appears to be dramatic renaissance in modern retail format in Nigeria. Eventhough there are about eighteen (18) malls (8 are operational whereas 10 are under construction) across the major cities in Nigeria, these malls are increasingly transforming the retail sector as well as redefining the shopping culture and orientation.

Scholars and researchers have made concerted efforts in the extant literature to define a shopping mall but a generally accepted definition appears to be unavailable. In his own contribution to the discourse, Bellis (2011) defines shopping mall as a collection of independent retail stores, services, and parking areas which is conceived, constructed, and maintained by a separate management firm as a unit. They may contain restaurants, banks, professional offices, service stations among others. A mall is a cluster of stores located in a single building planned, designed, and built for retailing and retail-related issues; they are managed as a single unit by an institutional centre management (Levy & Weitz, 2007; Lambert, 2006; ICSC, 2004) whereas, Kotler and Armstrong (2006) argue that a shopping mall is a place where a group of retail business plan, develop, own, and manage it as a unit. There is however convergence of ideas in the definitions which tend to see mall as a unit centrally managed.

2.5. Consumer Motivation

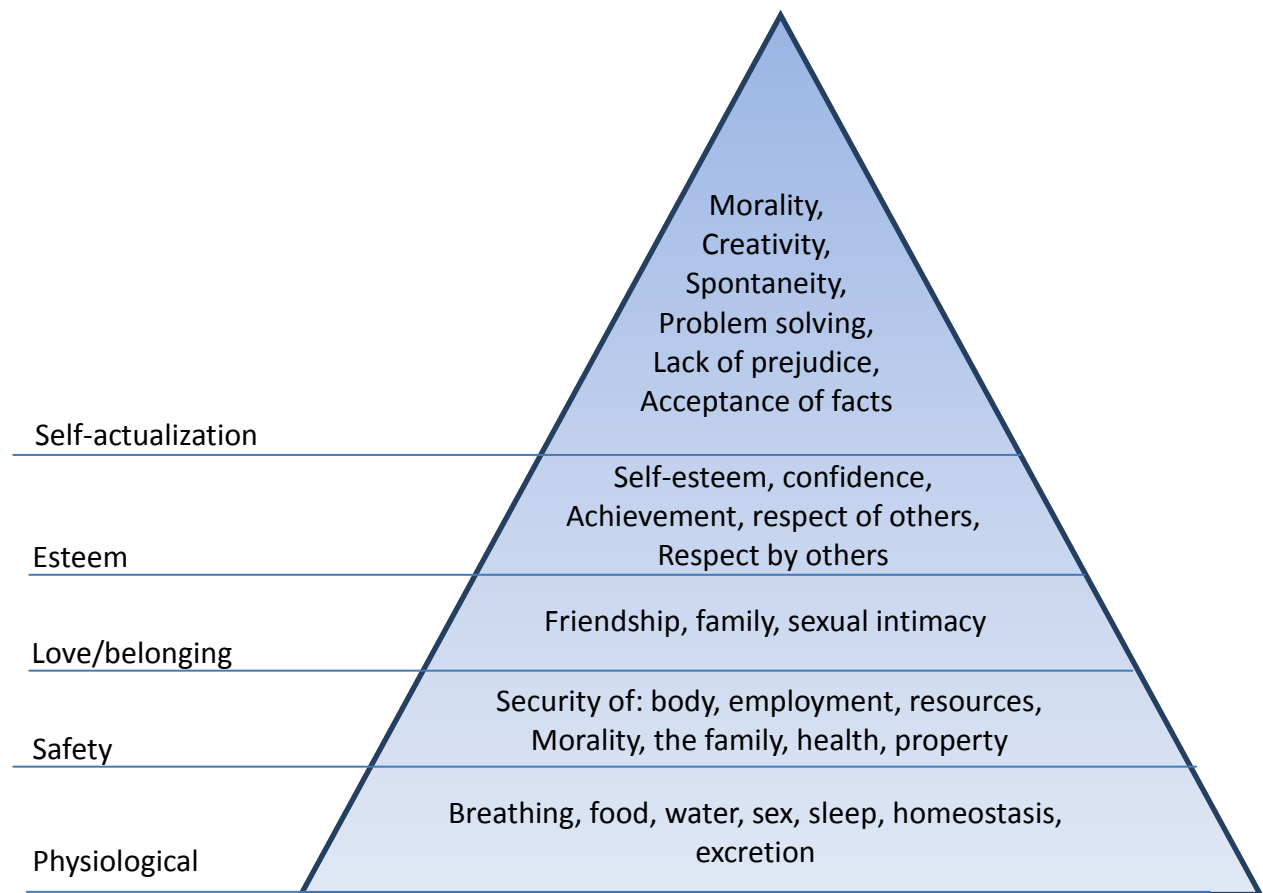
Though there is growing support among scholars that consumer needs are hierarchically arranged (Chulef, Read, & Walsh, 2001; Pervin & John, 2001; Larsen & Buss, 2002; Myers, 2003), inconsistencies in findings in terms of the hierarchical structure of human needs have also been widely reported (Wahba & Bridwell, 1976; Hofstede, 1984; Cianci, & Gambrel, 2003). This diversity and complexity that characterize consumer motives and desires have increasingly challenged scholars in their efforts to conceptualise human motives in a comprehensive manner (Richins, 2005). Nonetheless, several fair attempts have been made to classify consumer motives into a limited number of content domains. While these developed theories lack complete agreement with each other and none of them has proved entirely satisfactory in the field of consumer behaviour, they offer useful starting points. Also, they serve as valuable resources for consumer behaviour researchers interested in understanding the ‘what and why’ of consumer motivations

2.5.1. Maslow’s Hierarchy of Needs Theory

Maslow’s hierarchy of human needs is a theory in psychology proposed by Abraham Maslow in his paper titled, “A theory of human motivation” and published in *Psychological Review* in 1943. Maslow, after some twenty years of clinical practice, asserts that there are five core human needs that are in hierarchical manner. These needs range from physiological drives (e.g. thirst, hunger and rest), through safety (e.g. shelter, protection and security) and affective needs (e.g. affection, friendship, love and acceptance), to the higher-order needs for self-esteem (e.g. prestige, success and accomplishment) and self-actualisation (e.g. self-fulfilment and enriching experiences). The hierarchical structure of the

needs suggests that unless lower order needs are satisfied, higher order needs will remain relatively inactive. In other words, consumers must satisfy lower-order needs first before they begin to pursue higher-order needs. The satisfaction of the lower-order needs must not be absolute before higher-order needs are ignited. According to Maslow (1943; 1970), the highest level of need is related to self-actualisation (the desire to live up one's full potential and to maximize the use of skills and abilities). It is important to note that this self-actualisation need becomes activated if all four of the lower-order needs have been relatively satisfied.

Figure 2.1: Maslow's Hierarchy of Human Needs



Source: Adapted from Maslow (as cited in Cherry, 2015).

A number of criticisms have trailed Maslow's theory of human needs since its emergence in the field of psychology. The hierarchical structure of human needs has been seriously challenged by researchers. For instance, Wahba and Bridwell (1976) found little evidence for the ranking of needs Maslow described or even for the existence of a definite hierarchy at all. Chilean economist and philosopher Manfred Max-Neef maintains that human needs are non-hierarchical, but ontologically universal and invariant in nature. Hofstede (1984) questions the order in which the hierarchy is organized (with self-actualisation as the highest order need) as being ethnocentric. Hofstede's criticism of Maslow's pyramid as ethnocentric may stem from the fact that Maslow's hierarchy of needs fails to demonstrate and expand upon the difference between the social and intellectual needs of those raised in individualistic societies and those raised in collectivist societies. Maslow conceived his hierarchy of needs from individualistic perspective, since he was from United States of America, a highly individualistic nation.

The needs and drives of those in individualistic societies tend to be more self-centred than those in collectivist societies, focusing on improvement of the self, with self actualization being the apex of self improvement. Since the hierarchy was written from the perspective of an individualist, the order of needs in the hierarchy with self-actualisation at the top is not representative of the needs of those in collectivist cultures. In collectivist nations, the needs of acceptance and community will outweigh the needs for freedom and individuality (Cianci & Gambrel, 2003).

Additionally, Maslow's human needs theory has been widely criticized as a construct that is limited by culture (Nevis, 1983), time (Tang & West, 1997; Tang & Ibrahim, 1998; Tang, Ibrahim & West, 2002), age (Goebel & Brown, 1981) contrary to the general application it seems to suggest.

Despite these plausible criticisms, Maslow's need hierarchy is adjudged popular and relevant in many social and management disciplines as it provides invaluable insights on the underpinnings for understanding human motivations. In addition, the need hierarchy finds support of retail institutions managers desirous to understand why shoppers choose some retail formats in preference to others. More importantly, it may assist retail outlet developers especially malls in providing answers to how retail outlets should be 'packaged' in order to adequately tailor offerings to the needs of target consumers as enunciated in the theory. Consumers appear to ascribe various meanings and interpretations to different retail formats. For instance, an individual who cannot fulfil sufficiently his higher-order needs especially self-esteem or self-actualisation would compensate these desires by alternative means such as mall shopping (Gronmo, 1998; Woadruffe, 1997). Indeed, when traditional indicators of social status such as wealth or occupational prestige are not available, people resort to the consumption of status enhancing products as well as patronize some retail formats that are easily seen as symbol of higher class (Fontes & Fan, 2006). Extending understanding of human motivations along this continuum, Maslow's list of needs may arguably serve as important inputs for retail outlets establishment since shopping need is no longer restricted to mere biogenic needs (e.g. product acquisition) but extends forcefully to psychogenic needs (e.g. socials, belongingness). This understanding may also be useful in developing appropriate advertising message(s) to appeal to one or more of the themes captured in Maslow's hierarchy (Foxall & Goldsmith, 1994; Arnould, Price, & Zinkhan, 2004).

2.5.2. Sigmund Freud's Concept of Drives

Freud (1933; 1990), posits that human behaviour is triggered by internal, biological instincts or drives originating from the Id. The Id is conceptualized as the oldest

and unconscious human psyche. Emotional and illogical, the Id functions on the pleasure principle by which it seeks to minimize pain and to maximize immediate gratification of impulse regardless of the consequences. Broadly speaking, two instincts are fused in the Id: life instincts which are embodied in the human sexual drive and death instincts embodied in the human drive for aggression (Reeve, 1992; Graftdijk, 1986; Walter & Bergiel, 1989).

In absence of moderation, biological instincts have the potential of motivating people to engage in less meaningful activities and self-serving behaviours. Interestingly, the activities of the Id is checked and moderated by two additional forces embedded in the human mind termed the Ego and the Superego. The Ego refers to the conscious mind and it is made up of individual perceptions, thoughts, memories and feelings. Ego operates on the reality principle by encouraging realistic and reasonable thoughts and actions thereby redirecting the urges of the Id into socially acceptable patterns of behaviour. It seeks to gratify the Id's impulses in realistic ways. The Superego is looked at as the third component of the mind and it represents the traditional ideas, morals, and values of the society. Rooted in the morality principle, the superego may be understood as a socially-defined conscience which strives to constrain the ego to pursue goals that match the morality dictated by society and culture (Gellner, 1985).

Based on this tripod framework of human personality, Freud basically assumed three wellsprings of motivation: biological forces (represented by the Id), human consciousness (represented by the ego) and societal forces (represented by the superego). The interplay among these three forces can be considered as the foundation for explaining human motivations and needs given its direct influence on consumer behaviour (Arnould et al. 2004). In the 1950s, Freud's set of doctrines was introduced to marketing practice under the name of motivation

research (Dichter, 1960). The key feature of his theories that influenced this school of thought was the role of unconscious wishes and desires in shaping behaviour. Much of human behaviour was seen as the result of unconscious efforts to control inner drives for sex, hunger, and aggression. Hence, products and brands were interpreted in appropriate symbolic terms and related to these unconscious desires of consumers (Solomon, 1992; Harrell, 1986).

Despite the insightful contributions of Freud's theory of personality to the study of consumer behaviour, it failed to win the support of all psychologists. There is serious debate among scholars that Freud's theory lacks empirical validation and evidence (Grunbaum, 1986; Eysenck, 1986). Nevertheless, Freud's theory provided the primary thoughts and insights that motivated researchers after him to develop their own motivational theories and frameworks.

2.5.3. Murray's List of Human Needs

In 1938 psychologist Henry Murray prepared a detailed list of twenty eight psychogenic needs which have served as the basic constructs for a number of widely used personality tests such as the Thematic Apperception Technique and Edwards Personal Preference Schedule (Murray, 1938). Murray contends that the basic sets of needs of every person are the same; the difference lies in the prioritization of these needs by individuals. According to Murray, the basic needs include many motives that are assumed to play key role in consumer behaviour, such as achievement and/or recognition.

Murray (1938) list of human needs has been fiercely criticized as a mere lengthy inventory of needs which is difficult and impractical to use by marketing organizations. Additionally, Murray list of needs is deficient both in empirical and

theoretical evidence. Suarez-Orozco (1989) contends that the theory does not apply beyond America society where it was developed.

Despite the shortcomings of the theory, it forms an important foundation for use when thinking about human motivation from a cross-cultural perspective (Markus & Kitayama, 1991).

Table 2.1: Murray's List of Human Needs

| |
|---|
| Needs Associated with Inanimate Objects |
| Acquisition |
| Conservance |
| Order |
| Retention |
| Construction |
| Needs that Reflects Ambition, Power, Accomplishment, and Prestige |
| Superiority |
| Achievement |
| Recognition |
| Exhibition |
| Inviolacy (inviolable attitude) |
| Infavoidance (to avoid shame, failure, humiliation, ridicule) |
| Defendance (defensive attitude) |
| Counteraction (counteractive attitude) |
| Needs Concerned with Human Power |
| Dominance |
| Deference |
| Similance (suggestible attitude) |
| Autonomy |
| Contrariance (to act differently from others) |
| Sado-Masochistic Needs |
| Aggression |
| Abasement |
| Needs Concerned with Inhibition |
| Blamavoidance (to avoid blame) |
| Needs Concerned with Affection between People |
| Affiliation |
| Rejection |
| Nurturance (to nourish, aid, or protect the helpless) |
| Succorance (to seek aid, protection, or sympathy) |
| Play |
| Needs Concerned with Social Intercourse (the needs to Ask and Tell) |
| Cognizance (inquiring attitude) |
| Exposition (expositive attitude) |

Source: Murray, (1955).

2.5.4 A Trio of Needs

A trio of needs has been recognized and widely reported by Psychologists. This trio of needs comprises: the need for power, for affiliation, and for achievement (McClelland, 1961; Urdan & Maehr, 1995; Ryan & Deci, 2000; Thompson, Grace, & Cohen, 2001). These needs can be embedded smartly in the prior motivational categorization such as the basic needs proposed by Maslow and Murray. However, when taken separately, they each have a unique relevance to consumer motivation.

The need for power designates an individual's obsession to control his immediate environment. It involves the need to impact other people, to feel superior or to be in a position of influence. There appears to be a close relation between this need and ego need in that individuals experience increased self-enhancement which are used to exercise power or superiority over objects or people (Schmidt & Frieze, 1977, Winter, 1973).

The desire to be with people is referred to as the affiliation need. This need suggests that individuals' behaviour is highly influenced by the desire for friendship, acceptance, and for belonging. People that are hungry for affiliation needs tend to demonstrate overwhelming social dependence on others. They tend to conform to a high degree to norms and regulations of the in-group to which they belong (McAdams & Powers, 1981).

Geeroms (2007) conceptualized achievement motive as the desire to experience emotion in connection with evaluated performance. Achievement-driven individuals see personal accomplishment as an end in itself. Arguably, achievement need is closely linked to egoistic need in that satisfaction with a job serves to enhance the individual's self-esteem (McClelland, 1969; Veroff, 1982).

Taken together, these basic needs have been identified as pertinent variables that shape human motivations (McClelland, 1985). Accordingly, this trio of needs have received considerable research attention by marketing scholars particularly consumer behaviour researchers. For instance, consumers with specific power, affiliation and/or achievement-related needs tend to be receptive to advertising appeals directed to those needs. In addition, they also tend to be receptive to certain kinds of products or stores (Landon, 1972; Gardner, 1972; Schewe, 1973). Hence, these needs might be applied by marketers as additional segmentation bases on which to divide their markets into smaller, homogeneous subgroups (Schiffman & Kanuk, 1983).

2.6. Consumer Shopping Motivation

The idea of shopping motivation infused in the question “why do people shop?” (Tauber, 1972) has provoked considerable academic interest in the last several decades. The reason for the growing interest may be largely rooted on the potential theoretical, and/or practical managerial implications embedded in the notion (Jones, Kristy, & Mark, 2006; Carpenter, 2008). Motivation is the driving force within individuals that force them into action (Schiffman & Kanuk, 2010). When human motivation is viewed through this perspective, it appears purposive and goal-directed (Huczynski & Buchanan, 2010). Puccinelli et al. (2009) posit that little human behaviours are as purposive as shopping. Gaining useful insights into shopping motivations involves, therefore, exploring the reasons (motives) that make people go shopping (Ratneshwar, David, & Cythia, 2000).

2.6.1. Consumer Shopping Value

The propensity to shop in malls may be largely rooted on potential web of values derivable by shoppers. Traditionally, shopping value had been conceptualized in

terms of the relationship between product and/or service quality and the price paid for the product (May, 1989). Miranda (2009) in his study of purchase motivations to charm customers opines that this understanding is predominantly product-based. Arguably, Miranda's finding suggests forcefully that the idea of anchoring shopping value primarily on product quality versus price paid was a narrow conceptualization of the construct and does not sufficiently account for other pertinent components that are considered valuable by shoppers. This observation is corroborated by Diep and Sweeney (2008) and Allard et al. (2009) who contend that other non-product related factors are increasingly assuming huge significance in consumer decision making. Mall patrons are increasingly looking for value not only from the product but from the shopping process itself (Teller et al., 2008). These values are embedded in the shoppers' culture and perhaps personal traits (Michon & Chebat, 2004).

Michon and Chebat (2004) define shopping value as the aggregate gains that mall patrons obtain from a shopping trip and the degree of satisfaction with that experience. Zeithaml (1988) defines value as "what I get for what I give." In his own view, Kin (2002) suggests that value is a multidimensional concept that involves a trade-off between what the consumer receives (eg quality) and what he or she has to give up (eg: price, sacrifice) in the consumption experience. Venessa, Leslie, and Aquia (2011) posit that in the context of shopping mall, value includes shoppers' response to a set of mall attributes.

In broad terms, evidence within the extant literature roughly split shopping value into two components: hedonic and utilitarian. This dichotomy may be linked to the perceived multifaceted-nature of shopping values based on the diversity of what shoppers seek from shopping process (Babin et al.1994; Bridges & Florsheim, 2008; Jones et al. 2006; Teller et al. 2008).

2.6.2. Hedonic Shopping Value

Over the decades, scholars have fiercely challenged the economic model of consumer behaviour which proponents of utilitarian school used to explain shopping experience. These scholars contend that there is more to shopping than the mere acquisitions of physical products; that people shop for various reasons which include not only utilitarian but hedonic reasons as well (Tauber, 1972; Arnold & Kristy, 2003; Cox, Cox, & Anderson, 2005) For instance, Tauber argues that, “people’s motives for shopping are a function of many variables, some of which are unrelated to the actual buying of products”. This means that, “an understanding of shopping motives requires the consideration of satisfaction which shopping activities provide, as well as the utility obtained from the merchandise that may be purchased” (p.46). The import of this comment is that the numerous experiential and emotional costs and benefits associated with shopping trips need to be isolated in order to understand the consumption activity holistically (Holbrook, 1984). Hirschman and Holbrook (1982) state that, “consumers’ behaviours are far more sensory complex, imaginative and emotion laden than have been reflected in the traditional approach” (p.100). Similarly, Babin et al. (1994) maintain that, “a strictly objective approach focusing on an object, its price, or the functional utility provided by that object, may be too narrow to account for all values provided by consumption experience” (p.645).

The Webster English Dictionary defines the term ‘hedonic’ as ‘something relating to or characterized by pleasure (Merriam-Webster, 2012). In the context of retailing, hedonic shopping motives refer to aspects of consumer behaviours that relate to multisensory, fantasy, and emotive aspects of consumption (Hirschman & Holbrook, 1982). For instance, mall patrons derive hedonic value from the fun and pleasure that accompany the buying process and instant personal gratification

gained from the emotional benefits and entertainment provided by the shopping experience (Arnold & Reynolds, 2003). Viewed through this perspective, shopping becomes a means to search for happiness, fantasy, awakening, sensuality, and enjoyment (Hirschman & Holbrook, 1982), and the acquisition of products becomes less important to the experience of shopping as people buy so that they can shop, not shop so they can buy (Babin, et al. 1994).

Griffin, Babin, and Modianos (2000) see hedonic shopping value as the sense of enjoyment and pleasure that the consumer gets from the entire buying experience associated with shopping at a store. Hedonic shopping value represents the benefits a consumer gets from the shopping process not necessarily from the transaction and the capability of the product to satisfy wants and needs itself (Jones, Reynolds, & Arnold, 2006). Hedonic shoppers are intrinsically motivated towards shopping (Teller, Reutterer, & Schnedlitz, 2008). For this group of shoppers, seeing, hearing, smelling, and touching various products provide sensual enjoyment (Underhill, 1999). Indeed, this group of shoppers hunts for items and/or entertainment centres that catch their eyes instead of buying specific product. Shopping is less a work for hedonist.

A hedonic shopper or a Homo Luden (Teller et al., 2008), is often attracted to purchase products from a store that has a pleasant atmosphere and offers other avenues of entertainment (Babin & Attaway, 2000; Diep et al. 2008). Though the significance of this psychologically-based consideration of shopping value has been widely studied in advanced economies and few African countries such as South Africa, the extent of its applicability in other Sub-Sahara Africa economies especially Nigeria is relatively scanty.

2.6.3. Utilitarian Shopping Value

Merriam-Webster (2012) posits that utilitarian shoppers exhibit and prefer mere utility out of his/her shopping experience. This orientation approximates the classical economic model of consumer behaviour and depicts the buyer as a problem-solver, rational, and task-oriented (Batra & Ahtola, 1991; Babin, Dardin, & Griffin, 1994). Utilitarian shoppers' behaviour is skewed towards satisfying a predefined functional and/or economic need and value is realized when the needed product is obtained and value is increased if the product is obtained with minimum effort or weighted on its completion (Babin et al., 1994; Holbrook, 1992). In this context, shopping is tackled with a work-like mentality and often described using terms employed to evaluate work performance such as success, accomplishment, relief, and happy to go through it all (Hirschman & Holbrook, 1982). Kim (2004) found two dimensions of utilitarian shopping value: efficiency and achievement. Efficiency refers to consumer efforts to save time and resources while achievement relates to a goal related shopping orientation where success in finding specific products that were planned for at the outset of the trip is key. Also, efficiency can be understood as the optimal ratio between the output (ie purchase the right product or service at the right price) and the input (ie shopping efforts or use of resources (eg. Time, means of transport) (Jones et al, 2006; Kin, 2002; Granzin, Painter, & Valentin, 1997; Ingene, 1984).

Utilitarian shoppers or a Homo Economicus' (Teller et al. 2008) are extrinsically motivated. They look for a shopping experience and/or the convenience that make their lives more enjoyable and easier (Kin, 2002). For this group of shoppers, shopping is a "work."

Table 2.2: Characterisation of Hedonists and Utilitarian Shoppers

| Characterisation | Utilitarian | Hedonist |
|------------------------|--|---|
| Perspective/View | <ul style="list-style-type: none">• Cognitive• Information processing | Experiential |
| Purpose of consumption | Means to some predefined end | An end itself |
| Criterion benefit | <ul style="list-style-type: none">• Economical• Monetary savings, and convenience | <ul style="list-style-type: none">• Emotional entertainment• Exploration |
| Sacrifices | <ul style="list-style-type: none">• Money• Time and• Efforts | <ul style="list-style-type: none">• Stress• Negative emotions |
| Synonym | Homoeconomicus | Homo ludens |

Source: Adapted with modifications from Rintamaki, Kanto, Kuusela, and Spence, (2006).

2.7. Theoretical Review

Over the decades, a number of theories and frameworks have been propounded by scholars and widely documented in the retailing literature (Saxena & AlHashemi, 2010). Most of these theories and frameworks are designed to explain retail format selection predictors among consumers in different contexts. This section, therefore, discusses some of those theories in relation to the research questions and/or objectives dealt with in this dissertation with a view to selecting the most appropriate theory and framework to guide this work.

2.7.1. Central Place Theory

Christaller Walter in his study of settlement patterns in Southern Germany propounded central place theory in 1933. This well-known and perhaps much criticized central place theory (Dennis, Marsland, & Cockett, 2002), was premised on classical economic assumptions which suggest that:

- ❖ Population is evenly distributed
- ❖ Resources are evenly distributed
- ❖ Consumers have similar purchasing power and consumers will patronize nearest outlet.
- ❖ Transportation costs are equal in all directions and proportional to distance
- ❖ Consumers engage in single purpose shopping trips at a time

In addition, central place theory (CPT) is rooted on two basic concepts- range and threshold. Threshold refers to the minimum population that is needed to bring about the provision of certain goods and services whereas range relates to average maximum distance people will travel to purchase goods and services.

Though CPT is widely accepted by the planning profession as a model of retail arrangement (O'Brien & Harris, 1991), the theory has been criticized seriously and dismissed as more elegant than practical. Dawson (1979) who recognized the complex nature of retailing argues that:

While the theory serves to describe and, in part, explain location patterns developed prior to the 1960s, it can no longer be used as an... explanation of present patterns or planning future.

Again, the assumption in the CPT that consumer always makes a single purpose or nearest shopping trip appears highly restrictive. Today, literature is replete with evidence which show that consumer combines shopping trips into multi-purpose

shopping trips to satisfy both utilitarian and hedonic needs (Ravindra, 2011). Additionally, some consumers especially the hedonists travel longer distance in order to satisfy their hedonic needs. Nearness of an outlet is relatively not a pivotal factor in deciding where to shop rather the shop that can sufficiently provide experiential retailing and entertainment. More importantly, there is an implied assumption in the CPT that the only variable that attracts shoppers and perhaps differentiates outlet from one another is location. This “tall assumption” appears very unrealistic today as a number of studies have demonstrated that other variables such as socialization enabling infrastructures, atmosphere, price, parking space account for retail outlet selection and patronage (Thompson, 1969; Aninng-Dorson et al. 2013; Khare, 2012; Anselmsson, 2006). It is also necessary to note that the homogeneity of consumers and purchasing power assumption seriously weakened CPT since it cannot be sustained in reality. Consumers are heterogeneous with different levels of economic powers or disposable income.

Overall, the CPT appears inappropriate to adapt as the theoretical foundation for this study in view of the flaws that characterize the theory as well as its non-alignment with the objectives this study intends to achieve.

2.7.2. The Spatial Interaction Theory

The spatial interaction theory is based on the assumption that consumers will not always go to the nearest shopping area offering them the products they need, but will sometimes sacrifice longer distances in order to go to larger shopping areas with more options. Obviously, this theory offers an alternative normative model to explain behavioural interaction. Explicitly, this theory contrasts sharply with the assumption made by central place theory that consumers will most often purchase goods and services from the nearest retail outlet. This idea of discarding nearness

in shopping decision making by consumers may suggest that consumers patronize competing shopping areas on the basis of their overall attractiveness and not on single variable.

The spatial interaction theory states that:

[...] a shopping centre located in a given zone will attract consumer expenditure from another zone in direct proportion to the size of the centre measured in floor space, and in inverse proportion to the distance to the consumer expressed in travel time, and to competing facilities (Clarkson, Clarke-Hill, & Robinson, 1996).

The theory also states that the distance a consumer is willing to travel to a shopping centre is proportional to the size of the shopping centre eventhough when a shopping centre is far the “consumer inertia” means the consumer will not want to travel (Converse, 1949). There is, therefore, a balance between how far a consumer will travel (i e.the distance and how large the shopping centre is (i.e. floor space) (Clarkson et al., 1996).

2.7.3. Theoretical Foundation: Stimulus-Organism-Response Theory

Mehrabian and Russel (1974) proposed Stimulus-Organism-Response (S.O.R.) framework which recognized the connection between physical environment and consumers’ behaviour. The S.O.R framework is founded on two basic assumptions. Firstly, consumer’s emotions ultimately determine what they do and how they do it. Secondly, consumers respond with different sets of emotions to different environments (Tai & Fung, 1997).In the context of retailing, the SOR model sees the atmospheric variables as the stimuli (S) that drives consumers’ internal emotions (O), which then influence their behavioural responses (R). This model presents emotion as a mediating variable which determines a variety of approach-avoidance behaviour. In addition, the model suggests that any

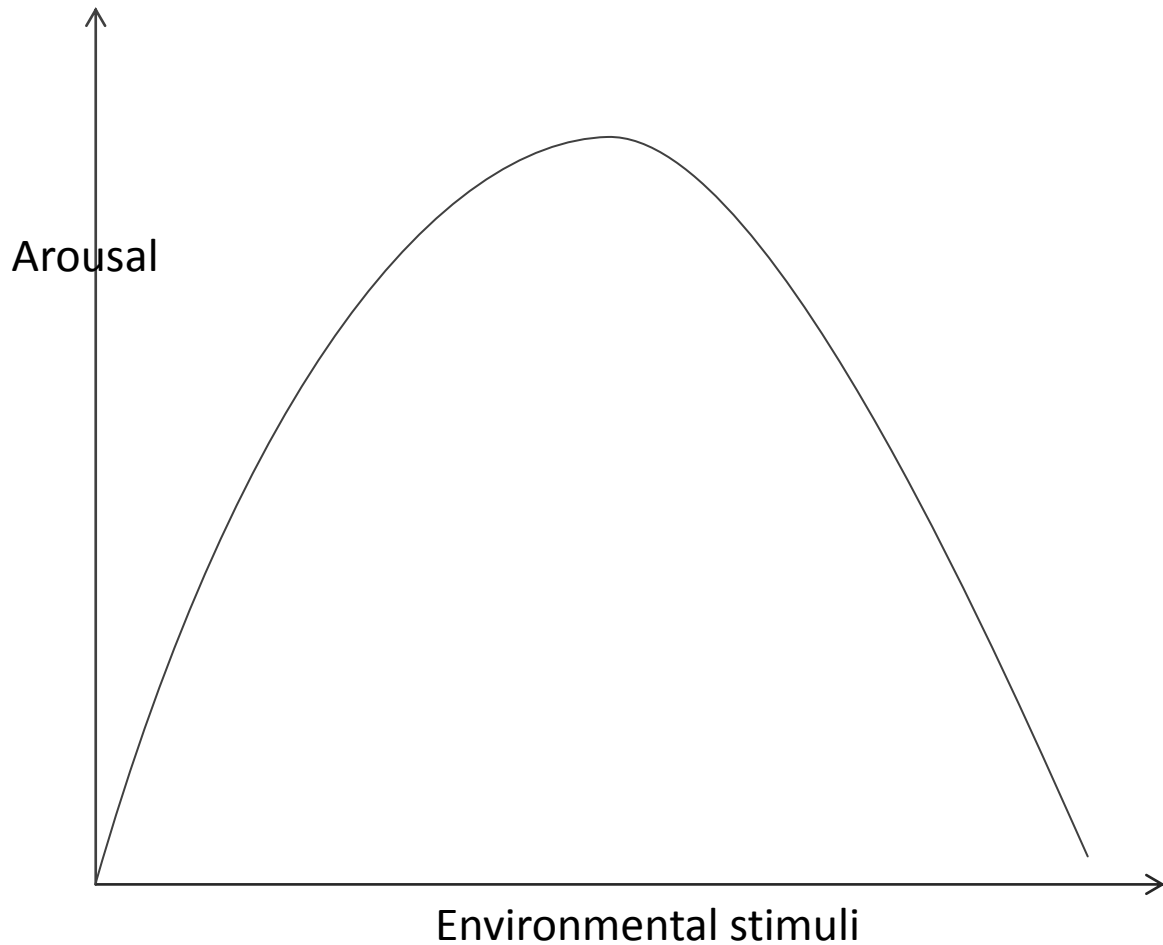
environment will produce an emotional state in an individual that can be characterized in terms of three different dimensions, known by acronym PAD (Donovan & Rossiter, 1982).

- Pleasure-Displeasure
- Arousal-Avoidance
- Dominance-Submissiveness

Pleasure relates to whether a person feels good, joyful, happy, and satisfied or not in the situation. Arousal refers to whether the person feels excited, stimulated, alert, and active or not (Donovan & Rossiter, 1982). Environmental psychology literature refers to arousal construct as load. A high-load (arousing) pleasant environment is said to produce approach behaviours, whereas a high-load unpleasant environment is said to produce avoidance behaviours. A low-load environment, in turn, is not activating enough to motivate any measurable approach/avoidance behaviours (Spangenberg et al.1996). Furthermore, dominance refers to whether the person feels in control of and free to act in the situation or not.

The optimal level of stimulation is individual-dependent. An individual may perceive a store environment as too arousing, too un-arousing or optimal. This implies that arousal level follows an inverted U-shaped curve (See figure 2.2). The higher the preferred arousal level of an individual is the more environmental stimuli the consumer will tolerate and seek (Boedeker, 1997). Thus, there is no optimal level of stimuli that would work for each and every customer but rather one should find a level, which is tolerated and preferred by the majority of customers.

Figure 2.2: Effects of stimuli on individual arousal



Source: Spangenberg et al. 1996).

Also, this model contends that physical environment influences an individual internal state, which propels the consumer to approach-avoid the environment (Mehrabian & Russell, 1974). This suggests that the possible behavioural outcome that a consumer may exhibit within a store or concerning a store may be either approach or avoidance.

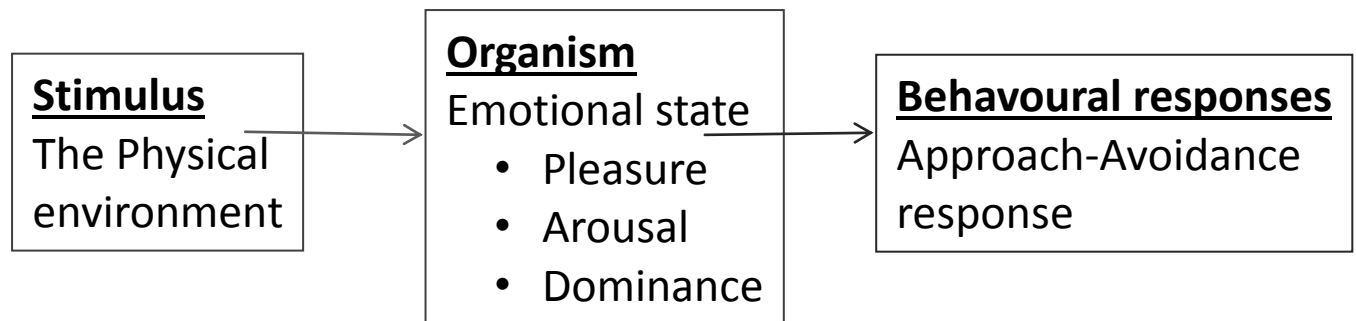


Figure 2.3: The Mehrabian –Russell S-O-R Model

Source: Mehrabian and Russell, 1974.

A number of brick-and-mortar retail-focused studies (Donovan & Rossiter, 1982; Mehrabian & Russel, 1974; Russel & Pratt, 1980) support the contention that the environment within which decisions are made produces emotional states which in turn influence consumer behaviour and response. These studies conclude that stimuli have an impact on emotional states of consumers in ways that consumers may not be fully aware of the stimuli, but the stimuli can indirectly affect consumers' approach or avoidance behaviour. The S-O-R framework has also been applied in the context of online shopping with store atmospherics replaced by online atmospherics (Mummalaneni, 2005). The approach or avoidance behaviour can be noticed in form of search for a retail shop, continued patronage or short time spent in store, negative word of mouth communication among others.

The Stimulus

The stimulus designates those things that rouses or ignites action in a shopper (Bagozzi, 1980; Belk, 1975). In the shopping context, stimuli refer to those external variables which form critical inputs in decision-making situation. On the basis of S-O-R model, stimuli are the physical atmospheric cues that affect the internal state of consumer. A cue is defined as a characteristic, event, or object, external to a person that can be predetermined and used to categorise a stimulus

(Schellinck, 1982). The atmospheric cues available around and/or in a retail store are usually providing invaluable evaluative criteria towards a retail store. These cues generate a buying atmosphere that is designed to produce specific emotions in the buyer, which enhances his purchasing probability. Baker (1987) dichotomized environmental cues into three major dimensions: ambient, design, and social factors. Ambient factors refer to non-visual elements of space such as temperature, music, lighting whereas design factors relates to the visual elements of space that tend to exist at the forefront of consumers awareness such as colour, layout, architecture among others. Social factors involve the presence of employees and customers in the environment. Though there are other classifications of environmental cues, Brady and Cronin (2001) in his study of comparison of classifications of schemas found Baker's typology to be more comprehensive and parsimonious in understanding of the underlying dimensions of service environments. This study adopted Baker's typology because of environmental cues since retailing involves a large service component.

Additionally, merchandise carried in store has been identified as stimulus variable (Thang & Tan, 2003). Merchandise assortment and style (Doyle & Fenwick, 1974); quality of merchandise (Bearden, 1977) are important components of store image.

Organism

Organism refers to the "internal processes and structures intervening between stimuli external to the person and the final actions, reactions, or responses emitted" (Bagozzi, 1986). Bagozzi states that the intervening processes and structures comprise perceptual, physiological, feeling, and thinking activities. Interestingly, based on S-O-R framework, cognitive and affective have been isolated by

researchers as two key types of individuals' internal states that are induced by physical environment (Mehrabian & Russell, 1974; Zeithaml, 1988).

Cognitive Evaluation

Cognitive evaluation is associated with consumer perception process. Perception process is anchored in information processing and inference theories (Bettman, 1979; Zeithaml, 1988). Perception is a high-order physiological activity in which sensory stimulation cues are converted into meaningful information (Bettman, 1979). The physical environment cues provide valuable information which may assist consumers to form opinion about whether to approach or avoid the store, price, product, or service quality in the retail outlet (Baker, Parasuraman, Grewal, & Voss, 2002). For instance, the use of tiles and elegant décor in store design may suggest to consumers that the store may stock high-order products and offer superior customer service. This logical consideration based on physical evidence is cognitive evaluation.

Empirical studies supporting the assertion that physical environment cues influence consumers' cognitive response are well documented in the literature (Bitner, 1990; Baker et al. 2002; Grewal & Baker, 1994).

Affective Evaluation

Affective evaluation is a judgement of whether an object is pleasant, attractive, valuable, likeable or preferable (Russell & Snodgrass, 1987). Mehrabian and Russell (1974) pioneered the idea that any environment has the potential of inducing and producing various emotional states in an individual. Though Mehrabian and Russell assert that there are three dimensions of individual affective responses namely pleasure, arousal, and dominance; subsequent studies agree that the emotion-eliciting qualities of environment are captured by two dimensions of

pleasure and arousal (Russell & Pratt, 1980; Russell & Snodgrass, 1987). These emotional responses determine the need to approach, remain within or leave a physical environment (Bennett, 2005). These two dimensions represent “organism” aspect of S-O-R framework. Baker et al. (1992) define pleasure as “the extent to which a person feels good in the environment,” and designate arousal as “the extent to which a person feels excited or stimulated.” The dominance component relates to whether individuals feels in control or submissive in the environment (Mehrabian & Russell, 1974). The affective dimension triggered by the environment was found to be better captured by pleasantness and arousal dimensions, whereas dominance was not found to have a predictable or significant effect on behaviour (Russell & Pratt, 1980; Russell, Ward, & Pratt, 1981). The non-predictability or significant effect of dominance as a factor is attributed to the fact that dominance is a cognitive component of affective reactions (Russell & Barrett, 1999). A majority of studies in retail and non-retail environments support that the pleasure and arousal are related to consumer reactions but the effect of the dominance is unclear (Yalch & Spangenberg, 2000).

The Response

The response as a component of S.O.R model refers to the psychological reactions such as behavioural reactions of consumers (Bagozzi, 1986). There is evidence to suggest that retail environment influence consumers’ behavioural intentions such as number of products to buy, amount of money spent in a store and/or the time spent (Ahmed, Ghingold, Dahari, 2007; Sherman & Smith, 1986). From the perspective of retailing, response often relates to approach or avoidance behaviour. Mehrabian and Russell (1974) posit that approach is the desire to visit or shop in a store, continue shopping and willingness to stay for relatively longer periods. Conversely, avoidance behaviours describe negative reactions including a desire to

leave the store and not return. Approach-avoidance behaviours emanate from the consumers' internal states. A number of studies have documented different behavioural responses such as physical approach, time and amount of money spent in store, number of items purchased, whether the consumer likes the store or not (Turley & Milliman, 2000; Mehrabian & Russell, 1974; Donovan & Rossiter, 1982). Additionally, Parasuraman (1996) identified five dimensions of behavioural intentions: intention to remain loyal, propensity to switch, disposition to pay more, external response to problem, and internal response to problem. Approach behaviour and other related behavioural intentions are highly influenced by the emotional responses to stimuli (Donovan & Rossiter, 1982).

Despite the seemingly plausible promise of SOR framework, there is increasing evidence in the literature to suggest that SOR model is too parsimonious to account for predictors of mall shopping particularly in an environment where mall concept is new and rapidly evolving. There appears to be an important gap for an overarching framework that captures other important dimensions in this emerging concept in retailing (Jacoby, 2002; Fiore & Kim, 2007). This view, perhaps, may be particularly obvious in a developing economy like Nigeria where mall concept is an evolving phenomenon and the study of motivators to malls by its patrons is in its infancy. Physical environment alone does not account sufficiently for predictors to mall shopping as experiential factors are also pivotal.

The SOR model discusses pleasure and arousal as the only mediating variables. A number of previous studies have shown that attitudes, demographics, situation among others also mediate consumers' intention to shop in malls. Also, the framework identified cognition and affect as the internal moderating variables in the organism thereby neglecting consciousness and emotion which appears to have become dominant evaluative criteria (Fiore & Kim, 2007).

2.8. Empirical Review of Predictors of mall shopping

Extensive review of empirical researches on predictors of mall shopping, tend to converge on eleven (11) dominant constructs which include (1) Aesthetics and architectural design (2) Exploration (3) Flow (4) Social/leisure/recreation (5) product assortment (6) Escapism (7) Conveniences (8) promotional offers (9) Price, (10) role enactment, and (11) Mall retail tenant mix (12) Socio-demographics. In the following paragraphs and/or sections, attempt was made by the researcher to review these factors that predict mall shopping.

2.8.1. Product assortment and quality prediction

Product assortment alternatively called product mix according to Kotler and Keller (2006) is the set of all products and items a particular seller offers for sale. It comprises many product lines. Fox, Montgomery, and Lodish (2002) in a study of consumer shopping and spending across retail formats found that product assortment levels influence the purchasing behaviour of consumers more than the price. Shoppers' retail preferences are also affected by the product assortment and shoppers' perception of product variety (Carpenter, 2008; Seider & Tigert, 2000; Morganosky, 1997; Cleeren et al., 2010), product diversity (Polat & Kulter, 2007), in their ever increasing quest to satisfy as many shopping needs as possible when visiting retail store (Carpenter, 2008).

Besides, it is a means of reducing the perceived cost related to single shopping trip as well as offers convenient shopping (Pan & Zinkhan, 2006). In related study by Duman and Yageri (2006), it was discovered that customers' retail patronage intentions are affected by value perception and perceived product quality. This finding seems consistent with Gupta (2004) who maintains that consumers' prefer modern retail formats such as malls due to latest and better quality products.

Product quality may be determined by the way customers perceive product quality in retail formats (Wankhade & Dabade, 2006). Product quality can be dichotomized into two perspectives: objective and perceived quality (Brunso, Bredahl, Grunert, & Scholderer, 2005). Perceived quality can be described as the consumers' judgement about a product's overall excellence or superiority. On the other hand, objective quality refers to the actual technical superiority or excellence of the products that is measurable or verifiable according to some pre-determined standards as judged from intrinsic cues (Monroe & Krishnan, 1985). Perhaps, perceived quality and/or product assortment in malls may be an important criterion that triggers increase in shoppers' footfall because of its potential in reducing psychological tension relating to retail choice and search costs associated with shopping trips. Matching target market's requirements with appropriate product assortments triggers higher expectation and psychological richness in mall patrons. It may serve as a precursor to consumer mall traffic. Indeed, product assortment is crucial in attracting consumers, influence and/or simplifies their buying decision while in the mall (Skallenrud, Korneliussen & Olsen, 2009; Manana, 2009), serves as a loyalty driver (Mittal et al.2008). Shopping malls that offer higher-order goods and services appropriate to the diverse consumer needs tend to draw mall patrons from distance places than nearby stores (El-Adly, 2007).

2.8.2. Aesthetics and Architectural Design prediction

The aesthetics and architectural designs of malls provide its patrons with psychological enrichment and experiences that are consumable beyond the products and services available for sale within the mall. Though it may not be the most important factor in determining consumer choice of retail destination, the atmosphere and appearance of store environment may nevertheless contribute to the attractiveness of a shopping mall (Malike, 2010). The mall aesthetics and

architectural design has the potential of affecting both the emotions of shoppers and his cognitive evaluations of the products and services sold in malls (Chen & Hsieh, 2011) as well as patronage intention (Baker et al, 2002).

Ahmed et al. (2007) opine that enclosed malls provides shoppers the advantage of climate comfort and freedom from the noise and traffic congestion that characterizes other shopping venues such as traditional open markets since a “noisy” environment creates a different image that is not characterized by silence or soft background music. Resources are increasingly being allocated to environmental and architectural design by mall planners perhaps to enhance the attraction of mall patrons. Wakefield and Baker (1998) found in their study that architectural design had the strongest positive influence on mall excitement, while interior décor had the strongest effect on desire to stay.

The aesthetics alternatively called atmospherics aspects of mall refer to the internal designs that attract and sustain shoppers’ sensory stimuli while in the mall (Anning-Dorson et al. 2013). Store atmospherics design apart from serving as a differentiating variable impact on the shopper through the sensory channels of sight, sound, scent, and touch (Floor, 2007). The mall atmospherics comprise store layout, interiors, colour, lighting, aisle, heating, store size, crowds, music, and cleanliness (Donovan & Rossiter, 1982; Laroche, Teng, Michon, & Chebat (2005). According to Lui (1997), modern mall interiors have evolved from “comfortable” to architecturally rich, with lavish materials and sophisticated design elements. Loudon and Bitta (1993) posit that interior design actually continues the malls’ image-fostering process. Design features (for example: high ceilings, flooring/carpeting, architecture, interior landscaping, and store layout), as well as physical facilities (elevators, air-conditioning, and washroom) all impact assessments by consumers. Similarly, Burke (2005) found that consumers’

evaluation is affected by design characteristics of mall as well as physical services. Mall design must be consistent with the consumers' expectations and experience at other malls.

Architectural elements are increasingly being used by the mall developers to increase the drama of mall interiors and to satisfy consumer-seeking sensory stimulation (Ahmed et al. 2007). Solomon (1994) found that light and colour impart a feeling of spaciousness and serenity and signs in bright colours create excitement. Loe, (2002) mentioned that lighting not only communicates information regarding space but also give the significance. In his own contribution, Summers and Herbert (2001) suggest that mall lighting has an impact on consumers' approach-avoidance behaviour and influence their purchase intentions. Furthermore, environmental stimuli (for example, store lighting) can influence a consumers' emotional state (for example, pleasure, arousal) which in turn drive the consumer's approach-avoidance behaviour such as willingness to buy. For example, a retail store with soothing, dim lights might lead a consumer to experience the store as more pleasant and stay longer (Puccinelli et al. 2009). Diverse elements such as music in mall, chosen fragrance, different surfaces and lighting methods, generate an exclusive environment within shopping mall (Kent, 2007). Additionally, music, colour, expertise shown in mall layout and products arrangement are elements of mall environment that can be used by retailers to effect consumer behaviour (Howard, 2007). In a study conducted by ISA (2008), music and layout were found to have direct relationship with consumers' desire to stay in malls. Furthermore, colour can be used to alter the emotional state of the mall shoppers.

Mall managers/developers are making concerted efforts to appeal to sensuality (aesthetics) of shoppers by incorporating on-premises features such as bakeries,

which fill the air with warm, ordinary but pleasant scents (Underhill, 1999). For instance, Polo Park Shopping Mall in Enugu has on-premise bakery that produces fresh bread to serve teeming mall shoppers waiting patiently on the queue to make a purchase. As mentioned by Peneau, Hoehn, Roth, Escher, & Nuessli (2006), freshness refers to the crispness, juiciness, and aroma of the food. Besides, Whitehall, Kerkhoven, Freeling, and Villarino (2006) found that fresh food is relatively a current phenomenon in parallel with the consumers' growing awareness of nutrition and quality. In fact, the on-premise bakery seems to create a competitive advantage for malls as mall patrons appear to experience quality-fulfilment relative to what other retail formats offer to shoppers.

Furthermore, consumers tend to evaluate retail options in terms of their intangibles, including music, colours, scents, and lighting. In a study conducted by Peter and Olson (1994), restful music and warm colour were found to encourage mall patrons to linger.

2.8.3. Escapism (Getaway) prediction

Shoppers seem to seek respite from their daily routines in the malls. This postulation finds support in Ahmed et al. (2007) who state that malls offer access to new information or experiences as a break from the consumers' hectic and challenging daily activities. Besides, mall patrons may be attracted by malls' atmospherics which offer relief from boredom and loneliness. Underhill (2005) also found that many malls are currently offering high level of sensory stimulation to attract mostly hedonic shoppers. A mall visit, though a family outing, also provides entertainment at mostly free or low cost in less formal form without the necessity of formal dress or advanced preparation (Ahmed et al. 2007).

In addition, malls offer shoppers pastime opportunity to stay away from the daily hassles while serving as a reception arena for those that are in sober or depressed mood and are desirous of “new life”. Emotion-stimulating signals in malls seem to cultivate peace of mind and may most likely liven up a sorrowful visitor. In fact, an angry and offended person may escape to mall for temporal relief or for self-reorganisation. The mall environment provides positive cues or stimuli which tend to impact on the consumers’ mood (Michon et al. 2008; Ghee & Ahmad, 2010). It has potent force on shoppers’ attitude and impulse buying.

The malls offer consumers with impersonal spaces, which help them to mingle in the crowd (Dennis, Murphy, Marsland & Cockett, 2001), interact and watch other shoppers (Khare, 2011). Bloch and Richins (1983) state that consumers experience involvement, freedom from restrictions, fantasy fulfillment, and escapism in shopping. Importantly, quite unlike other recreational outlets, shopping malls are hospitable to people who are alone. For instance, in Nigeria, while social ostracism stigma may be attached to drinking in a roadside bar or dining in restaurant alone; visiting a mall alone is common and fairly free of negative associations. Arguably, malls provide an escape to the consumers and thus enhance the hedonic aspect of shopping.

2.8.4. Exploration prediction

Wakefield and Baker (1998) discovered that gathering information by exploring new products or stores was a perceived benefit of mall experience. Similarly, exploration or searching for new trends, technology, style, fashion also motivate consumers to visit malls (Tauber, 1972). This view was further corroborated by Wakefield and Baker who argue that exploration taps consumers’ desire for variety. Consumers always look for new and upgraded product and their desire for

variety can only be met through the process of exploration (Rupesh & Anish, 2010). For instance, since the entry of malls into Nigerian retail industry, many shoppers visit malls to explore new technology such as handset or laptop, cosmetics, fashion, apparel, and styles. While such learning may take place with or without a purchase, many mall shoppers probably trend setters still buy some new items spotted in the malls. Stores that are first to carry relatively new products may appeal to these innovators (Ahmed et al. 2007). Having a variety of stores or mix of tenants that work well together to meet the needs of many types of customers, including those valuing exploration will enhance the attractiveness and of the entire shopping mall (Kaufman, 1996).

2.8.5. Flow prediction

Flow has been described as a pleasurable state of absorption that is associated with losing track of time as recreational facilities in the malls act as sensory stimulants (Bloch, Ridgway, & Dawson, 1994; Lui, 1997), rare and desirable state shoppers would want to get to (Ahmed et al. 2007). Csikszentmihalyi (1990) opines that flow is the state in which people are so involved in an activity that nothing else seems to matter. Evidence in the literature suggests that flow is not restricted to the exploration of users' response to technology but has been widely used to task and situational factors that motivate people to shop in malls. The enclosed nature of malls coupled with the presence of consistent illuminating lights can make patrons loss track of time since they are relatively isolated from cues relating to time and weather. The malls house fitness centres, cinema theaters, food courts, recreational centres and gaming areas where consumers relax; these facilities seem to stimulate interest in mall visits. The more the mall aesthetics and architectural design (atmospherics) or consumption activity appear sufficiently pleasant to mall patrons, the more likely the hours may glide without being noticed. Thus, one may

speculate that the achievement of flow while in a mall may encourage continuation among consumers enthusiastic about shopping in mall.

2.8.6. Social Networking/leisure/recreation prediction

Shopping in retail formats especially in malls, arguably, provides a rare opportunity for social experiences which are not readily available at home. Shopping malls provide opportunities for their patrons to socialize. Shopping is the most important contemporary social activity, and, for the most part, takes place in the shopping malls (Goss, 1993). The opportunity for social interaction and watching others shop is enhanced in malls. A trip to mall may result in seeking for new acquaintances and/or meeting old friends of the opposite sex. In other words, shopping trips often result in planned and/or unplanned encounter with friends (Ahmed et al. 2007). This suggests that social variables such as movie, gaming, browsing offering the benefit of affiliation with others present malls as attractive leisure site. Bloch et al (as cited by Malike, 2010) suggest that consumers are likely to gravitate to a setting offering a favourable climate, high potential for social interaction, a perceived freedom from safety concerns, and a large selection of consumable goods and experience. Tauber (1972), and Wakefield and Baker (1998) maintain that an important pleasing aspect of shopping includes the opportunity for social interaction with friends, family, or even strangers that one encounters in a shopping location.

Malls increase the consumers' patronage by appealing to their social motives and offering variety in assortment (Solomon, 1983). People will shop where they feel wanted and will even pay a little more for the privilege (Underhill, 1999). This is consistent with Loudon and Bitta (1993) who found that consumers generally

desire to trade where store personnel, particularly salespeople, are perceived as helpful, friendly, and courteous.

In sociological context, a plethora of studies have documented the recreational potential of malls (Rintamaki, Kuusela, & Spence, 2006; Sit et al. 2003; Dennis, Newman, & Marsland, 2005). Malls are increasingly becoming community and/or political arena, offering visitors common recreational attractions such as music, movie, games, dining out, or meeting (Ahmed et al. 2007). For instance, a mall visitor can dialogue with a political associates, townspeople, or church member on issues of common interest or merely dine out in food court present in the malls.

Besides; it is increasingly becoming a contemporary town square, a community centre serving as a focal point for community congregations (Swinyard, 1998) This finding is in line with Dholakia (1999) who posits that shoppers have a social motive and it's very important since "shopping is a spectacle in which one is both performer and spectator ... it is seeing and being seen, meeting and being met, a way of interacting with others". More commonly, malls act as gathering sites allowing people to meet and recreate with friends, an activity particularly common among the youth. It serves as a place for stimulating social behaviour. Shopping at malls does not merely reproduce identities, but provides an active and independent component of identity construction (Miller, Thrift, Holbrook & Rowlands, 1998). For recreational shoppers, shopping may even be a very enjoyable use of time without the purchase of goods or services Chetthamrongchai, & Davies, 2000). Additionally, shopping in malls may be seen as leisure by its patrons. In other words, shoppers in shopping mall may generally be likened to leisure seekers. Mugan and Erkip (2009) note that teenagers spend much of their leisure time at shopping malls. Leisure is any satisfying experience (Torkildsen, 1992). According to Howard (2007), leisure's promise is that...a deep sense of appreciation

envelopes and lifts us to a higher plane where we discover that there is peace, beauty and joy in the world. That may carry over into increasing appreciation of life itself (p.663).

2.8.7. Shopping Convenience Prediction

Convenience as it applies to retail outlet selection can be understood as a multi-dimensional construct which underpins consumers' motive to shop in a mall. Convenience in shopping context can be perceived as the functional benefits that malls provide to consumers (Sheth, 1983) that help to minimise monetary cost and time, but maximise place benefits. Seiders, Berry, and Gresham (2000) define convenience as the ratio of inputs to outputs and energy and effort spent for acquiring products. Convenience consist of location (Ahmed et al. 2007; Khare, 2011), consumers' accessibility to store (Fox et al. 2004; Kolodinsky & Cranwell, 2000), distance (De Juan, 2004; Gonzalez-Benito et al. 2007), hours of operation and travel time (Kaufman, 1996), parking space (Loudon & Bitta, 1993; Dunne & Lusch, 2008; Yava & Babakus, 2009), security provision and easy time parking (Yava & Babakus, 2009),traffic congestion (Maronick, 2007), and lack of pedestrainised shopping (Erkip,2005).

Researchers and practitioners in retailing have long recognized and emphasized location as a key success factor (Grawal, Levy & Kumar (2009). Location as an element of convenience has been validated as an important determinant of shopping mall visit frequency (Severin, Louviere & Finn, 2001; Frasquet, Molla & Gil, 2001). Shopping mall location selection is one of the core business activities of mall developers for a long term capital investment (Cheng & LiH, 2007). According to Yilmaz, (2004), geographical location of shopping mall is critical in consumers' choice of retail format. Similarly, accessibility which encompasses not

only special and temporal dimension concerning how easily and quickly the destination can be reached, but also perceived obstacles on the way such as traffic jam, travel frequencies of buses are vital to shoppers (Ingene, 1984). As evident from the Retail location theory, some shoppers preference to shop as close to home as possible especially for fill-in shopping trips.

Hours of operation is apparently becoming a key variable in choosing where to shop particularly among the working class women whose perceived customary duty it is to shop for family needs. In Nigeria for example, a cursory observation seems to suggest forcefully an increasing number of working class women across various sectors; this development is increasingly putting pressure on the available discretionary time particularly for shopping. In this context, hours of operation become very critical factor for the time-pressured working women regarding retail option choices. This observation appears consistent with Kaufman (1996) who posits that many shoppers select shopping outlets based on hours of operation and travel time that match their available free and limited time.

Loudon and Bitta (1993) and Yava and Babkus (2009) found that consumers were very convenience-oriented; they disliked spending a lot of time finding a parking space and trekking from one end of a mall to another. A convenient retail centre is one that minimizes the temporal, spatial, and effort costs of patronage (Clulow & Reimers, 2009). In terms of temporal convenience, time-constraint is gradually assuming a crucial position to the extent that it has been described as an epidemic (Reimers & Clulow, 2009). The obvious need to sufficiently incorporate spatial convenience by mall developers may be explained by the increasing obesity, declining fitness levels (Social Development Committee, 2004), and the relatively high number of physically challenged shoppers (Kaufman, 1995). Again, Underhill

(2005) opine that minimal efforts could be attained by ensuring that the distances between parking bays and desired stores is not excessive.

Arguably, the increasing car ownership in Nigeria which may most likely be a partial manifestation of growing middle class has increasingly brought to fore the imperativeness of parking space for shoppers. Thus, the availability of free and/or less costly parking space and the type of parking facilities provided at shopping venues may predict consumers' shopping channel choice (Van der Waerden et al., 1998).

Convenience is also important to anti-shoppers-consumers who make fewer mall visits and fewer purchases (Loudon & Bitta, 1993). Anti-shoppers perceive shopping as stressful and, therefore, a task that is to be completed quickly. Convenience of location and product assortments offered will be key criteria for these consumers. Convenience is a key selling point for shopping malls (Ahmed et al. 2007). Shoppers tend to favour malls that enable the completion of all essential shopping and related tasks at one concentrated location (Kaufman, 1996). In addition, security provisions are also topmost in consumers' selection of retail format (Yava & Babkus, 2009). Obviously, shoppers seem to accord security a top consideration as most Nigerian retail platforms suffer hugely from insufficient security protocols in shopping areas; there are number of reported cases of missing purchased items shoppers entrusted to 'barrow-pushers' to deliver at designated transport terminals, 'pick-pocket' or missing parked cars.

2.8.8. Promotional Offers Prediction

Sales promotional offers are one of the means through which retail firms attempt to periodically attract and sustain customer traffic to the malls in order to consistently maintain higher sales turnover for different mall tenants dealing in different

product categories. Put differently, it is a short-term added-value item designed to encourage and accelerate response in terms of immediate purchase behaviour (Duncan, 2002). It operates mostly at retail outlets where brand choice decisions are made.

There are two division of sales promotion: Consumer oriented sales promotion and trade focused sales promotion. The consumer sales promotion can be likened to pull strategy whereas trade sales promotion may be described as push strategy. Consumer promotional offers are majorly initiated by retailers to induce consumers to make immediate purchases from a particular shop. Unlike the former, trade sales promotion are initiated by marketing organizations and aimed at their trade partners such wholesalers to influence them to buy a given product in large quantities over a given period of time. Also, sales promotion in mall may be examined from either price-based (Ailawadi et al., 2009; Parsons, 2003) or entertainment-based (Haynes & Talpade, 1996; Lehew & Fairhurst, 2000). In price-based sales promotion, gift-with-purchase, gift voucher, competitions, and lotteries are used whereas in entertainment-based promotion that is usually seasonal or occasional in nature, festival functions, exhibitions, and shows are utilized. However, for the purpose of this study, a sales promotional offer is conceptualized from the consumer perspective.

Fox, Montgomery, and Lodish (2004), in a study of consumer shopping and spending across retail formats demonstrated that extra benefit associated with promotional offers induce consumers to switch store. According to Carpenter and Moore (2009), sales promotion offers help to build patronage and store traffic; while Ruiz and Descales (2008) found that sales promotion offers can even affect sales of other items.

2.8.9. Mall Retail Tenants Mix

The variety and quality of the tenant mix within a shopping mall is a key concern in shopping mall management. Tenant mix determines the extent of externalities between outlets in the mall, helps establish the image of the mall, and as a result, determines the attractiveness of the mall patrons.

According to McCollum (1988), retail tenant mix refers to the combination of business establishments occupying retail space in a shopping mall to form an assemblage that produces optimum sales, rents, service to the community and ability to finance the shopping centre venture. Put differently, tenants mix may be conceptualized as the different retailers or service providers present in the mall as well as the amount of space, and the location they occupy. The selection of the right retailers or service providers is extremely critical in terms of marketing as this may most likely define the demographics and number of shoppers that may shop in the mall. Of course, the quanta of consumer footfalls affect mall patronage and perhaps survival. This view is consistent with previous studies which identified tenants mix as the most important element for malls' patronage and survival (Muhammad & Tan, 2007; Maryam & Kambiz, 2011). In addition, the contribution of retail tenant mix to shopping malls' patronage has increasingly been emphasized by occupiers and investors (Gerbich, 1998). Malls not only control which tenants will be allowed, but also where they will be located so as to maximize traffic flow (Teller, 2008). Besides, mall offer a wide selection and balance of stores that provided for one-stop shopping (Sternquist, 2007; Damian, Curto, & Pinto, 2011).

Mall Retail tenants are usually categorized into two types: traffic attractors alternatively known as anchor stores and traffic users (Baey, 1984). A traffic attractor is one which draws the human traffic to the mall. These tenants usually

possess good reputation and deal in extensive range of goods and services; they draw huge crowds to traffic users wherever they are located within the mall. For instance, an anchor tenant like Shoprite located in most shopping malls in Nigeria seems to generate major mall traffic which lesser-known tenants tap in terms of shoppers' store visit and/or purchase of products or services. The traffic users depend on the visitors drawn to the shopping malls by the anchor tenants. Such tenants range from specialized shops to small retailers and it is perceived that their survival depends on the success of the traffic attractors. Pashigan and Gould (1998) also observed that retail tenants in a mall vary in capability of generating customer traffic, and this capability ranges perhaps by store type, and/or size. Rents subsidies are usually given to those that produce these externalities (higher consumer attraction) while rent premiums are paid by those that "free ride" on them. Indeed, right mall tenant mix calls for anchor client(s) like large format retailers, department stores, exclusive outlets, fast food outlets and so forth to take up space and attract other retailers (Kar & Sahoo, 2007).

2.8.10. Role Enactment

The role enactment predictor variable is rooted in the motivational and personality theories, where most people seek ego-enhancement (Goffman, 1959). Shopping helps people to perform various roles and they seek ego-enhancement to their self concept (Arnold & Reynolds, 2003). Westbrook and Black (1985) state that shopping motives are governed by a consumer's role in society and the duties they have to fulfil towards their family. These are prescribed by culture. Tauber (1972) posits that many activities are learned behaviours, traditionally expected or accepted as part of a certain position or role in society- mother, housewife, husband, or student. A person internalizes these behaviours as "required" and is motivated to participate in the expected activities. For instance, a utilitarian

shopper visits malls in order to perform their responsibilities of being a father, mother, wife, or husband whereas other consumers enjoy shopping for hedonic reasons (Babin et al. 1994). This observation seems to be in tandem with Jamal, Fiona, Farooq, and Mohamed (2006) who revealed role playing to be important factor that propel consumers to shop in malls by Qatari consumers.

2.8.11. Prices of Products

A number of prior studies have noted price perception as pivotal determinant of shopping in various retail formats (Zeithaml, 1988). The price perception of products sold in retail outlets apparently invokes tension in the consumers' mind concerning whether to approach or avoid such retail destination. For instance, in Nigeria representing typical Sub-Shara Africa (SSA) economy where little savings from purchases may mean much to cash-constrained consumers, price of goods may be a key variable in retail outlet choice decisions. To some extent, consumers tend to demonstrate higher degree of sensitivity in relation to price and by extension retail outlet to shop.

Perhaps, the closer the price perception of products and services rendered in malls to similar products in other retail outlets outside the malls, the less important the price consideration by potential mall patrons. This rationality thinking perspective appears consistent with classical economic theory which argues that people act rationally, employing cost-benefit analysis to make choice and reach decisions on where to shop (Ahmetoglu, Fried, Davies, & Furnham, 2010). Interestingly, malls employ psychological pricing to attract price-conscious consumer segment to shop in mall. Psychological pricing such as odd number pricing (e.g., N299.00) creates the positive feeling that the product is in N200.00 range rather than N300.00 (Kotler & Keller, 2006). More importantly, psychological pricing creates the idea

of discount or bargain as consumers make purchase decisions. Again, in Nigeria, most anchor tenants in malls such as shoprite advertises ‘everyday low price’ for its products thereby encouraging shoppers to visit mall and probably get better value for their money. Logically, potential mall patrons may most likely reason that the prices of products in other shops within the mall will follow same pattern if they must remain competitive thereby presenting malls as better destination for shopping.

Though lower price consideration may be top of mind for rational-oriented shoppers, ‘high-end and ego’ driven shoppers tend to de-emphasise lower-priced products in preference for premium-priced products and/or brands. The presence of several global retailers such as shoprite, Games, Woolworth among others adds to the perception of shopping malls as elite places for elite consumers (Varman & Belk, 2012). Malls carry relatively expensive brands that accord them an aura of exclusivity and distinctiveness. Although malls are frequently visited by both lower-middle class, and rich consumers, it is primarily the latter class that buys more in these retail settings (Adiga, 2004; Anjaria, 2008).

Overall, ‘high-end’ consumers attach considerable attention to product price as it seems to suggest quality and tend to conform to their perceived personality. The elite and emerging middle class consumers who are ‘status hungry’ may use prices of products usually attached to the product acquired to enhance their self-expression and social class. In this perspective, premium price of products and retail setting where the purchase was made are seen as status enhancer which facilitates consumer identity categorization.

2.8.12. Consumer Attitude

The concept of consumer attitude takes a pivotal position both in social psychology and consumer behaviour literature (Fox & Goldsmith, 1994). Attitude is a major construct in marketing which helps organizations to profile consumer. A plethora of evidence in the consumer behaviour literature demonstrates strongly that organizations are increasingly seeking to understand consumers' attitudes towards their products, retail format, services among other elements in an attempt to predict their behaviour (Sheth & Mittal, 2004; Peter & Olson, 2005; Mooiji & Hofstede, 2011). Fox and Goldsmith (1994) contend that attitudes influence consumers' thought about products and/or services and what they eventually purchase in the marketplace.

Literature has documented a good number of definitions of attitude. For instance, Allport (1935) defines attitude as a learned predisposition to respond to an object or class of objects in a consistently favourable or unfavourable way. Attitude is a lasting, general evaluation of people including oneself, objects or issues (Solomon, Zaichkowsky, & Polegato, 2008), whereas Perner (2010) defines consumer attitude simply as a composite of a consumer's beliefs, feelings, and behavioural intentions towards some objects within the context of marketing. In their own view, Eagly and Chaiken (1993) argue that attitude is a psychological tendency that is expressed by evaluating a particular entity with some degree of favour or disfavor. In their own contribution, Evans, Jamal, and Foxall (2006) describe attitude as a learned tendency to respond to an object in a consistent and predictable manner.

According to Wang and Heifmeyer (2006), an individual's attitude is a major outcome of learning processes and is strongly shaped by personal experiences,

cultural background, family, friends, and marketing strategies or stimuli. Based on whatever is learned about the object, a consumer develops either a liking or dislike towards the object or a phenomenon such as shopping malls.

Rosenberg and Hovland (1960) proposed that there are three components of an attitude: cognition (belief), affect (emotion), and conation (intention). A consumer's beliefs or knowledge about a phenomenon or object constitute the cognitive component. These beliefs may not be exact reflection of reality in terms of object assessment. However, these beliefs appear pivotal as they may significantly capture how consumers perceive the object to be eventhough there may be a mismatch between their beliefs and reality. An individual's feelings or emotions towards the object make up the affective component. These feelings can be either positive or negative. In terms of conative or behavioural component, it comprises how the consumer tends to respond to the object based on what they know and how they feel about it. Indeed, this component refers to the consumers' readiness to respond behaviourally to the object (Evans et al., 2006). In the context of this understanding of attitude, it follows that knowledge of consumer attitude may be a useful signal of what consumers may likely do or predict his actual behaviour.

2.8.13. Meaning of Shopping

Shopping is a multifaceted construct (Berger, 2005), with variations in meaning and conceptualization among researchers, practitioners, and even shoppers themselves. Buying may be defined as the physical acquisition of object(s) in a given distribution channel option to serve an identified need. However, a stream of researchers conceptualizes shopping broadly to mean buying, window-shopping, price/goods comparison, and even recreational endeavours which consumers

engage in an attempt to satisfy varied needs. This definition demonstrates that buying is a component of shopping. Supporting this relatively broader school, Tauber (1972) and Hirschman and Holbrook (1982) view shopping as a consumption activity approached with a specific set of possible motivations which often go beyond the pure acquisition of products, and may include information acquisition and the search for escapism, fantasy or fun.

Traditionally, especially in SSA, shopping has a gendered nature attached to it; the feminine-nature of shopping and our culture may likely provide explanation for its marginalization as a field of study and dominance by women (Nava, 1997; Oh & Arditi, 2000). A huge body of research reveal that shopping form an important component of human experience (Berger, 2005; Carpenter, Moore, & Fairhurst, 2003; Friend & Thompson, 2003). Though shopping is only one part of consumption process, it is essential to note that it is an activity many consumers tend to avoid (Turley & Chebat, 2002).

2.8.13.1. Approaches to the study of Shopping

As a multi-dimensional construct within the domain of consumer behaviour, shopping has been approached from diverse perspective by researchers. For instance, researchers have studied shopping from the angles of:

- 1) recreation and/or leisure time enjoyment
- 2) socio-cultural approach
- 3) economic and psychological lenses by examining shopping behaviour and
- 4) individual roles, motivations, and behaviour

Following recreational and/or shopping as a type of leisure, most researchers have concentrated on outlining consumers' reasons or motivations for engaging in shopping as a form of enjoyment (Kin & Kin, 2008; Cox, Cox, & Anderson, 2005),

or examining predictors within store environment that may trigger entertainment shopping experiences (Hart, Farrell, Stachow, Reed, & Cadogan, 2007). Typically, recreational shopping is largely enriched with social content (Arnold & Reynolds, 2003) and described as browsing activity that is characterized by a quest for pleasurable experiences and stimulations of senses rather than an intent to buy something (Sinha & Uniyal, 2005). Looking at shopping from this view, it appears evident that the traditional emphasis on the task-oriented aspects of shopping is increasingly being fused and/or weaved with experiential shopping components.

Within the extant literature, economic and psychological aspects of shopping have been widely discussed, yet a couple of shopping-focused studies by researchers within sociology and cultural discipline have been undertaken (Prus & Dawson, 1991; Miller, Jackson, Thrift, Holbrook, & Rowlands, 1998). The meanings ascribed to shopping lack uniformity across culture as shopping has symbolic interpretations, emotional, and cognitive meanings. Kristina (2011) argues that in sociocultural literature, shopping is commonly regarded as an act of consumption which incorporates more facets than those present in the momentary store visit and thus must be understood in relation to its wider social and cultural context. Supporting this perspective, Lehtonen and Maenpaa (1997) maintain that

“Pleasurable shopping is understood as consumption-oriented movement in a space where one has the possibility of making purchases. This implies that the shopper relates to the environment from the point of view of consumption, even though he or she does not make purchases all the time (...). Furthermore, shopping is about moving in the city, in malls and shops, that is, in a space that makes purchasing possible and where the openness and plurality of possibilities are fundamental” (p.143).

In light of this postulation, sociocultural theorists have illuminated the multifaceted character of shopping and particularly pleasurable shopping

recognizing and emphasizing “the openness and pluralities of possibilities” as embedded in the concept of shopping.

Shopping has also been examined from individual shopping orientation. Evidence in the literature supports the claim that orientation of consumers impact shopping behaviour including store choice based on several factors such as consumer demographics and psychographics (Cheng, Yee-Man, & Hui, 2002), social referents (Evans, Christiansen, & Gill, 1996), price sensitivity (Magi, 2003) and so forth.

Moreso, a couple of research has examined shopping from purchase intention perspective as a predictor of subsequent purchasing (Babin, Babin, & Boles, 1999). In the context of mall, purchase intention may be positively related with the perceived benefits derivable by mall patrons. As a latent construct, purchase intention has been widely examined from different lenses by academics and scholars. From the perspective of cognitive psychology, intention is the cognitive state immediately prior to executing behaviour (Krueger, 2005). In his own contribution to the discourse, Bitner (1992) posits that patronage intentions is the intention towards a service provider that is equal to the sum of a consumers’ evaluations of individual service and/or product dimensions. The dominant formal intention models dichotomise antecedents of intentions into perceived feasibility and desirability. This means that intentions require the belief that the behaviour is feasible and the belief that the behaviour is desirable. Empirical evidence demonstrates that intentions are consistently the single best predictor of subsequent behaviour (Krueger, 2005). Any planned behaviour is intentional. On the other hand, actual shopping may be described as shopping activities undertaken by a consumer (in this case mall patron) in his quest to fulfil an immediate need. It is

not futuristic but immediate. Indeed, this study focuses on actual shoppers involved in shopping activities in shopping mall as a retail mode.

2.9.Socio-demographics and Shoppers' Segments

An insight into the socio-demographics such as age, gender, education, income (household/individual) and so forth of shoppers is pivotal in the design of retail strategy especially in this emerging mall segment in Nigerian retail sector. Shoppers' socio-demographics are the starting point of profiling shopping mall patrons. This is largely because socio-demographics are objective, quantifiable, easily identifiable and measurable population data (Srivastava, 2012). Bermans and Evans (2010) posit that these socio-demographics affect retail shopping and retailer's actions. Additionally, a good number of studies in the retail literature have demonstrated that four socio-demographics namely: gender, age, education, and income (household/individual) form the foundation for market segmentation (Carpenter & Moore, 2006; Fox, Montgomery & Lodish, 2004; Sampson & Tigert, 1992, Srivastava, 2012).

A majority of scholars used demographics to study different aspects of shopping behaviour. Some studies have investigated the link between demographics of shoppers and retail format preferences. For instance, Crask and Reynolds (1978) compared demographic profiles of frequent and non-frequent department store patrons and found that frequent patrons are younger, more educated and have higher income. The shopping behaviour of younger generation tilts radically towards seeking entertainment while older consumers emphasize convenience and leisure (Myers & Lumbers, 2008). Similarly, Khare (2012), and Deepika and Ravi (2012), in their studies of influence of mall attributes and demographics on

consumers' mall involvement found that younger consumers, and higher income groups have higher and favourable inclination to shop in malls than older consumers. This may most likely be linked with an emerging consuming class resulting from dual career families with higher disposable incomes. Malls are focused towards catering to the younger population segments (Myers et al., 2008) and shopping behaviour of consumers varies according to their age (Moschis, 2003). Thus, age, is an important moderator of individual's behaviour towards retail formats. Things may be perceived differently as one advance in age necessitating redefinition of consumption patterns. Indeed, this observation appears consistent with Anuradha & Hansa (2012) who posit that consumers alter dramatically their retail format preference with the passage of time.

Previous studies have widely documented the differences that exist between male and female in their shopping attitude and motivations (Darley & Smith, 1995; Fischer & Arnold, 1994). Evidences in the literature increasingly demonstrate that gender is a predictor to shopping activities while on vacation, with female more likely than male to engage in shopping and browsing (Oh, et al., 2004), and female more likely than male to spend more money and to prefer different items as souvenirs than male (Lehto, Cai, O'Leary & Huan, 2004). Male and female exhibit considerable differences in many aspects of consumption, especially in their retail format choice.

Moreover, whereas substantial amount of research has been conducted on market segmentation for consumer goods and services, Frasquet, Gil, and Moll'a (2001), and Ruiz, Chebat, and Hansen (2004) argue that segmentation research in retailing are scanty and concentrated on individual stores and not on the mall itself. A review of extant marketing literature reveals two approaches used to achieve consumer segmentation: priori and post hoc (cluster-based) segmentation (Eva M

& Margarita, 2012). *A priori* segmentation has been fiercely challenged by scholars in that it focuses on the external characteristics of consumers (e.g. sex, age, social class etc) in describing the differences between segments' behaviour. Harrison (1995) posits that consumer buying behaviour is not primarily dependent on these external characteristics. Consequently, few researchers have adopted *a priori* variables such as gender (Dennis, Marsland, & Cockett, 2001; Anselmsson, 2006; Michon et al., 2008; Kuruvilla et al., 2009), age (Anselmsson, 2006), or mothers and daughters (Martin, 2009).

In contrast with a *a priori* segmentation approach, the post-hoc or cluster-based approach has obtained wider attention in shopping mall segmentation. Employing post-hoc methodology, a heterogeneous population is segmented on the basis of homogeneous responses from within the population (Gwin & Lindgren, 1982). Following this empirical research tradition, Bloch et al. (1994) segmented mall shoppers into mall enthusiasts, traditionalist, grazers, and minimalists using behavioural patterns in shopping malls. Similarly, Terblanche (1999) identified three types of shoppers: the functional shoppers; the recreational shoppers, and the social shoppers. In the study of Mexican consumers, Eva M and Margarita (2012) segmented shoppers into three segments: serious, enthusiast, and basic based on shopping centre attractiveness while El-Adly (2007) found three mall shopper segments namely relaxed shoppers, demanding shoppers, and pragmatic shoppers based on malls attractiveness among United Arab Emirate University staff.

A closer scrutiny of these segmentations across time and countries such as United Kingdom (Dennis et al., 2001); Spain (Frasquet et al., 2001); USA (Reynolds et al., 2002); Singapore (Ibrahim & Ng, 2002); Australia (Sit et al., 2003); Canada (Ruiz et al., 2004); Brazil (Da Costa-Hernandez, 2005); Hungary (Millan & Howard, 2007); Arabian (El-Adly, 2007); Israel (Gilboa, 2009) reveals some similarities in

nomenclature but serious inconsistencies in the numbers of segments and divisions within these segments. This arguably creates difficulty in generalization of the segments across culture thereby necessitating country-specific mall shoppers' segmentation.

2.10. Observed theoretical and empirical gaps in the literature

This review of related literature critically examined three possible theoretical approaches to the study of predictors of mall shopping. These approaches include central place theory, spatial interaction theory, and stimulus-organism-response theory. Though a number of studies have used S-O-R framework with modifications in mall shopping (Baker, Levy, & Grewal, 1992; Vieira, 2013), the results are inconsistent and no generally acceptable robust model has been proposed (Wong, Osman, Jamaluddin, & Chan, 2012; Goi, Kalidas, & Zeeshan, 2014). The S.O.R framework appears limited by its over-emphasis on physical environment neglecting other non-physical dimensions that are equally important to consumers in mall shopping decisions. This understanding appears imperative having regard to the fact that evidence in the literature forcefully demonstrates that shopping is no longer restricted to mere acquisition of product and/or brands but extends to experiential endeavours. Similarly, location (single variable) suggested by central place theory appears extremely narrow in this millennium and particularly in Nigerian context to sufficiently provide deeper understanding on why people shop in malls. These observed gaps call for an integrative, overarching, and robust framework that will capture both utilitarian and hedonic diagnosed as the major shopping values consumers seek from shopping generally but particularly in shopping malls.

Additionally, SSA countries particularly Nigeria representing top-ten promising retail hub is evidently under-reported in the mainstream literature as regards predictors of mall shopping. A majority of the studies that have been conducted on malls are mostly North American or European origin thereby undermining invaluable shoppers' insights from Nigeria. The findings in these advanced economies may not be wholly applicable to Nigeria context. Nigeria being the largest economy in Africa (Isaac, Asmat-Nizam, & Knocks, 2014; Deloitte, 2014) needs to be sufficiently represented in the mall shopping discourse. Arguably, this near-pioneer mall shopping investigation appears urgent in the context of increasing mall shopping culture among Nigeria shopper population. This may likely assist mall developers, policy makers, and mall managers in making appropriate marketing decisions.

2.11. Conceptual Framework

On the basis of these observed theoretical and empirical gaps in the literature, a research framework is conceptualized to guide this study. In this Conceptual Model, the hedonic and utilitarian factors are the predictor (independent) variables while consumer mall shopping is the sole criterion variable (dependent variable). The hypotheses are stated thereafter the conceptual framework.

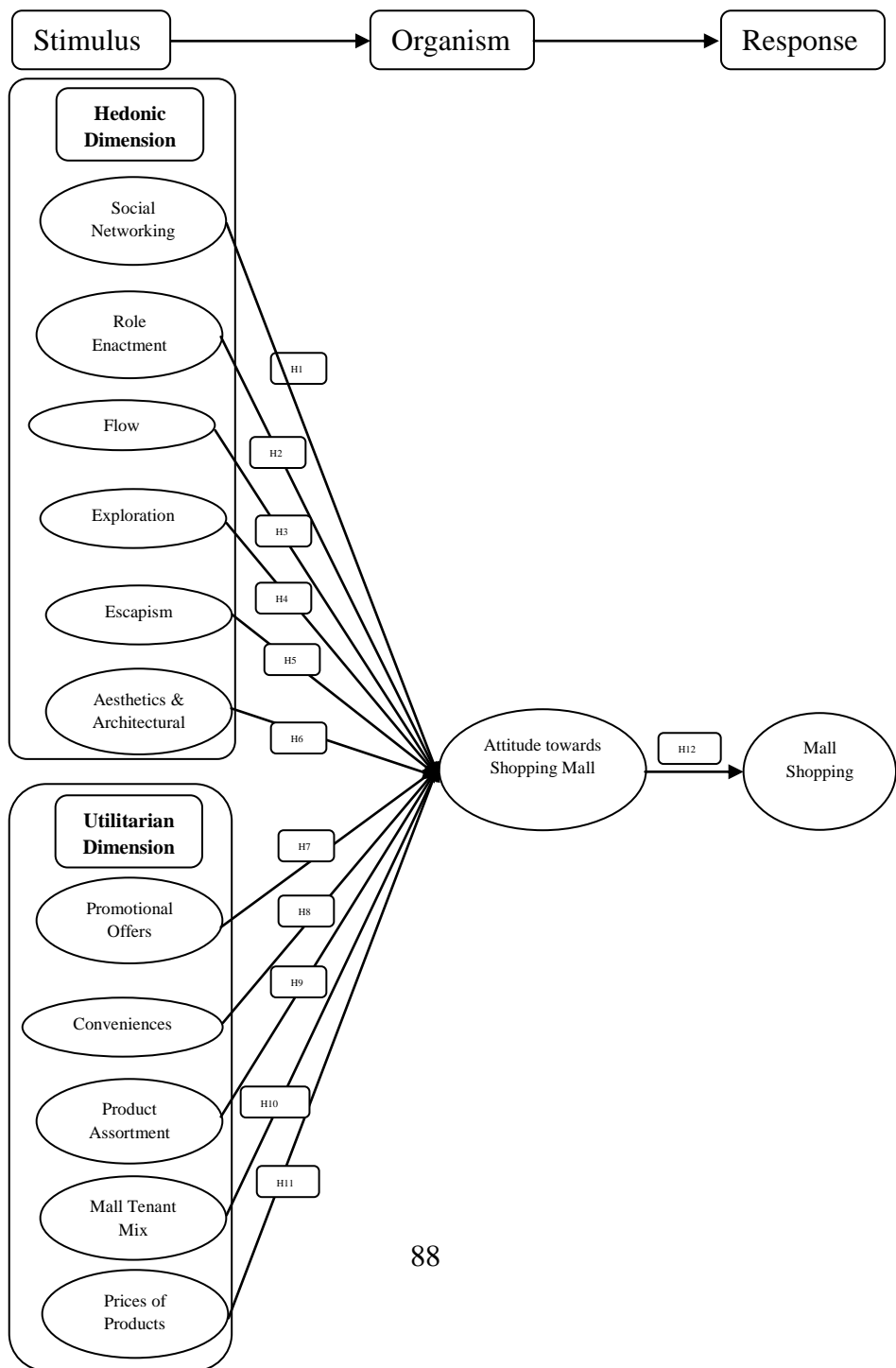


Figure 2.4: Extended SOR Framework

Source: Fieldwork, 2015

CHAPTER THREE

Research Methodology

3.1. Introduction

This chapter documents relevant methods, procedures, and/or strategies which the researcher employed to enable him provide unambiguous answers to the pre-determined research objectives. The rest of the chapter is organized thus: research philosophy, research design, population of study, sources of data, and statistical tools that were used for data analysis.

3.2. Research Philosophy That Guides This Study

Three major research philosophies comprising positivist, interpretivist and pragmatism have been widely documented in the literature (Flowers, 2009). Pragmatism which lies mid-way between positivist and interpretivist underpins this study. The choice of this philosophical stance is rooted on the nature and purpose of this study which seek to gain deeper insights into somewhat latent motives that seem to inform increasing mall shopping culture among mall shoppers in Nigerian. Evidence within extant literature suggests that positivist's stance alone is often inappropriate in research involving people (Groat & Wang, 2002); whereas

Interpretivist philosophy is highly contextual (Easterby-Smith, Thorpe & Jackson, 2008), and hence it is not widely generalisable (Saunders, Lewis & Thornhill, 2007). Thus, a hybrid of the two extreme research poles seems appropriate (Creswell, 2009).

3.3. Conceptualisation and contextualization of Research Design

Research design has been conceptualized variously in the literature by scholars (Tall & Hawkins, 1980; Nenty, 2009; Agbonifoh & Yomere, 1999). For the purpose of this study, research design is conceptualized as a comprehensive strategy which this researcher employed in order to minimize errors, manage sources of variation in the phenomenon so as to provide solutions to problems under investigation at minimal cost.

Within the extant literature, three key research designs comprising quantitative, qualitative and mixed-methods have been documented (Viswanath, Susan, Hillol, 2013; Myers & Klein, 2011; Lee & Hubona, 2009; Tashakkori & Creswell, 2008; Ridenour & Newman, 2008; Myers & Avison, 2002). Consistent with the pragmatic research philosophy guiding this study, the research design adopted for this study is explanatory mixed-methods (Creswell, 2009). The sequential explanatory design is a two-phase design wherein qualitative data helps to explain or build on the quantitative results (Creswell et al., 2007). Sequential explanatory mixed method design (SEMMD) is appropriate to studies in which the investigator wants qualitative results to explain significant, non-significant or surprising quantitative results (Taskakkori & Teddlie, 1998; Morgan, 1998). Also, SEMMD seems appropriate when the research problem is more quantitative-oriented, and the researcher has the time and ability to conduct the study in two-phases as well as develops new questions that arise from the quantitative result (Creswell & Plano

Clark, 2011). This SEMMD starts with the collection and analysis of quantitative data and subsequently qualitative phase that develops from and connects to the results of the quantitative phase (West, 2012). Priority is usually given to quantitative data which Morse and Niehaus (2009) identified as the theoretical drive of the study. Additional reasons for the choice of mixed methods are as follows:

- (a) Triangulation performs both corroborative and complementary roles in the sense that results from one method can be further clarified by those achieved through the other method. Triangulation improves the chances that threats to inferences will be controlled (Greene, Caracelli & Graham, 1989). Combination of different approaches is ideally “likely to result in complementary strength and none overlapping weaknesses” (Johnson & Onwuegbuzie, 2004), thus produce superior results than can be achieved by means of monomethod studies (Armitage, 2007; Johnson & Turner, 2003).
- (b) Additionally, combining both qualitative and quantitative methods assisted this researcher to expand the range and breadth of this research. In other words, mixed methods has the potential to answer questions that cannot be answered by qualitative or quantitative approaches alone thereby adding richness to the findings particularly at the interpretation phase.
- (c) Mixed methods is “practical” in the sense that the researcher is free to use all methods possible to address a research problem. It is also practical because individuals tend to solve problems using both numbers and words; they combine inductive and deductive reasoning.

Though quantitative and qualitative research designs are research design options available to this researcher, it is important to note that quantitative research design often provides limited or superficial reason(s) regarding findings of an

investigation. On the other hand, qualitative research design is associated with (a) difficulty in replicability and generalisability of research findings and (b) unconscious introduction of the researcher's experiences, perceptions, and biases in an investigation, and thus the researcher cannot claim to be objective bystanders to the research. It is against the backdrop of these weaknesses of quantitative and qualitative schools that the researcher opted for the sequential explanatory mixed methods design.

3.4. Sources of Data

The data for this research work came from two (2) main sources namely: primary and secondary sources.

3.4.1. Primary Data

Data from the primary sources are those pieces of data supplied or provided directly by person (s) who actually participated in the study. These primary data were generated through a self-administered questionnaire, individual in-depth interview of shopping mall patrons and focus group interview.

3.4.2. Secondary Data

Secondary data are data that were collected for some purpose other than helping to solve the problem at hand. Secondary data were collected from brick and mortar and virtual where the researcher went through relevant and related literature. Specifically, secondary data were generated from journals, textbooks, internet among others. The information collected helped in building up the literature review.

3.5.The Quantitative phase of this study

3.5.1. Population of the Study

The population of this study comprises adults (18 years and above) who shop at the various shopping malls in Nigeria. Since this study is interested in mall patrons who can make relatively independent shopping decisions, it is thoughtful and appropriate to exclude minors.

3.5.2. Sample Size Determination

The units of analysis for this study as earlier indicated are the adult mall shoppers. Currently the sample frame of mall shoppers in Nigeria is not yet available or it is relatively difficult to obtain. According to Freund & Williams (1984), when the population of study is very large and unknown (infinite) sample size can be determined using the formula below

$$n = \frac{\bar{P}(1 - \bar{P})Z^2 \alpha/2}{d^2}$$

Where

n= sample size required.

P =proportion of success (estimated from a pilot survey as the proportion of the population who shop in shopping malls).

(1-P) =proportion of failure (estimated from a pilot survey as the proportion of the population who do not shop in shopping malls).

d= margin of error allowed

$Z^{\alpha/2}$ =standard value at α level of significance (α in this case is 5%)

This researcher adopted this formula in order to determine the sample size for this study. However, in adopting this formula, pilot survey of 40 mall shoppers conveniently selected outside the Polo Park Shopping Mall was conducted. The data collected from the pilot survey were analysed with percentage. The results yielded p and (1-p) values which were used to compute the sample size for this study.

$$\bar{P} = 0.8; (1-\bar{P}) = 0.2$$

$$\bar{p}(1 - \bar{p}) = 0.8 * 0.2 = 0.16$$

$$Z^{\alpha/2} = Z^{0.05/2} = Z_{0.025} = 1.96$$

$$d = 0.02$$

Then,

$$n = 0.16 \left(\frac{1.96^2}{0.02} \right)$$

$$= 0.16(9604)$$

$$= 1536.64$$

$$\cong 1537$$

3.5.3. Sampling Procedure

This study adopted judgemental type of non-probability sampling method because the population is unknown. Accordingly, it will be impossible or very difficult to use any form of probability sampling method since sampling frame does not exist. Again, judgmental sampling was chosen in this study because literature has widely

recognized and documented a plethora of similar studies that employed it (Rupesh & Anish, 2010). Besides, judgmental sampling allowed the researcher to select respondents based on pre-defined criteria. For instance, it permitted the researcher to exclude minors (persons < 18 years) from participation in this survey. Again, judgmental sampling approach is appropriate when a researcher wants to study a subset of an infinite population with easily identifiable members (Agbonifoh & Yomere, 1999).

Copies of Questionnaire were allocated to the selected malls based on the researcher's convenience. This researcher used this subjective basis since sampling frame of shoppers did not exist. This lack of sampling frame made it difficult to anchor the questionnaire allocation on any better scientific approach such as proportion. Researcher's convenience informed the allocation of the questionnaire.

Table 3.1: Allocation of questionnaires to malls

| S/N | Geopolitical Zones | States/FCT | Name of shopping mall | Copies of questionnaires allocated |
|-------|---------------------------|------------|---------------------------|------------------------------------|
| 1 | South-east | Enugu | Polo park Mall | 500 |
| 2 | South-west | Lagos 1 | Palm shopping mall, Lekki | 250 |
| | | Lagos 2 | Ikeja City Mall | 150 |
| 3 | North-central | Kwara | Kwara mall | 200 |
| 4 | North-west | Kano | Ado Bayero | 200 |
| 5 | Federal Capital Territory | FCT, Abuja | Grand Towers | 237 |
| Total | | | | 1537 |

Source: Field Report, 2015.

3.5.4. Questionnaire Design

The survey instrument was a self-administered questionnaire. This researcher used largely scales that had been validated in similar previous research to build the survey instrument (Anning-Dorson et al.2013; Ahmed et al. 20007; El-Adly, 2007). Though the original items have been validated previously, some items from these studies were re-phrased where appropriate to suit Nigerian context. Section A of the questionnaire captured socio-demographic characteristics of the respondents such as gender, age, average monthly income among others. Section B of the questionnaire measured the shopping habits of respondents. These items addressed shopping frequency and average time spent during a mall visit, as well as other shopping-related habits. Both sections A and B variables used closed-ended multiple-choice questions. Section C measured the various dimensions of shopping predictors (independent variables) and dependent variable (mall shopping) described in the conceptual framework. Each independent and dependent variable alongside its items utilized a five-point Likert-type scale ranging from 1 “strongly disagree” (SD) to 5 “strongly agree” (SA). Multiple item measures were used for all predictors, ranging from 3 to 7 items per predictor and 6 for dependent variable.

To measure respondents’ attitudes about various characteristics of the mall, attitude towards attributes of a mall-scale as proposed by Shim and Eastlick (1998) was used. Respondents were asked to indicate the degree of their agreement with the various mall attributes on a five-point Likert-type scale ranging from strongly agree (5) to strongly disagree (1).

This study adopted Likert-type scale because it is easier to complete and it is consistent with previous studies (Khare, 2012; Hira & Mehvish, 2012). The items

covered a variety of possible shopping motivations and benefits the respondents might seek during their mall visits.

3.5.5. Pilot Test

This researcher carried out a pilot test in order to determine the reliability of the research instrument. Reliability refers to the reproducibility or consistency of scores from one assessment to another. An instrument that does not yield reliable scores does not permit valid interpretations. Based on convenience sampling techniques, sixty (60) respondents were intercepted and requested to fill copies of the questionnaire within Polo Park Shopping Mall located in Enugu. The respondents were excluded from participation in the final phase of questionnaire administration. The Cronbach's alpha coefficient was found to be 0.85 based on our analysis of data collected in respect of the pilot study. Sekaran (2003) posits that the result of reliability tests below 0.60 is considered to be poor, whereas if it is greater than 0.60 it can be acceptable and if the results of reliability show range between 0.80, it is considered a good result.

3.5.6. Geopolitical Zones Questionnaire were Administered

The researcher selected a city/town in each of the four geopolitical zones. The following cities/towns were selected: (a) Enugu in the South-east geo-political zone (b) Lagos in the South-west geo-political zone (c) Ilorin in the North-central geo-political zone, (d) Kano in the North West geo-political zone, (e) and Abuja in Federal Capital Territory (FCT). These locations were selected for this study due to the existence of shopping malls in each of them. Arguably, given the cosmopolitan nature of these cities, it is expected that consumer shopping behaviour insights from those cities would reasonably provide good picture of predictors to mall shopping and shoppers' socio-demographics in Nigeria.

3.5.7. Administration of the Research Instrument

This study used a structured personally administered questionnaire through mall-intercept technique to collect data. Mall-intercept survey is a method of data collection in which a researcher intercepts a potential respondent passing by in the mall or exiting from mall and request if the potential respondent would be willing to participate in a research study. If the passerby indicates interest, the researcher briefly describes the research project and hands the survey that has to be completed (Rice & Hancock, 2005). Mall intercept technique has been widely used in similar studies in different countries for data collection in the literature (Khare, 2012; Ahmed, Ismail, Sadiq Sohail, Tabsh, & Alias, 2010; Anning-Dorson et al. 2013; Ong & Kok, 2014).

Mall intercept method provides a complete in-depth response to the research objective (Bush & Hair, 1985). Additionally, since mall intercept method can be likened to personal or face-to-face interviewing method, it carries many of the advantages associated with personal interviewing (Gates & Solomon (1982). According to Sekaran (2003), mall-intercept has the following advantages: (i) It helps to establish good rapport with the respondents and motivate them to participate in the survey. (ii) The researcher can offer clarifications sought by the respondents on the spot. This has serious potential of reducing missing data and bias resulting from misunderstanding (iii) Questionnaire can be collected once they are completed. This on the spot collection of completed questionnaire through mall intercept will most likely enhance higher response rate.

Despite these obvious strengths associated with mall intercept, evidence in the literature suggests that mall intercept is bedeviled with high nonresponse bias (Gates et al., 1982). Nonresponse bias occurs when potential respondents do not respond to questionnaire. In order to reduce nonresponse bias and encourage

higher respondents' participation in this research, this researcher provided informational signs (e.g. banner) which stated the researcher's university, and silently introduced the researcher to potential respondents. This strategy aimed at mitigating nonresponse bias is consistent with evidence in the literature (LeHew & Wesley, 2007). Also, each respondent was given a participation incentive such as a pack of "fruit drink" or a "tablet of soap" after completing the questionnaire. The use of incentives to attract potential respondents to participate in survey is grounded in social exchange theory which posits that respondents often complete questionnaires in return for current or future rewards (Dillman, Smyth, & Christian, 2009).

Additionally, this researcher used five (5) research assistants (four females and one male) in the administration and collection of questionnaire at each shopping mall since it will be difficult for the researcher to administer all questionnaires alone in all the mall locations considering the large number of respondents that may be involved. Moreover, the research assistants helped to ensure that the required number of responses are obtained within the period agreed with the mall managers. Four (4) relatively beautiful female research assistants moderately dressed in Nnamdi Azikiwe University's "T-Shirts" were used as evidence in the literature suggests forcefully that female interviewers elicit better response than male interviewers across all modes of requests (Kumar, 2010).

Candidates who understand and speak fluently local Language, English Language or both, graduate and/or undergraduate in marketing or related business course were recruited as research assistants. The research assistants were given sufficient orientation relating to the survey instrument before the questionnaire administration took off.

The main reasons for the training is to ensure that they understand the wordings in the questionnaire, purpose of the study, the instructions on the survey, and the

interpretations of the survey questions in case any respondent were unsure of the meaning of the questions so that their action(s) do not in any way influence the respondents or run counter to the objectives of the study. In addition, this pre-survey administration training is expected to reduce considerably interviewer bias thereby promoting objectivity in response.

The researchers were positioned at the entrance(s) and/or exits to each mall. The potential respondents were intercepted to complete the questionnaire as they are leaving the shopping mall after transactions or moving around within the mall premises. The researchers introduced themselves and explained the purpose of the study and the possible use(s) of the shopper's responses in the study. The researchers also stressed the confidentiality and anonymity of answers provided by the shopper. In addition, potential respondents were screened upon interception to find out if he has earlier completed/participated in the survey in the present mall or in another mall. This strategy has a serious potential of reducing double sampling to near-zero level. Also, data collection in each shopping mall lasted for seven (7) days to further minimize possible incidence of double sampling since shoppers may likely repeat their shop visits on a weekly basis

Different periods of time in a day, weekdays and weekend were used to collect data in order to reduce sampling bias and get varied mix of respondents. This notion is consistent with Bush and Hair (1985) and Ong and Kok (2014) who averred that in order to drastically reduce respondent bias in data collection and simultaneously obtain responses from diverse group of respondents using intercept method, weekdays and weekends as well as different hours of the day should be taken into consideration. Judgemental sampling was employed to allow this researcher determine the eligibility of the potential respondents. For instance, it permitted this researcher to exclude minors from participating in the survey as well

as helped him to target potential respondents who gaze and/or gawk at the informational signs displayed and/or the researchers.

Given the obvious benefits of mall intercept and the practical strategic options proposed by the researcher to mitigate its weaknesses, mall-intercept technique was considered more appropriate for this study than other methods such as mail or drop-off survey which is bedeviled with very low response rate (Ross-Davis & Allred, 2010).

3.6. The Qualitative phase of this study

3.6.1. Semi-structured Indepth Interview

Following the collection of quantitative data, analysis, and results thereafter, the qualitative phase was conducted. Qualitative research methods are means of understanding a social phenomenon from the viewpoint of respondents, to contextualize issues in social, cultural, political environment, to transform or change social conditions (Glesne, 2006).

Semi-structured in-depth interview permit open relaxed approach to interviewing a respondent or small number of respondents to explore their perspectives on a particular phenomenon, idea, and/or situation (Boyce & Neale, 2006). The semi-structured in-depth interview is considered suitable for this study since it employs open-ended, discovery-oriented method which allows the interviewer to deeply explore the respondents' feelings and perspectives on a subject (Tashakkori & Teddlie, 2003). Guided by the findings of this study, the identified significantly yet positive predictors and non-significant constructs became the basis for more in-

depth exploration (Tashakkori et al., 2003). This technique provides richer understanding of what shopping in the mall potentially means to a typical shopper, why he shops in malls amongst other revelations. Semi-structured interviews were chosen because they are simple, efficient, and practical means of collecting this qualitative data (Creswell et al., 2007; Glesne, 2006; Tashakkori et al., 2003). They allow the researcher the opportunity to probe areas that are not easily observed such as feeling and emotions, and if necessary, discuss sensitive issues or topics in an appropriate manner (Creswell et al., 2007; Glesne, 2006). The researcher conducted a total of 25 semi-structured interviews spread across the selected shopping malls. The interview lasted 10 minutes on average depending on the type of adult shopper (e.g., shopper with family members, couples, singles) being interviewed. The researcher took notes, observed the respondents body languages, facial expressions and recorded responses and/or views in minidisks and/tapes to assist in transcriptions and data analysis.

Most often, the validity and reliability of interviews is questioned by positivist-oriented researchers. Nevertheless, some researchers maintain that semi-structured interviews have high validity because they allow the participant to talk in detail and can explain meanings behind actions with little or no contribution from interviewer (Glesne, 2006; Tashakkori et al., 2003). On the other hand, it has been argued that semi-structured interviews have low validity because the researcher has no way of knowing if the respondent is being truthful. The respondent has the opportunity to consciously fabricate a response or unconsciously respond with answer they feel the researcher expects from them (West, 2012). The argument that 'hindsight' plays an important role in semi-structured interview is another challenge to validity (Glesne, 2006). The hindsight makes it relatively easier to reflect on an occasion and quickly rationalize their actions. As Shenton (2004)

suggests, this study addresses validity and reliability challenges by demonstrating a true picture of the phenomenon under study, providing sufficient details of the fieldwork for a reader to be able to decide whether the prevailing environment is similar to another situation with which he is familiar and whether the findings can justifiably be applied to other setting and avoiding personal dispositions to overwhelm the findings that emerge from the data (Shenton, 2004). Additionally, to warrant the validity of the data from the interview, the researcher set aside his personal prejudices, viewpoint, and assumptions. This approach which is described as *epoche* is consistent with Willis (2009).

3.6.2. Focus Group Interview

Focus group study was conducted as a follow-up to the results that emerged from the quantitative analysis of the data collected. Focus group alternatively called focus group interview is another form of qualitative technique used in data collection. Anderson (1990) describes focus group as a group of individuals with certain characteristics who restrict their deliberations on a given issue or topic. Focus group refers to a small group of people, usually between six and nine in number, assembled together by a trained moderator (researcher) to explore attitudes, perceptions, feelings and ideas about a topic (Denscombe, 2007). Focus group provides a social context for collection of high quality data (Patton, 2002), which help to improve understanding of a defined problem from the perspective of the participant in a research (Khan & Manderson, 1992).

Consistent with the research design guiding this study, focus group interview was utilized to collect data to enhance understanding and interpretation of the quantitative findings. In other words, focus group interview provided the

researcher with a robust and detailed data set about meanings, perceptions, thoughts, feelings and impressions of people in their own words about malls shopping motives and what mall as a retail channel signifies to them. This researcher conducted two focus group interviews using eight (8) persons with similar background in terms of education, age, sex, marital status, among other considerations to take part in the focus group interview. The choice of 8 (even) instead of 7 (odd) persons is based on evidence in the literature which suggests that even numbers carry positive connotations and odd number carry negative connotations (Hines, 1990; Nishiyama, 2006). The focus group interview took place at Crystal Palace Hotel, Enugu located in a Government Reserved Area (GRA). This researcher took notes and tape recorded the responses of the participants throughout the interview session. The responses contained in the tape were transcribed shortly after the focus group interview for data analysis.

Though literature has noted considerable difficulty in getting people together on time for the group session (Gibbs, 1997), in order to mitigate this challenge, this researcher recruited persons who are relatively known to him and periodically sent a reminder emails and short service message (SMS) to remind them of the time and venue of the focus group interview. This periodic reminder messages helped to place the planned focus group interview top of their mind of the participants.

3.7. Data Analysis Approach

Two sets of data emanating from quantitative and qualitative methods were analysed. Qualitative data comprising words or texts were aggregated into themes or patterns of information that captured the diverse ideas gathered during interview process and focus group discussion. Also, the researcher organized them into

coherent categories that summarised and brought out the meaning of the text among others.

As regards quantitative data, firstly, the collected data were coded in Excel spreadsheet before analysis. To gain comprehension of the attributes of each variable, descriptive statistics analyses were utilized which were shown by the mean and standard deviation of each factor. In addition, a Confirmatory Factor Analysis (CFA) and Path Modeling were performed for structural equation model (SEM).

3.7.1. Reliability and Validity of Measurement Scales

Both reliability and validity relate to the logic and accuracy of a test (Wilckens, 2010). Reliability requires better comparable experiments, while validity asks the question if the experiment is tailored to appropriately answer the questions being asked; i.e. if the experiment is valid in logic terms (Wilckens, 2010).

Factor analysis was undertaken to check the reliability of the measurement items and the internal uniformity of the research constructs. In particular, the factor loadings, the Cronbach's alpha values and composite reliability (CR) values were determined using SPSS 21.0 and AMOS 21.0 software in order to assess measurement items reliability.

Convergent and discriminant validity of the research constructs were determined by checking the inter-correlation between the research constructs and by comparing the Average Variance Extracted (AVE) and shared variance (discriminate validity). As for convergent validity, the item-to- total correlation values, item loading and average variance extracted were utilized as indicators.

3.7.2. Confirmatory Factor Analysis

Confirmatory factor analysis is an analytical tool that allows the investigator to explore hypotheses about what constructs the test in question is measuring and provides an empirical basis for clinical interpretation (Burton, Ryan, Axelrod, Schellenberger & Richards, 2003). It involves the separation of a large number of variables into a smaller number of factors within which all variables are related to each other. The purpose of factor analysis is to investigate the underlying variance structure of a set of correlation coefficients. A confirmatory factor analysis was performed to obtain the standard regression weights. Model fit indicators such as Chi-square/degrees of freedom, Goodness of Fit Index (GFI), Augmented Goodness of Fit Index (AGFI), Normed Fit Index (NFI), Incremental Fit Index (IFI), Tucker-Lewis Index (TLI), Composite Fit Index (CFI) and RMSEA were used to assess the model fit.

3.7.3. Path Modelling

Once the model fit has been assessed using CFA, this study proceeded to perform Path Modelling using AMOS 21.0 software package. Path modelling describes the relationships between observed or measured variables and theoretical constructs (Roche, Duffield & White, 2011) and tests the structural paths of the conceptualized research model. SEM technique demonstrates and tests the theoretical underpinnings of a proposed study and the significance of the relationships between model constructs. SEM stipulates a technique where separate relationships are allowed for each set of dependent variables and provides an estimation technique for a series of separate multi regression equations to be estimated concurrently. It further contains two mechanisms namely the structural model, which is the path where independent, and dependent variables are being linked and the measurement model enabled this study to use several indicators for a single independent variable. In this study several attributes were identified as

having an effect on performance. The multi-item scales for each construct can be developed. Thus by assessing each relationship simultaneously rather than separate by incorporating all the multi scale items to account for measurement errors with each scale.

3.8. Objectives of the Study

The broad objective of this study is to determine the factors that predict mall shopping behaviour in Nigeria and provide a profile of such shoppers. This broad objective will be reduced into the following specific objectives.

- (a) To find out the influence of hedonic factors on Nigerian shoppers' mall shopping attitude.
- (b) To determine the influence of utilitarian factors on Nigerian shoppers' mall shopping attitude.
- (c) To determine the influence of socio-demographic characterizations on Nigerian shoppers' mall shopping.
- (d) To profile Nigerian mall shoppers based on mall shopping predictors
- (e) To empirically test the proposed conceptual model of the underlying predictors to mall shopping attitude using a sample of Nigeria shoppers.

3.9. Research Questions

Flowing from the statement of the problem and the objectives of this study, these research questions would further guide this study.

- a To what extent do hedonic factors influence shoppers' mall shopping attitude?
- b To what extent do utilitarian factors influence shoppers' mall shopping attitude?

c To what extent do socio-demographic characterizations of shoppers influence shoppers' mall shopping?

d What are the profiles/segments of mall shoppers in Nigeria?

e To what extent is the proposed model of predictors to mall shopping empirically fit?

3.10. Hypotheses Statement

Based on the above stated empirical objectives of this study, the following hypotheses have been formulated for testing.

H1: There is a positive relationship between social networking and consumer mall shopping attitude in Nigeria

H2: There is a positive relationship between role enactment and consumer mall shopping attitude in Nigeria

H3: There is a positive relationship between flow hedonic factor and consumer mall shopping attitude in Nigeria

H4: There is a positive relationship between exploration hedonic factor and consumer mall shopping attitude in Nigeria

H5: There is a positive relationship between escapism and consumer mall shopping attitude in Nigeria

H6: There is a positive relationship between aesthetic and architectural design factor and consumer mall shopping attitude in Nigeria

H7: There is a positive relationship between promotional offers and consumer mall shopping attitude in Nigeria

- H8: There is a positive relationship between convenience utilitarian factor and consumer mall shopping attitude in Nigeria
- H9: There is a positive relationship between product assortment and consumer mall shopping attitude in Nigeria
- H10: There is a positive relationship between mall Retail tenant mix and consumer mall shopping attitude in Nigeria
- H11: There is a positive relationship between product prices and consumer mall shopping attitude in Nigeria
- H12: Nigerian shoppers who have more positive attitudes towards shopping malls will shop in malls.

3.11. Summary of Methodology

Questionnaire formed the major instrument used for primary data collection in this study. However, semi-structured indepth interview and focus group were used to provide additional insights. Sample size was determined statistically while judgemental type of non-probability sampling procedure was adopted. Mall intercept was employed in questionnaire administration. Structural Equation Modeling technique (SEM) was used to analyse the data collected.

Chapter Four

Data Analyses, Results, and Interpretations

4.1. Introduction

Data generated from a survey make little or no meaning unless they are analysed and interpreted. This chapter documents the analyses of data collected from the field and their possible interpretations. After this brief introduction, the rest of the chapter is structured thus: Quantitative data analysis comprising summary of questionnaire administration and collection, accuracy statistics, composite reliabilities, discriminant and convergent validity, model fit CFA, CFA and Path model, path modeling, hypotheses testing, and segmentation of shoppers. Qualitative data analysis was also documented.

4.2. The Quantitative Data Analysis Phase

4.2.1. Questionnaire Administration and Collection

A total of 1537 copies of questionnaire were administered within the five selected shopping malls in the four geo-political zones and Federal Capital Territory out of which 1464 representing 95% were returned. This shows that 73 (5%) of the copies of questionnaire were not returned due largely to the failure of respondents who took the questionnaire to food courts in the malls with a promise to return them on their way out. Importantly, out of the 1464 copies of questionnaire returned, 1183 usable copies were finally chosen resulting in a response rate of approximately 77% of the total questionnaire administered which is in line with the previous studies (El-Adly, 2006; Anning-Dorson et al., 2013). The researcher disallowed 281(18.3%) copies of questionnaires due to (a) double and/or multiple responses (b) incomplete responses (e.g. some copies of questionnaire were abandoned midway) by shoppers who feared possible terrorist attack in malls particularly in Kano, and (c) multiple cancellations among other reasons. The details of the questionnaire administration and collection are hereunder presented.

Table 4.1: Questionnaire administration and collection

| Geopolitical Zones | States & Towns | Shopping Malls | G LA | Anchor Stores | NQA | % of TNQA | NUQR | % of TNQA |
|---------------------------|---------------------------|----------------------------|----------------------|--|------------|------------------|-------------|------------------|
| Southeast | Enugu | Polo Park shopping Mall | 22,530m ² | Shoprite, Game, & Hub Media | 500 | 32.5 | 452 | 29.4 |
| Southwest | Lagos 1 | Palms Shopping Mall, Lekki | 19,520m ² | Game, Shoprite, & Genesis Deluxe Cinemas | 250 | 16.0 | 202 | 13.0 |
| | Lagos 2 | Ikeja City Mall | 22,000m ² | Shoprite & Silverbird | 150 | 10.0 | 122 | 8.0 |
| Northcentral | Ilorin | Kwara Mall | 12,000m ² | Shoprite & Hub Media | 200 | 13.0 | 132 | 8.6 |
| Northwest | Kano | Ado Bayero Mall | 24,000m ² | Shoprite, Game, & Filmhouse Cinemas | 200 | 13.0 | 128 | 8.3 |

| | | | | | | | | |
|--------------|-------|--------------------------|----------------------|-----------------------|-------------|------------|-------------|-----------|
| FCT | Abuja | Grand Towers, FCT, Abuja | 23,000m ² | Silverbird & Shoprite | 237 | 15.4 | 147 | 9.6 |
| Total | | | | | 1537 | 100 | 1183 | 77 |

Source: Fieldwork, 2015.

Key: GLA =gross leasable area; NQA = number of questionnaire administered; TNQA = total number of questionnaire administered, and NUQR = number of usable questionnaire received.

As table 4.1 indicates that 452 (29.4%) of usable copies of questionnaire out of 500 (32.5%) administered within Polo Park Shopping Mall were found usable. Also, Palms shopping mall, Lekki got 250 (16%) copies of questionnaire out of which 202 (13%) were taken for analysis while Ikeja City mall received 150 copies (10%) but 122 (8%) were used for analysis. In Kwara mall, 200 (13%) copies of questionnaire were administered but 132 representing 8.6% of the total questionnaires administered in all the malls were accepted as usable for analysis. Though 200 (13%) copies of questionnaire were administered to shoppers at Ado Bayero Mall, Kano, only 128 (8.3%) were accepted for inclusion in analysis. A total of 237 (15.4%) were administered in Grand Towers, Abuja and 147 (9.6%) was accepted as usable for analysis.

The slightly higher number of questionnaires administered and response rates recorded in Enugu and Lagos may be largely explained by the relatively peaceful business environment and near-absence of terrorist activities which encouraged participation in the survey in those areas. These friendly business settings in Enugu and Lagos differ markedly from heightened fear which gripped many shoppers in Ado Bayero Mall, Kano and Grand Towers, Abuja resulting in lower participation in the study. This researcher observed that most shoppers were in a hurry to get out of the mall for fear of possible attack by the agents of Boko Haram. This hasty behaviour of shoppers gave rise to incomplete filling of the questionnaire as some abandoned the questionnaire midway into its completion.

| | | | | | |
|-----------------------|------------------|--------------|-------------------------------|------------------|--------------|
| Gender | Frequency | (%) | Age | Frequency | % |
| Male | 643 | 54.4 | 18-25 | 298 | 25.2 |
| Female | 540 | 45.6 | 26-33 | 351 | 29.7 |
| | | | 34-41 | 242 | 20.5 |
| | | | 42-49 | 221 | 18.7 |
| | | | ≥ 50 | 71 | 6.0 |
| Total | 1183 | 100.0 | Total | 1183 | 100.0 |
| Marital Status | Frequency | (%) | Average Monthly Income | Frequency | % |
| Married | 559 | 47.3 | <N18,000.00 | 228 | 19.3 |
| Single | 545 | 46.1 | N18,000.00-N217,999.00 | 645 | 54.5 |
| Separated | 31 | 2.6 | N218,000.00-N417,999.00 | 169 | 14.3 |
| Widow | 17 | 1.4 | N418,000.00-N617,999.00 | 82 | 6.9 |
| Widower | 18 | 1.5 | N618,000.00-N817,999.00 | 37 | 3.1 |
| Divorced | 13 | 1.1 | ≥N818,000.00 | 22 | 1.8 |
| Total | 1183 | 100.0 | Total | 1183 | 100.0 |
| HEQ | Frequency | (%) | Employment Status | Frequency | % |
| No Education | 2 | 0.2 | Student/Apprentice | 187 | 15.8 |
| FSLC | 28 | 2.4 | Self-employed | 290 | 24.5 |
| WASC/GCE | 194 | 16.4 | Private-sector employee | 329 | 27.8 |
| NCE/ND | 193 | 16.3 | Civil Servant | 310 | 26.2 |
| B.Sc/HND | 492 | 41.6 | Unemployed | 45 | 3.8 |
| Master Degree | 207 | 17.5 | Retiree | 22 | 1.9 |
| Ph.D/Fellowship | 67 | 5.7 | Total | | |
| | | 100.0 | | 1183 | 100.0 |

| | | | | | |
|--------------------|------------------|--------------|---------------------------|------------------|--------------|
| Total | 1183 | | | | |
| Nationality | Frequency | (%) | Average Time Spent | Frequency | % |
| Nigerian | 1159 | 98.0 | < 1 hr | 417 | 35.2 |
| Non-Nigerian | 24 | 2.0 | 1 hr to 1hr 59min | 445 | 37.6 |
| Total | 1183 | 100.0 | 2hrs to 2hrs 59min | 175 | 14.8 |
| Ethnicity | Frequency | (%) | 3hrs to 3hrs 59min | 85 | 7.2 |
| Igbo | 645 | 54.5 | ≥ 4hrs | 61 | 5.2 |
| Yoruba | 267 | 22.6 | | | |
| Hausa | 110 | 9.3 | | | |
| Fulani | 37 | 3.1 | | | |
| Others | 124 | 10.5 | | | |
| Total | 1183 | 100.0 | Total | 1183 | 100.0 |

Table 4.2: Results for Socio-demographics analyses

Source: Fieldwork, 2015

**Note: HEQ = Highest Educational Qualification, FSLC = First School Leaving Certificate.*

Table 4.2 above displays the profile of the respondents. The profile shows that 643 (54.4%) of the respondents were male, while the remainder was occupied by female participants. The majority of the respondents representing 351 (29.7%) were between the ages 26-33, while the least number of the respondents 71(6%) were either 50years or above. The remainder was occupied by other classifications, as displayed in Table4.2 above. 559 (47.3%) of the surveyed respondents were married and 13(1.1%) of those respondents were divorced. The remainder were either single, separated, widow or widowers. More than half of the participants totaling 645 (54.5%) had an average monthly income of between N18, 000.00 and N217, 999.00. The rest was split into other income categories, with the least 22(1.8%) being those earning N818, 000.00 or above.

Many of the surveyed respondents 492(41.6%) had a B.Sc/HND qualification, with 2 (0.2%) having no formal education. The remainder was split into other categories as shown in the table 4.2 above. Many of the surveyed individuals329 (27.8%) were private sector employees while the least number of those individuals

22(1.9%) were retired employees. The rest was shared between other groups in other classifications. 1159 (98%) of the surveyed individuals were Nigerians, while the remaining ones were non-Nigerians. More than half of the surveyed respondents 645(54.5%) had an Igbo ethnic background while the remainder came from other ethnic groups. The majority of the surveyed individuals totaling 445 (37.6%) spent 1 hour to 1hourr 59 minutes shopping at malls.

Table 4.3: Results of other Descriptive Statistics (Continued)

| Stores Visited | Frequency | (%) | Frequency of Mall Visit | Frequency | (%) |
|------------------------------------|------------------|--------------|--------------------------------|------------------|--------------|
| 1-2 stores | 446 | 37.7 | Everyday | 103 | 8.7 |
| 3-4 stores | 461 | 39.0 | Once a week | 379 | 32.0 |
| 5-6 stores | 166 | 14.0 | Once in 2 weeks | 206 | 17.4 |
| 7-8 stores | 70 | 5.9 | Once in a month | 128 | 10.8 |
| ≥ 9 stores | 40 | 3.4 | Occasionally | 367 | 31.0 |
| Total | 1183 | 100.0 | Total | 1183 | 100.0 |
| Average Monthly Expenditure | | | | Frequency | (%) |
| < N20,000.00 | | | | 631 | 53.3 |
| 20,000.00-N70, 999.00 | | | | 420 | 35.5 |
| N71,000.00-N121, 999.00 | | | | 91 | 7.7 |
| ≥ 122, 000.00-N172,999.00 | | | | 30 | 2.5 |
| N173,000.00 | | | | 11 | .9 |
| Total | | | | 1183 | 100.0 |

Source: Fieldwork, 2015.

4.2.2. Accuracy Statistics

Table 4.4: Accuracy Statistics

Table 4.3 above shows that 461 (39%) of the respondents visit 3 to 4 stores while the least number of respondents representing 40 (3.4%) visit 9 or more stores. The remainder was split into other categories of stores visited (as shown in Table 4.3. above). In terms of the frequency of the mall visits, 379 (32%) of the surveyed respondents visited the mall once per week and the least number of respondents 103 (8.7%) visited the mall every day. The remainder was split into other mall visits as displayed in Table 4.3 above. More than half of the respondents representing 631 (53.3%) spent nearly less than N20, 000.00 in all their mall visits per month.

| Research Construct | | Descriptive Statistics | | | | Cronbach's Test | | C.R. Value | AVE Value | Highest Shared Variance | Factor Loading |
|--------------------|-----|------------------------|-------|--------------------|-------|-----------------|-------------|------------|-----------|-------------------------|----------------|
| | | Mean Value | | Standard Deviation | | Item -to- Total | Alpha Value | | | | |
| AE | AE1 | 4.18 | 4.001 | 0.919 | 0.950 | 0.583 | 0.837 | 0.832 | 0.512 | 0.655 | |
| | AE2 | 4.01 | | 0.889 | | 0.660 | | | | 0.725 | |
| | AE3 | 3.93 | | 0.712 | | 0.714 | | | | 0.790 | |
| | AE4 | 3.87 | | 0.701 | | 0.675 | | | | 0.755 | |
| | AE5 | 4.01 | | 0.933 | | 0.564 | | | | 0.642 | |
| ES | ES1 | 3.35 | 3.044 | 0.659 | 1.220 | 0.654 | 0.844 | 0.855 | 0.579 | 0.763 | |
| | ES2 | 3.13 | | 0.642 | | 0.686 | | | | 0.780 | |
| | ES3 | 2.81 | | 0.669 | | 0.620 | | | | 0.637 | |
| | ES4 | 2.85 | | 0.604 | | 0.610 | | | | 0.651 | |
| | ES5 | 2.81 | | 0.669 | | 0.514 | | | | 0.540 | |
| | ES6 | 3.32 | | 0.624 | | 0.661 | | | | 0.751 | |
| EX | EX1 | 4.08 | 3.830 | 0.910 | 0.951 | 0.533 | 0.669 | 0.800 | 0.548 | 0.580 | |
| | EX2 | 4.15 | | 0.765 | | 0.552 | | | | 0.585 | |
| | EX3 | 3.81 | | 0.717 | | 0.525 | | | | 0.636 | |
| | EX4 | 3.28 | | 0.612 | | 0.519 | | | | 0.554 | |
| FL | FL1 | 3.28 | 3.384 | 0.612 | 1.186 | 0.555 | 0.760 | 0.754 | 0.573 | 0.730 | |
| | FL2 | 3.38 | | 0.612 | | 0.651 | | | | 0.755 | |
| | FL3 | 3.49 | | 0.676 | | 0.569 | | | | 0.669 | |
| RT | RT1 | 3.99 | 4.001 | 0.874 | 0.862 | 0.569 | 0.638 | 0.765 | 0.575 | 0.635 | |
| | RT2 | 4.01 | | 0.850 | | 0.569 | | | | 0.739 | |
| RE | RE1 | 3.61 | 3.775 | 0.795 | 1.011 | 0.630 | 0.754 | 0.748 | 0.516 | 0.801 | |
| | RE2 | 3.79 | | 0.995 | | 0.609 | | | | 0.725 | |
| | RE4 | 3.92 | | 0.943 | | 0.518 | | | | 0.616 | |
| CO | CO1 | 3.68 | 3.871 | 0.799 | 0.890 | 0.549 | 0.735 | 0.799 | 0.559 | 0.659 | |
| | CO2 | 4.08 | | 0.869 | | 0.626 | | | | 0.596 | |
| | CO3 | 3.22 | | 0.606 | | 0.607 | | | | 0.605 | |
| | CO4 | 3.77 | | 0.976 | | 0.560 | | | | 0.671 | |
| | CO5 | 3.79 | | 0.712 | | 0.594 | | | | 0.577 | |
| | CO6 | 3.97 | | 0.881 | | 0.516 | | | | 0.525 | |
| | CO7 | 4.10 | | 0.888 | | 0.519 | | | | 0.577 | |
| | CO8 | 4.07 | | 0.897 | | 0.567 | | | | 0.669 | |
| | CO9 | 4.14 | | 0.804 | | 0.627 | | | | 0.605 | |

| | | | | | | | | | | |
|--|--|--|--|--|--|--|--|--|--|--|
| | | | | | | | | | | |
|--|--|--|--|--|--|--|--|--|--|--|

| | | | | | | | | | | | |
|-----|------|------|-------|-------|-------|-------|-------|-------|-------|--|-------|
| SO | SO1 | 4.06 | 3.675 | 0.956 | 1.048 | 0.557 | 0.724 | 0.832 | 0.529 | | 0.527 |
| | SO2 | 3.98 | | 0.614 | | 0.523 | | | | | 0.641 |
| | SO3 | 3.45 | | 1.153 | | 0.581 | | | | | 0.640 |
| | SO4 | 3.90 | | 0.898 | | 0.507 | | | | | |
| | SO5 | 3.42 | | 1.092 | | 0.501 | | | | | 0.546 |
| | SO6 | 3.64 | | 1.065 | | 0.676 | | | | | 0.499 |
| PAQ | PAQ1 | 4.14 | 4.049 | 0.788 | 0.863 | 0.673 | 0.619 | 0.767 | 0.528 | | |
| | PAQ2 | 3.94 | | 0.933 | | 0.587 | | | | | 0.569 |
| | PAQ3 | 4.07 | | 0.867 | | 0.530 | | | | | 0.578 |
| PRP | PRP2 | 3.73 | 3.462 | 0.962 | 1.062 | 0.516 | 0.761 | 0.764 | 0.558 | | 0.602 |
| | PRP3 | 3.53 | | 0.669 | | 0.672 | | | | | |
| | PRP4 | 3.13 | | 0.614 | | 0.599 | | | | | 0.744 |
| PO | PO1 | 3.74 | 3.778 | 0.715 | 1.050 | 0.548 | 0.658 | 0.748 | 0.590 | | 0.682 |
| | PO3 | 3.78 | | 0.751 | | 0.623 | | | | | 0.782 |
| | PO4 | 3.82 | | 0.983 | | 0.505 | | | | | 0.627 |
| AT | AT1 | 4.15 | 4.092 | 0.808 | 0.858 | 0.531 | 0.739 | 0.856 | 0.520 | | 0.635 |
| | AT2 | 4.18 | | 0.813 | | 0.667 | | | | | 0.523 |
| | AT3 | 3.99 | | 0.863 | | 0.661 | | | | | 0.511 |
| | AT4 | 3.98 | | 0.947 | | 0.596 | | | | | 0.547 |
| | AT5 | 3.88 | | 0.948 | | 0.579 | | | | | 0.574 |
| | AT6 | 4.36 | | 0.768 | | 0.526 | | | | | 0.597 |
| MS | MS1 | 4.27 | 3.895 | 0.803 | 0.879 | 0.555 | 0.786 | 0.857 | 0.577 | | |
| | MS2 | 4.09 | | 0.818 | | 0.596 | | | | | 0.638 |
| | MS3 | 3.98 | | 0.852 | | 0.564 | | | | | 0.647 |
| | MS4 | 3.76 | | 0.981 | | 0.551 | | | | | 0.594 |
| | MS5 | 4.14 | | 0.720 | | 0.525 | | | | | 0.585 |
| | MS6 | 3.99 | | 0.844 | | 0.533 | | | | | 0.659 |
| | MS7 | 3.57 | | 0.708 | | 0.561 | | | | | 0.554 |
| | MS8 | 3.35 | | 0.679 | | 0.556 | | | | | |

Source: Fieldwork, 2015.

Table 4.4 above displays the main descriptive statistics used to analyse the reliability of the constructs under study. The relationship between the mean and standard deviation is that a small estimated standard deviation put forward the fact that respondents' responses were consistent and that the response distributions lay close to the mean (Hair, Money, Samouel & Page, 2007; Sclove, 2001).

Alternatively, a large standard deviation indicates that the responses are varying, making the response distribution values to fall far away from the mean of the distribution. For the response distributions of all the variables to be deemed to be consistent, they must all fall below 1 for each construct. However, all constructs response distributions fell below 1, except for three items in SO. Corrected item-to-total values helped in underscoring instruments that were a bad measure. The higher the value for corrected-item-to-total value, the higher the Cronbach alpha value. This was depicted by the high corrected item-to-total values for ES.

4.2.3. The Composite Reliabilities

Reliability (with regards to Composite Reliability) in the table 4.4 above presents the results of composite reliability (CR) values. All the CRs indicated reliability scores that were in excess of 0.70 – i.e., they were acceptable (Tseng, Dornye & Schmitt, 2006). The results of estimates and their corresponding variables are presented in Table4.4 above.

Table 4.5: Inter-Construct Correlation Matrix

| VE | AE | ES | EX | FL | RT | RE | CO | SO | PAQ | PRP | PO | AT | MS |
|-----|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|----|
| | | | | | | | | | | | | | |
| AE | 1 | | | | | | | | | | | | |
| ES | .397** | 1 | | | | | | | | | | | |
| EX | .350** | .346** | 1 | | | | | | | | | | |
| FL | .399** | .466** | .451** | 1 | | | | | | | | | |
| RT | .317** | .233** | .454** | .348** | 1 | | | | | | | | |
| RE | .314** | .359** | .345** | .393** | .355** | 1 | | | | | | | |
| CO | .352** | .353** | .429** | .341** | .396** | .336** | 1 | | | | | | |
| SO | .396** | .442** | .437** | .434** | .340** | .440** | .525** | 1 | | | | | |
| PAQ | .322** | .263** | .387** | .273** | .388** | .316** | .471** | .479** | 1 | | | | |
| PRP | .215** | .145** | .245** | .111** | .271** | .156** | .280** | .261** | .375** | 1 | | | |
| PO | .327** | .361** | .381** | .315** | .277** | .320** | .396** | .431** | .371** | .375** | 1 | | |
| AT | .330** | .179** | .341** | .213** | .373** | .266** | .451** | .347** | .406** | .278** | .372** | 1 | |
| MS | .321** | .274** | .348** | .326** | .315** | .362** | .448** | .419** | .406** | .350** | .345** | .471** | 1 |
| | | | | | | | | | | | | | |

Source: Fieldwork, 2015. **Note: VE = Variable/Construct

4.2.4. An Assessment of Discriminant Validity [Correlation Matrix]

To investigate the distinctiveness of the variables, an assessment of discriminant validity was done. Table 4.5 above shows that the variables were relatively high and acceptable, as suggested by (Hulland, 1999). The results demonstrate that there is no 100% correlation between constructs – i.e. no similarity between variables. Therefore, the study variables were found to be unique or dissimilar – there was a sense of inimitability. The inter-construct correlations ranged between 0.111 and 0.525. Since all of the correlations between constructs were less than 1, such results highlighted that existence of discriminant validity was indisputable. Likewise, the variables did not display any problems of multicollinearity, for instance, a high correlation value of > 0.8 . As all the correlations were under 0.8, this meant that they met the threshold recommended by Fraering and Minor (2006) and as such, indicated the existence of discriminant validity. The lesser the value, the more unique the variables are, for example, the correlation between FL and

PRP of 0.111. Therefore, judging from the inter-construct correlation matrix in table 4.5 above, discriminant validity existed, owing to the fact that the constructs were highly distinct from each other. Another way of checking whether or not discriminant validity existed was to use the shared variance as discussed below.

4.2.5. Convergent Validity

To determine whether there is convergent validity, corrected item-to-total correlation was used. A very low item-to-total correlation value indicates that the item is diverging, or not converging well with others. A preferable item-to-total value is the one that is > 0.5 . Therefore, the above can be summarised as follows.

- An increase in the corrected item-to-total correlation (i.e., > 0.5) = An increase in convergent validity
- A decrease in corrected item-to-total correlation (i.e., < 0.5) = A decrease in convergent validity

In line with Chin (1998), convergent validity can also be demonstrated when all the standardized regression weights of same construct are more than 0.7. Furthermore, in order to justify the existence of convergent validity, AVE must be at least 0.5 and CR must be greater than 0.7 for all variables of a measurement model. The CR for all variables was above 0.7 and AVE values fell above the threshold of 0.5. Hence, the validity of the measuring instruments for the current study remains unquestionable.

Research Objective ‘A’: To empirically test the fitness of the proposed conceptual model.

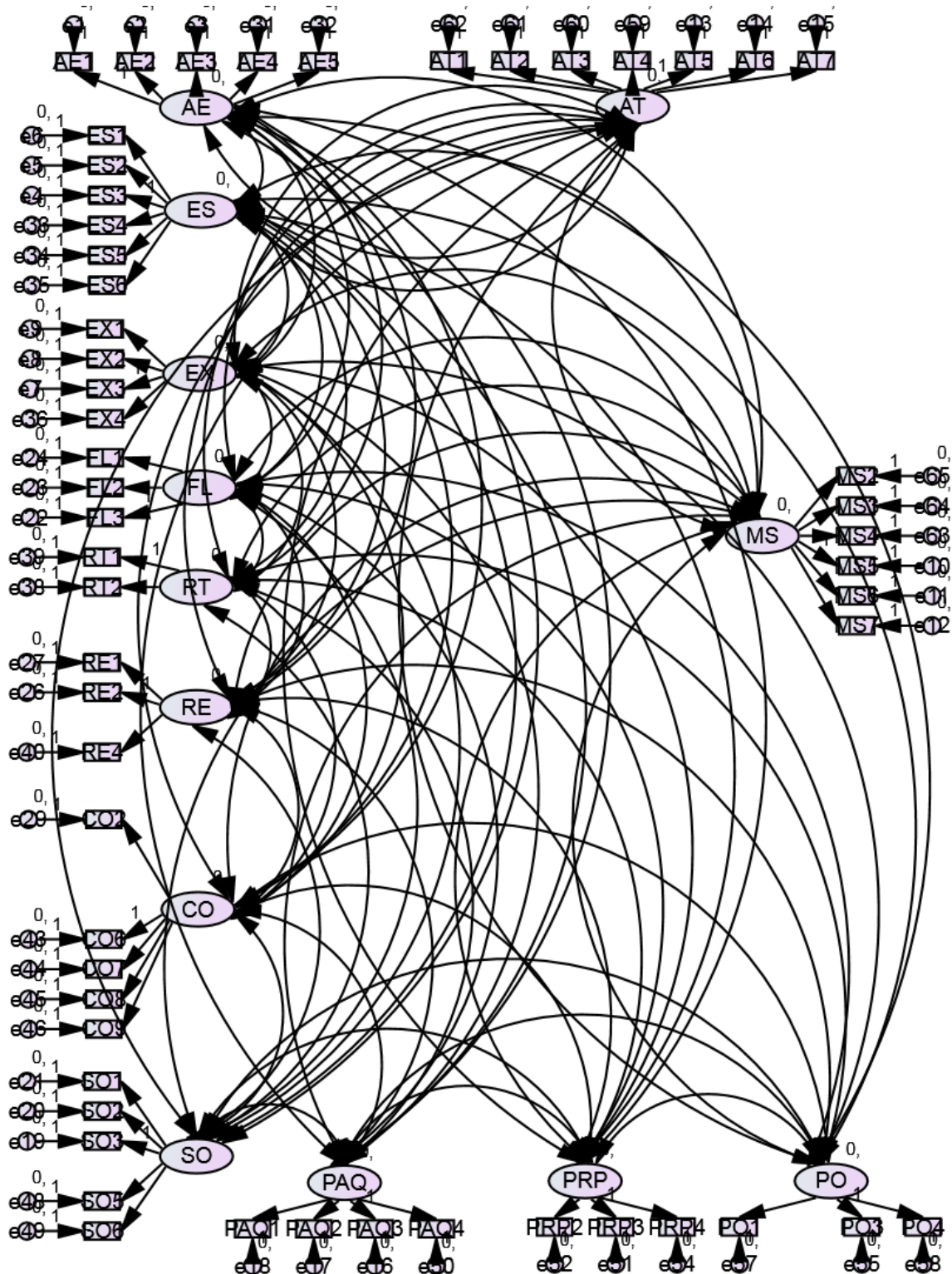
Table 4.6: Model Fit CFA

| Model Fit Indices | Acceptable Threshold | Study Threshold | Acceptable / Unacceptable |
|---|---|-----------------|---------------------------|
| Chi-Square Value: $\chi^2/(df)$ | <3 (Tabachnick & Fidell, 2007) | 2.41 | Acceptable |
| Comparative Fit Index (CFI) | > 0.90 (Hu & Bentler, 1999; Hair et al., 2010) | 0.95 | Acceptable |
| Goodness of Fit Index (GFI) | > 0.90 (Hooper et al., 2008; Wang, Wang, & Yang, 2005) | 0.93 | Acceptable |
| Incremental Fit Index (IFI) | > 0.900 (Hair et al., 2010) | 0.95 | Acceptable |
| Normed Fit Index (NFI) | > 0.900 (Hu & Bentler, 1999) | 0.96 | Acceptable |
| Tucker Lewis Index (TLI) | > 0.900 (Hair et al., 2010) | 0.904 | Acceptable |
| Parsimony Fit (PRATIO) | Close to 1 (Marsh & Balla, 1994; Arbuckle & Wothke, 2004) | 0.91 | Acceptable |
| Root Mean Square Error of Approximation (RMSEA) | < 0.08 (Hu & Bentler, 1999; Steiger, 2007) | .069 | Acceptable |

Source: Fieldwork, 2015.

Table 4.6 above represents the fit indexes for the overall-model valuation and shows a good fit between the proposed model and sample data. All the indices, including the Goodness of Fit indices exceeded the 0.90 minimum thresholds, and thus indicating acceptable model fit (Wang, Wang & Yang 2005). Furthermore, the results show that the model is parsimonious for the reason that the parsimony ratio (PRATIO) value is not far off to 1 and $\chi^2/g.l$ is incorporated amongst the interval values recommended by Arbuckle and Wothke (2004). Moreover, the $\chi^2/(df)$ was below 3 and the RMSEA was also below 0.08.

After reliability, validity, and model fit attained the acceptable thresholds, confirmatory factor analysis (CFA) was conducted; the next step was to test the structural paths of the theorized model.



4.1: CFA and PathModel

Source: Fieldwork, 2015

4.2.6. Path Modelling

Path modeling also requires that model fit should be assessed in advance of testing the structural paths of the hypothesised model (Lei & Wu, 2007). As a result, model fit was calculated and the findings thereof are presented in Table 4.7 below.

The results below displayed acceptable model fit. All the fit indices fell just above the minimum acceptable threshold of 0.9. The $\chi^2/ (df)$ was also below 3 and the RMSEA was below 0.08. For this reason, it can be concluded that the model fit of this study was provisionally acceptable and most indices fell above the suggested threshold. These findings suggest that the previously derived conceptual model was a plausible representation of the collected data.

Table 4.7: Path Model Fit

| Model Fit Indices | Acceptable Threshold | Study Threshold | Acceptable / Unacceptable |
|--|----------------------|-----------------|---------------------------|
| Chi-Square Value: $\chi^2/(df)$ | <3 | 2.52 | Acceptable |
| Comparative Fit Index (CFI) | > 0.900 | 0.912 | Acceptable |
| Goodness of Fit Index (GFI) | > 0.900 | 0.901 | Acceptable |
| Incremental Fit Index (IFI) | > 0.900 | 0.913 | Acceptable |
| Normed Fit Index (NFI) | > 0.900 | 0.937 | Acceptable |
| Tucker Lewis Index (TLI) | > 0.900 | 0.903 | Acceptable |
| Parsimony Fit (PRATIO) | Close to 1 | 0.943 | Acceptable |
| Random Measure of Standard Error Approximation (RMSEA) | < 0.08 | .074 | Acceptable |

Source: Fieldwork, 2015.

After checking model fit (under path modeling), and having reached an acceptable fit, the next step was to test the hypotheses of the current study. The path diagram of the structural model is displayed in figure 4.2 below. This diagram represents the causal relations as single headed arrows were used, while the latent variables were represented as ellipses. Additionally, the standardized values (ranging between 0 and 1) of the coefficients for each indicator and latent construct were also presented.

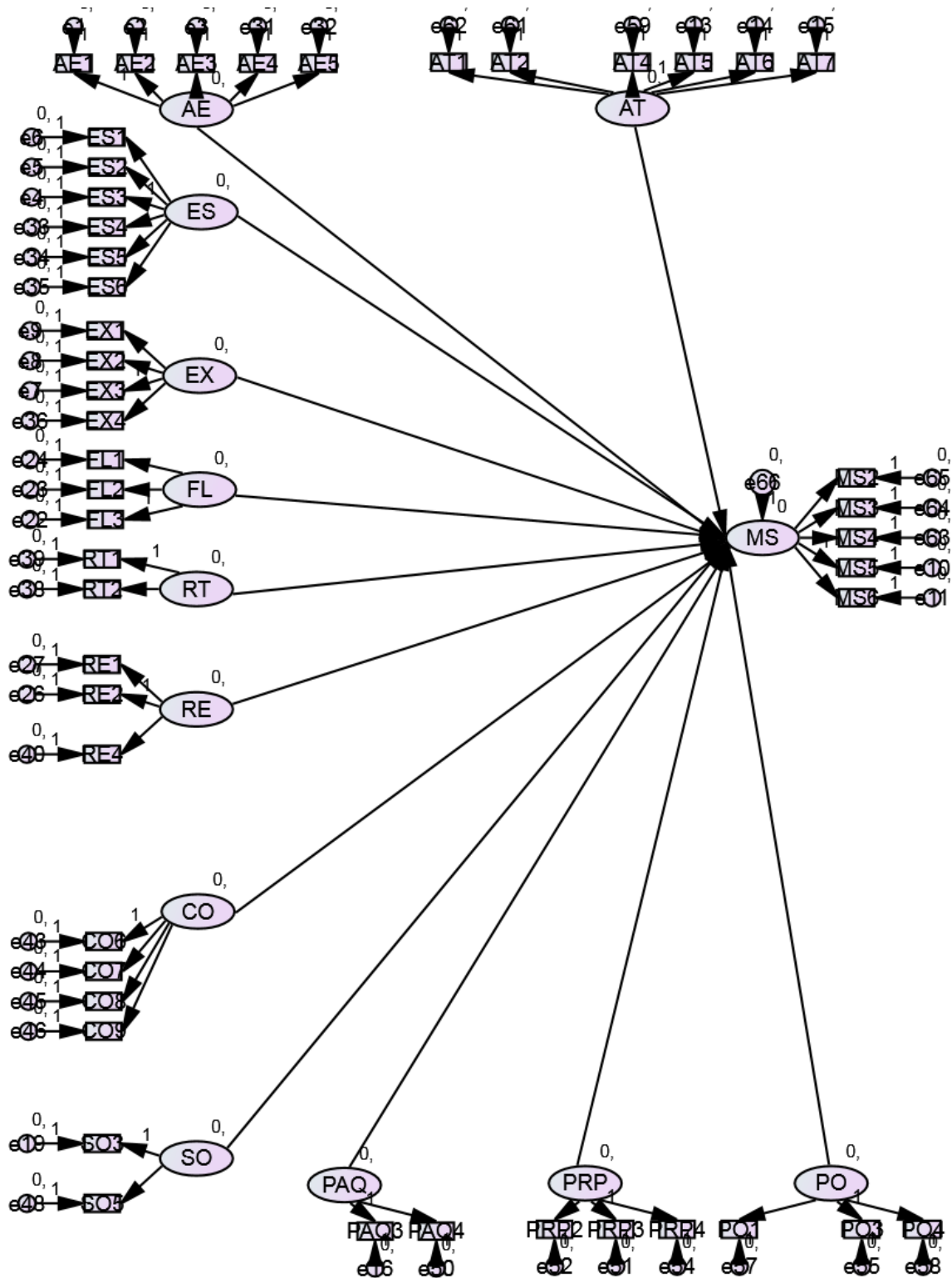


Figure 4.2: Path diagram of the structural model. Source: Fieldwork, 2015

Table 4.8: Results from hypothesis testing.

| Path | Hypothesis | Coefficients | Supported/Rejected |
|--|-------------------|---------------------|---------------------------|
| Social Networking (SN) → Mall Shopping (MS) attitude | H1 | 0.164*** | Supported |
| Role Enactment (RE) → Mall Shopping (MS) attitude | H2 | 0.239*** | Supported |
| Flow (FL) → Mall Shopping (MS) attitude | H3 | -0.028 | Rejected |
| Exploration (EXP) → Mall Shopping (MS) attitude | H4 | 0.052 | Supported |
| Escapism (ESC) → Mall Shopping (MS) attitude | H5 | 0.078 | Supported |
| Aesthetics & Architectural Design (AE) → Mall Shopping (MS) attitude | H6 | 0.145*** | Supported |
| Promotional Offer (PO) → Mall Shopping (MS) attitude | H7 | 0.161*** | Supported |
| Conveniences (CO) → Mall Shopping (MS) attitude | H8 | 0.220*** | Supported |
| Product Assortment/Quality (PAQ) → Mall Shopping (MS) attitude | H9 | 0.225*** | Supported |
| Retail Tenants Mix (RT) → Mall Shopping (MS) attitude | H10 | 0.040 | Supported |
| Prices of Products (PP) → Mall Shopping (MS) attitude | H11 | 0.170*** | Supported |
| Shoppers' Positive Attitude (SPAT) → Mall Shopping (MS) | H12 | 0.432*** | Supported |

Source: Fieldwork, 2015.

Table 4.8 above shows that 8 of the studied variables yielded significant results (i.e., SN, RE, AE, PO, CO, PAQ, PP, and SPAT), while the remaining 4 variables (FL, EXP, ESC and RT) only yielded insignificant results. All the significant results were supported as they yielded positive results. Though 3 out of the 4 variables that yielded insignificant results were supported, FL was rejected as it yielded negative result. In regression analysis terms, the equation that was obtained is:

$$y_i = \beta_0 + \beta_1 x_{1i} + \beta_2 x_{2i} + \beta_3 x_{3i} + \beta_4 x_{4i} + \beta_5 x_{5i} + \beta_6 x_6 + \beta_7 x_{7i} + \beta_8 x_{8i} + \beta_9 x_{9i} + \beta_{10} x_{10i} + \beta_{11} x_{11i} + \beta_{12} x_{12i} + \varepsilon_i$$

The above equation is equivalent to:

$$\text{Mall Shopping} = \beta_0 + \beta_1 \text{AE} + \beta_2 \text{ES} + \beta_3 \text{EX} + \beta_4 \text{FL} + \beta_5 \text{RT} + \beta_6 \text{RE} + \beta_7 \text{CO} + \beta_8 \text{SO} + \beta_9 \text{PAQ} + \beta_{10} \text{PRP} + \beta_{11} \text{PO} + \beta_{12} \text{AT} + \varepsilon_i$$

4.2.7. Hypotheses Verification

Research Objective ‘B’: Influence of hedonic factors on shoppers’ mall shopping attitudes.

(A) SocialNetworking (SN) → Mall Shopping (MS) attitude

Hypothesis one (H1) claimed that there is a positive relationship between SN and MS attitude. The results showed that indeed a positive link between SN and MS does exist, with a factor loading of +0.164. Moreover, the results showed that the results were significant at $p < 0.01$. Hence, evidence exists to support the claim that there is a positive relationship between SN and MS attitude.

(B) Role Enactment (RE) → Mall Shopping (MS) attitude

The second hypothesis (H2) posited that there was a positive relationship between RE and MS attitude. The results showed that there is a positive relationship between RE and MS attitude (i.e., +0.239). Moreover, the relationship was found to be significant at $p < 0.01$. This meant that the hypothesis was supported and could not be rejected. Therefore, evidence exists to support the claim that a positive linkage exists between RE and MS attitude, and the relationship was also found to be significant at $p < 0.01$.

(C) Flow (FL) → Mall Shopping (MS) attitude

The third hypothesis (H3) posited that there is a positive relationship between FL and MS attitude. Since a negative relationship was found (i.e., a factor loading of -

0.028), this meant that H3 was inconsistent with the previous prediction of the current study and hence it could not be accepted. Additionally, insignificant relationship was also found at $p < 0.01$. Therefore, sufficient evidence exists to reject the earlier claim that there is a positive relationship between FL and MS attitude (with p-value being insignificant at 0.01). Therefore, H3 was rejected for yielding negative results.

(D) Exploration (EX) → Mall Shopping (MS) attitude

The fourth hypothesis (H4) claimed that there is a positive relationship between EX and MS attitude. The standardised coefficient of EX for MS was found to be positive (+0.052) as hypothesized earlier. This indicated that H4 was in line with the formerly assumed relationship. Consequently, one failed to reject the hypothesis that there is a positive relationship between EX and MS attitude. This may also imply that there is sufficient evidence to support the claim that EX has a positive effect on MS attitude.

(E) Escapism (ES) → Mall Shopping (MS) attitude

The fifth hypothesis (H5) tested the link between ES and MS attitude. On the basis of the findings of the current study, support was provided for H5, as a positive relationship between these variables was established, with a standardised regression weight of +0.078. Again, the results do not show a significant linkage. Therefore, such a finding confirms the earlier hypothesis that the relationship is just positive. Based on these results, one failed to reject the hypothesis that there is a positive relationship between ES and MS attitude. Therefore, sufficient evidence exists to support the claim that a positive linkage exists between ES and MS attitude.

(F) Aesthetics & Architectural Design (AE) → Mall Shopping (MS) attitude

The sixth posited hypothesis (H6) was that there is a positive relationship between AE and MS attitude. Consistent with H6, the findings indicated that AE was positively associated with MS attitude, with a standardised estimate value of +0.145. This correlation was positive and significant. Therefore, a positive relationship between AE and MS attitude was supported in this study. Consequently, one failed to reject H1, as sufficient evidence exists to support the claim that AE has a positive effect on MS attitude.

Research Objectives 'C': Influence of utilitarian factors on shoppers' mall shopping attitudes.

(G) Promotional Offers (PO) → Mall Shopping (MS) attitude

The seventh hypothesis (H7) posited that there is a positive relationship between PO and MS attitude. Since a positive relationship was found (i.e., a factor loading of +0.161), this meant that H7 was also consistent with the previous prediction of the current study. Furthermore, this link was not only positive, but it was also significant at $p < 0.01$. Therefore, one failed to reject the hypothesis that there is a positive relationship between PO and MS attitude. Accordingly, sufficient evidence exists to support the earlier claim that there is a positive relationship between PO and MS.

(H) Convenience (CO) → Mall Shopping (MS) attitude

The eight specified hypothesis (H8) claimed that there is a positive relationship between CO and MS attitude. In line with H8, the results of the current study indicated that CO was positively associated with MS attitude (i.e., had a standardised estimate of +0.220). Moreover, this relationship was not only positive, but it was significant at $p < 0.01$. Accordingly, a positive relationship

between CO and MS attitude was supported in this study and this linkage was also found to be significant at 99% confidence level. As a result, one failed to reject H8, as sufficient evidence existed to support the claim that CO has a positive influence on MS attitude.

(I) Product Assortment/Quality (PAQ) → Mall Shopping (MS) attitude

The ninth hypothesis (H9) posited that there was a positive relationship between PAQ and MS attitude. Since a positive relationship was found (i.e., a factor loading of +0.225), this meant that H9 was also consistent with the previous prediction of the current study and hence it could not be rejected. As a result, sufficient evidence exists to support the earlier claim that there is a positive relationship between PAQ and MS attitude. Moreover, it was found to be significant at $p < 0.01$.

(J) Retail Tenant Mix (RT) → Mall Shopping (MS) attitude

Hypothesis ten (H10) claimed that there is a positive relationship between RT and MS attitude. However, the results showed that there is a positive relationship between RT and MS attitude (i.e., +0.040). RT as a construct was also found to be insignificant, and this was consistent to the earlier hypothesis that the relationship is positive. This means that there is sufficient evidence to support the claim of positive relationship between RT and MS attitude.

(K) Prices of products (PRP) → Mall Shopping (MS) attitude

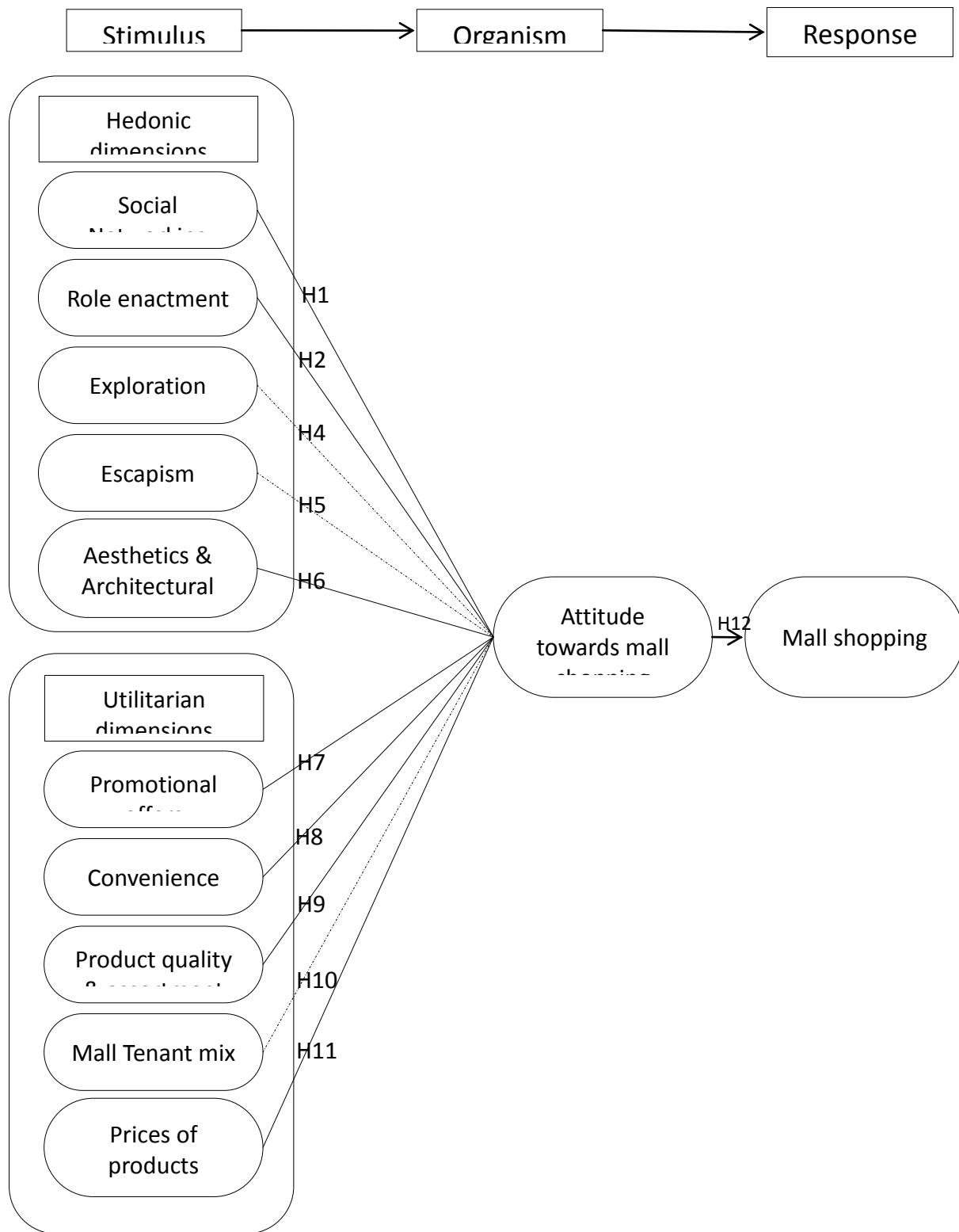
The eleventh specified hypothesis (H11) claimed that there was a positive relationship between PRP and MS attitude. Consistent with H11, the results of the current study indicated that PRP was positively associated with MS attitude (i.e., had a standardised estimate of +0.170). Furthermore, this link was not only positive, but it was also significant at $p < 0.01$. As a result, a positive link between PRP and MS attitude was supported in this study and this linkage was also found to

be significant at 99% confidence level. Consequently, one failed to reject H11, as sufficient evidence existed to support the claim that PRP has a positive influence on MS attitude.

Shoppers' Positive Attitude (SPAT) → Mall Shopping (MS)

The twelfth hypothesis (H12) posited that there is a positive relationship between SPAT and MS. The results showed that there is a positive relationship between SPAT and MS (i.e., +0.432). Moreover, the relationship was found to be significant at $p < 0.01$. This meant that the hypothesis was supported and could not be rejected. Therefore, evidence exists to support the hypothesis that positive relationship exists between SPAT and MS.

Overall, this research reveals that socio-networking, role enactment; aesthetics and architectural design, promotional offers, convenience, product quality and assortment, and prices of products are the important factors that predict mall shopping attitude among the surveyed respondents.



Source: Fieldwork, 2015

Figure 4.3: Proposed Extended SOR Framework

Notes: — Positive and statistically significant
 Positive but statistically not significant

Research Objective ‘D’: To determine the influence of socio-demographic characterisation on Nigerian shoppers’ mall shopping.

Chi square was used to assess whether relationship exists between the shoppers’ socio-demographics and mall shopping. Aware that chi square demonstrates largely whether relationship exists without disclosing the strength of relationship; symmetric measures (Cramer’s V and Contingency) were utilised to quantify this relationship (Hair et al., 2010). The Cramer’s V defines the direction while the contingency coefficient gives the level of significance.

Table 4.9: Relationship between Socio-demographics and mall shopping

| Socio-demographics | Pearson R | Cramer's V | Contingency Decision Coefficient | |
|---------------------------|-----------|------------|----------------------------------|--------|
| Marital Status: Value | 16.454 | | 0.117 | |
| df | 15 | | | Reject |
| Asymp. Sig (2-sided) | 0.353 | | | |
| Approx. Sig | | 0.353 | 0.353 | |
| HEQ: Value | 17.350 | | 0.120 | |
| df | 18 | | | Reject |
| Asymp. Sig (2- sided) | 0.499 | | | |
| Approx. Sig | | 0.499 | 0.499 | |
| Employment: Value | 18.880 | | 0.125 | |
| Status | | | | |
| df | 15 | | | Reject |
| Asymp. Sig (2-sided) | 0.219 | | | |
| Approx. Sig | | 0.219 | 0.219 | |
| Gender: Value | 7.246 | | 0.078 | |
| df | 3 | | | Reject |
| Asymp. Sig (2-sided) | 0.064 | | | |
| Approx. Sig | | 0.064 | 0.064 | |
| Age: Value | 23.760 | | 0.140 | |
| df | 12 | | | Accept |
| Asymp. Sig (2-sided) | 0.022 | | | |
| Approx. Sig | | 0.022 | 0.022 | |
| Av. Monthly Income: Value | 24.209 | | 0.142 | |
| df | 15 | | | Reject |
| Asump. Sig (2-sided) | 0.062 | | | |
| Approx. Sig | | 0.062 | 0.062 | |
| Ethnic Background: Value | 36.066 | | 0.172 | |
| df | 12 | | | Accept |
| Asump. Sig (2-sided) | 0.000 | | | |
| Approx. Sig. | | 0.000 | 0.000 | |

Note: Significant at $p < 0.05$

Source: Fieldwork, 2015.

Table 4.9 above shows that there is no association between marital status of the respondents as it scored more than 0.05 significant level which was used as the threshold. This suggests that the probability of marital status and mall shopping

happening by chance alone is probable, which is an indication that there is no significant relationship between mall shopping and marital status of the shopper. Other shoppers' socio-demographics such as education, employment status, gender, and average monthly income demonstrate no significant influence on mall shopping among the respondents surveyed.

However, age, and ethnic background were significantly related with mall shopping as all these socio-demographics were significant at $p < 0.05$. In terms of age, the overall chi-square value was 23.760 whereas 12 degrees of freedom (df) recorded. The significant of 0.022 (i.e. Asymp. sig.) by age suggests that the probability of the values in the data taking place by chance alone is less than 0.05. It appears safe then to conclude that the relationship between age and mall shopping was very unlikely to be explained by chance factors alone. Again, the Cramer's value of 0.082 indicates that the influence of age and mall shopping even though it was weak, was positive since a strong relationship occurs when Cramer's V value is greater than 0.5 (Saunders, Lewis, & Thornhill, 2009). Moreso, the contingency coefficient of 0.140 put forward a somewhat weak relationship too.

Ethnic background demonstrates overwhelming significant ($p < 0.05$) influence on mall shopping as the overall chi-square value was 36.066 with 12 df. Therefore, it is relatively safe to conclude that the relationship between ethnic background and mall shopping may not be accounted for by chance factors alone. The Cramer's V value of 0.101 indicates a positive direction of the relationship while contingency coefficient of 0.172 shows a somewhat weak relationship.

Taken together, our findings show that age, and ethnic backgrounds of Nigerian shoppers significantly influence mall shopping. On the other hand, marital status, educational qualifications, employment status, gender, and average monthly income do not significantly influence Nigerian shoppers to shop in malls.

4.2.8. Research Objective ‘E’: Segments of Surveyed Nigerian mall shoppers

The hierarchical method was used to generate the agglomeration schedule which provided the foundation for the determination of how many clusters to include in the solution. The cluster solution was estimated through a hierarchical approach taking as a threshold the moment there is a marked change in distance between cluster values (Hair, Black, Babin, & Anderson, 2010; Norusis, 2008). Thereafter, non-hierarchical approach was employed to obtain the cluster centres as shown in table 4.10 below.

Table 4.10: Mall Shoppers’ Segments

| Shopping Predictors | Hedonic | Indifference | Deal-Conscious | Zealous | F-Value | p<0.05 |
|---------------------|-------------|--------------|----------------|-------------|---------|--------|
| A & A Design | 4.12 | 3.39 | 4.53 | 160.444 | 0.000 | |
| Flow | 3.65 | 2.71 | 2.43 | 4.25 | 373.973 | 0.000 |
| Role Enactment | 3.96 | 3.35 | 3.07 | 4.38 | 194.833 | 0.000 |
| Exploration | 3.84 | 3.25 | 3.61 | 4.46 | 224.469 | 0.000 |
| Social Networking | 3.72 | 2.98 | 3.24 | 4.31 | 285.265 | 0.000 |
| Escapism | 3.03 | 2.41 | 2.50 | 4.00 | 277.623 | 0.000 |
| Convenience | 4.03 | 3.63 | 3.87 | 4.46 | 130.176 | 0.000 |
| PAQ | 4.02 | 3.45 | 3.88 | 4.49 | 154.038 | 0.000 |
| Retail Tenant Mix | 4.06 | 3.51 | 3.78 | 4.47 | 97.946 | 0.000 |
| Promotional Offers | 3.74 | 2.77 | 4.01 | 4.46 | 308.068 | 0.000 |
| Prices of Products | 3.23 | 2.80 | 3.87 | 4.06 | 157.199 | 0.000 |
| Cluster size | 456 (38.5%) | 226 (19.1%) | 221(18.6%) | 280 (23.6%) | | |

Notes: Dimensions of predictors were evaluated on a five-point Likert scale from 1 = strongly disagree to 5 = strongly agree.

Source: Fieldwork, 2015.

From the analysis in table 4.10 above, four segments with the following sizes were identified: hedonic, made up of 456 (38.6%) of all the shoppers surveyed; indifference, comprising 226 (19.1%) of sampled respondents; Deal-conscious, consisting of 221 (18.6%) out of the 1183 shoppers surveyed; and Zealous, made up of 280 (23.6%) of the respondents studied. The differences among the means of the four segments were significant for all of the predictor variables considered (p=0.000) (see Table 4.10). Infact, 5 of the 11 (Flow, exploration, social

networking, escapism, and promotional offers) clustering predictors have very large F-values. Thus, the results suggest that the cluster solution is adequately discriminating observations.

The socio-demographics of the respondents are summarized in Table 4.11 below and the shoppers' segments were discussed thereafter.

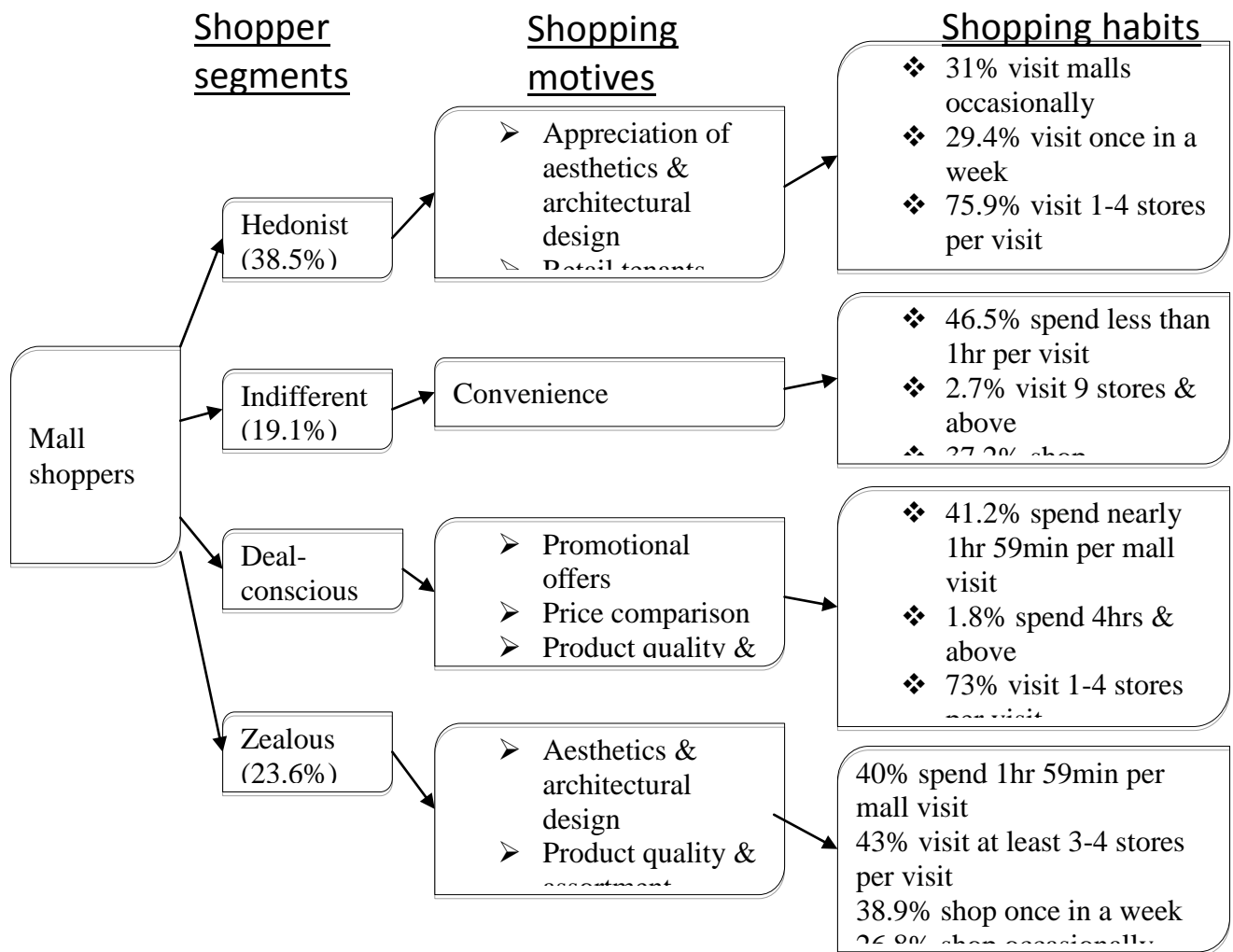


Figure 4.4: Mall Shopper Typology

Source: Fieldwork, 2015

Table 4.11: Socio-demographic Characteristics of shopper segments

| Socio-demographics | Hedonic (n =456) | Indifference (n =226) | Deal-conscious (n=221) | Zealous (n =280) | Total (n=1183) | X ² | sig |
|---------------------------------------|---------------------|--------------------------|---------------------------|---------------------|-------------------|----------------|-------|
| Gender | | | | | | 8.278 | .000* |
| Male % | 52.4 | 59.7 | 63.3 | 46.1 | 54.4 | | |
| Female % | 47.6 | 40.3 | 36.7 | 53.9 | 45.6 | | |
| Age in years (%) | | | | | | 38.256 | .000* |
| 18-25 | 25.4 | 23.5 | 22.2 | 28.6 | 25.2 | | |
| 26-33 | 33.6 | 33.2 | 22.6 | 26.1 | 29.7 | | |
| 34-41 | 19.7 | 19.5 | 19.9 | 22.9 | 20.5 | | |
| 42-49 | 14.3 | 19.0 | 24.9 | 20.7 | 18.7 | | |
| 50 & above | 7.0 | 4.9 | 10.4 | 1.8 | 6.0 | | |
| Marital Status (%) | | | | | | 24.025 | .065 |
| Married | 46.5 | 43.4 | 54.8 | 45.7 | 47.3 | | |
| Single | 47.6 | 50.0 | 34.8 | 49.3 | 46.1 | | |
| Separated | 2.0 | 3.1 | 3.2 | 2.9 | 2.6 | | |
| Widow | 1.5 | 0.9 | 2.7 | 0.7 | 1.4 | | |
| Widower | 1.5 | 1.8 | 1.8 | 1.1 | 1.5 | | |
| Divorced | 0.9 | 0.9 | 2.7 | 0.4 | 1.1 | | |
| Average monthly income (N) (%) | | | | | | 27.442 | .025* |
| Below 18,000.00 | 18.4 | 19.0 | 15.8 | 23.6 | 19.3 | | |
| 18,000.00-217, 999.00 | 54.6 | 58.0 | 55.2 | 51.1 | 54.5 | | |
| 218,000.00-417,999.00 | 15.1 | 14.6 | 17.2 | 10.4 | 14.3 | | |
| 418,000.00-617,999.00 | 6.8 | 6.2 | 7.7 | 7.1 | 6.9 | | |
| 618,000.00-817,999.00 | 3.1 | 0.9 | 1.4 | 6.4 | 3.1 | | |
| 818,000.00 & above | 2.0 | 1.3 | 2.7 | 1.4 | 1.9 | | |
| Highest educational qualification (%) | | | | | | 28.374 | .057* |
| No formal education | 0.2 | 0.4 | 0.0 | | 0.0 | 0.2 | |
| FSLC | 1.3 | 3.1 | 3.2 | 2.9 | 2.4 | | |
| WASC/GCE/NECO | 18.0 | 16.8 | 13.1 | | 16.1 | 16.4 | |
| NCE/ND | 14.9 | 15.0 | 14.0 | | 21.4 | 16.3 | |
| B.Sc./HND | 41.0 | 46.5 | 39.4 | 40.4 | 41.6 | | |
| Master Degree | 19.1 | 15.0 | 20.8 | 14.3 | 17.5 | | |
| Ph.D/Fellowship | | 5.5 | 3.1 | 9.5 | 5.0 | 5.7 | |

Source: Fieldwork, 2015.

Note: * Statistically significant to p < 0.05

Table 4.12: Other characteristics of the shopper segment

| Socio-demographics | Hedonic (n =456) | Indifferent (n =226) | Deal-conscious (n=221) | Zealous (280) | Total (n=1183) | X ² | Sig |
|---|---------------------|-------------------------|---------------------------|------------------|-------------------|----------------|-------|
| Employment Status % | | | | | | 27.888 | .022* |
| Student/Apprentice | 16.0 | 19.0 | 11.8 | 16.1 | 15.8 | | |
| Self-employed | 23.7 | 25.2 | 28.1 | 22.5 | 24.5 | | |
| Private sector employee | 29.2 | 22.6 | 23.5 | 33.2 | 27.8 | | |
| Civil servant | 24.3 | 29.2 | 27.6 | 25.7 | 26.2 | | |
| Unemployed | 4.4 | 3.5 | 5.4 | 1.8 | 3.8 | | |
| Retiree | 2.4 | 0.4 | 3.6 | 0.7 | 1.9 | | |
| Average Time Spent in Mall % | | | | | | 46.89 | .000* |
| Below 1hr | 36.0 | 45.6 | 36.2 | 25.0 | 35.2 | | |
| 1hr to 1hr 59mins | 35.7 | 35.0 | 41.2 | 40.0 | 37.6 | | |
| 2hrs to 2hrs 59mins | 13.4 | 11.5 | 16.7 | 18.2 | 14.8 | | |
| 3hrs to 3hrs 59mins | 7.7 | 3.5 | 4.1 | 11.8 | 7.2 | | |
| 4hrs & above | 7.2 | 4.4 | 1.8 | 5.0 | 5.2 | | |
| Number of stores visited per mall visit | | | | | | 26.950 | .008* |
| 1-2 stores | 38.2 | 46.5 | 32.1 | 34.3 | 37.7 | | |
| 3-4 stores | 37.7 | 35.4 | 40.7 | 42.5 | 39.0 | | |
| 5-6 stores | 11.8 | 11.1 | 18.6 | 16.4 | 14.0 | | |
| 7-8 stores | 7.0 | 4.4 | 6.3 | 5.0 | 5.9 | | |
| 9 stores & above | 5.3 | 2.7 | 2.3 | 1.8 | 3.4 | | |
| Frequency of mall visit | | | | | | 32.837 | .001* |
| Everyday | 9.6 | 6.2 | 4.5 | 12.5 | 8.7 | | |
| Once in a week | 29.4 | 31.9 | 29.0 | 38.9 | 32.0 | | |
| Once in two weeks | 18.2 | 14.6 | 23.1 | 13.9 | 17.4 | | |
| Once in a month | 11.6 | 10.2 | 13.6 | 7.9 | 10.8 | | |
| Occasionally | 31.1 | 37.2 | 29.9 | 26.8 | 31.0 | | |
| Average monthly expenditure (N) | | | | | | 25.173 | .014* |
| Less than 20,000.00 | 52.0 | 58.8 | 45.7 | 57.1 | 53.3 | | |
| 20,000-70,999.00 | 36.4 | 29.6 | 38.5 | 36.4 | 35.5 | | |
| 71,000-121,999.00 | 7.9 | 8.4 | 9.5 | 5.4 | 7.7 | | |
| 122,000-172,000.00 | 2.2 | 2.7 | 5.4 | 0.7 | 2.5 | | |
| 173,000.00 & above | 1.5 | 0.4 | 0.9 | 0.4 | 0.9 | | |

Note: * Statistically significant to $p < 0.05$

Source: Fieldwork, 2015.

Segment 1: Hedonic shoppers: This is the largest segment comprising 456(38.5%) of the respondents surveyed. High scores for aesthetics and architectural design of malls, retail tenant mix, convenience, product quality and assortments distinguish this segment. The hedonic shoppers are especially critical of escapism, price of products, and flow as shoppers rated these factors very low.

As regards socio-demographic configuration, shoppers in this segment appear to be young as 58.9% of the shoppers are less than or 33 years and they are mostly males (52.4%). However, the hedonic segment has 7% of shoppers who are 50 years and above. A majority of the respondents comprising 47.6% are single whereas 54.6% earn an average monthly income that lies within 18,000.00 to 217,000.00. Only 2% of the surveyed shoppers in the hedonic segment earn a monthly average of 818,000.00 and above. Also, average monthly income was found among the statistically significant variable in describing this segment of shoppers. In addition, the hedonic segment is mostly made up B.Sc/HND holders (46.5%) and 29% are private sector employees. It has 2.4% of retirees and 5.5% of the shoppers in the segment have Ph.D/Fellowship qualifications. In terms of mall visit, though 31% of the shoppers prefer to visit the malls occasionally, 29.4% go to the malls once a week. About three quarters of the shoppers in this segment (75.9%) visit 1-4 stores per mall visit, while only 5.3% visit 9 stores and above. The shopping behaviour of this segment suggests that more than half (71.7%) spend less than two hours in the mall. The segment was found to spend relatively small amount of money per month as 52% of the shoppers spend less than N20, 000.00 in the mall.

Segment 2: Indifference shoppers: This is the third largest segment comprising 19.1% of the respondents surveyed as Table 4.10 shows. In terms of predictor variables, this segment scored convenience, a factor that relates to the mall operating hours, one-stop shopping nature of mall, point of terminal used to make payment in malls, security arrangements, and safety of children while shopping relatively moderate. Aside this, the indifference shoppers gave very low scores to all of the rest of the dimensions related to predictor variables as evidenced in Table 4.10. As regards the socio-demographic characteristics as Table 4.11 indicates, (59.7%) are males and majority (56.7%) are within 18-33years. This suggests that shoppers in this segment tend to be young. Nonetheless, about 4.9% of the segment

members are 50 years and above. With respect to marital status, half of the shoppers in the segment (50%) are single. Though 58% of the respondents in the segment earn 18,000 to 217,999.00 monthly; only 1.3% of the segment members earn 818,000.00 and above per month. The shoppers that constitute indifference segment have mostly B.Sc/HND qualifications (46.5%) mixed with 0.4% of shoppers without formal education, 3.1% of Ph.D/Fellowship holders among other qualifications. In terms of the employment status of the shoppers, civil servants (29.2%) and self-employed (25.2%) dominate the segment. The shopping behaviour of shoppers as illustrated in Table 4.11 shows that 45.6% of the shoppers spend less than one hour per mall visit and a larger percentage (46.5%) of shoppers prefer to visit 1-2 stores. Also about 2.7% visit 9 stores and above each time they visit the mall and most (37.2%) of their shopping take place occasionally. In terms of average monthly expenditure, over half of the shoppers (58.8%) in this segment spend less than 20,000.00 per month in the mall.

Segment 3: ‘Deal-conscious’ shoppers: This is the smallest segment accounting for 18.6% of the respondents. Shoppers in this segment as Table 4.10 indicates rated promotional offers, prices of products, product assortment and/or quality, and convenience very high. These higher ratings indicate the importance these shoppers attach to these predictor variables. Escapism and flow factors were scored lower by the shoppers that comprise this segment. The socio-demographic evaluations in Table 4.11 shows that 63.3% of ‘deal-conscious’ shoppers are males, 24.9% are within 42-49 age range whereas 10.4% are aged 50 years and above. Moreso, more than half (54.8%) of the shoppers in this segment are married and 55.2% of their average monthly income fall within N18,000.00 to N127, 000.00. In the context of educational qualifications, a good number of the shoppers appear to be educated as 39.4% possess B.Sc/HND, 0% has no formal education, and 9.5% (highest compared to other three segment) has Ph.D/Fellowship qualifications.

Self-employed 'deal-conscious' shoppers represents 28.1% while civil servants make up 27.6% of the segments. The shopping behaviour of the shoppers in this segment reveals that 41.2% spend an average of 1hr to 1hr 59minutes per mall visit while 1.8% spends 4hours and above in the mall each time they visit. In terms of number of shops, approximately 73% of 'deal-conscious' shoppers visit 1-4 stores per mall visit and they prefer to shop occasionally (29.9%) as illustrated in Table 4.11 above. Nevertheless, 29% visit the mall once in a week to shop and most of the shoppers' monthly average expenditure (45.7%) is less than N20, 000.00 in the mall.

Segment 4: Zealous shoppers:The Zealous shoppers comprising 23.6% of the respondents is the second largest segment compared to other three segments identified. This segment gave very high scores to all the predictor variables to mall shopping perhaps suggesting the ease of their acceptance of those variables as key determinants of their choice of retail options. This segment is mostly made up of women (53.9%), and about 54.7% of the Zealous shoppers are within 18-33 years. There is an insignificant percentage (1.8%) of shoppers age 50 years and above in the segment. This statistics suggests forcefully that the Zealous shoppers are relatively young adults. In terms of marital status, almost half (49.3%) of the shoppers are single and 61.5% of their average monthly income falls within 18,000.00 to 417,999.00. As regards educational attainment, 40.4% has B.Sc/HND qualifications, 0% has no formal education, and this segment has the third highest number (5%) of Ph.D/Fellowship holders compared to other three segments. Dominated by private sector employees (27.8%) followed by civil servants (26.2%), 40% of Zealous shoppers spend about 1hr to 1hr 59min per mall visit and approximately 43% visit at least 3-4 stores on each mall shopping trip. These shoppers seem to prefer weekly shopping as evidence in Table 4.12 indicates that 38.9% shop once in a week though 26.8% shop occasionally. The average monthly

expenditure evaluation as shown in Table 4.12 reveals that more than half of the shoppers in this segment spend less than N20,000.00 in malls.

4.2.9. Validation of shopper segments

From the perspective of predictor variables and socio-demographics as Table 4.10 shows, there are significant differences among the segments. However, given the somewhat subjective nature of cluster analysis, Hair et al. (2010) argue that clusters should be validated to ensure representativeness of cluster members and practical relevance of the final cluster solution. Therefore, discriminant model was used to validate the segmentation and to identify the most significant factors for the purpose of predicting segment membership. The independent variables were used against the dependent variable (cluster 1 through 4).

Discriminant results: The model which is made up of three discriminant functions were found significant at $p < 0.05$. The discriminant function 1 explains 84.9% of the variance in the four segments; discriminant function 2 explains 13.7% of the variance while discriminant function 3 explains 1.4% of the variance in the segments. Cross-validation method was used wherein the discriminant model correctly classified 93.5% and 92.4% of cases in both elaboration and validation samples (see Table 4.13) below. In order to determine whether the results obtained from elaboration and validation samples exceeded the percentage of correctly classified respondents that would have been obtained if all of the observations had been assigned to the segment with the highest probability of occurrence maximum chance criterion ($C_{\max} = 39\%$) and proportional chance criterion ($C_{\text{pro}} = 28\%$) were computed. Both values serve as threshold for acceptance or otherwise of the discriminant model. Statistical evidence in Table 4.13 below shows that the percentage correctly classified in both elaboration and validation samples are higher than the computed threshold (C_{\max} and C_{pro}) by more than 50%. This

demonstrates that the classifications derived from the factors and segments generated are valid.

Table 4.13: Discriminant functions classification

| Actual Segment | Predicted segments | | | | Total |
|---------------------|--------------------|--------------|----------------|---------|-------|
| | Hedonic | Indifference | Deal conscious | Zealous | |
| Elaboration sample: | | | | | |
| Hedonic | 269 | | 2 | 3 | 274 |
| percent (%) | 98.2 | | 0.7 | 1.1 | 100 |
| Indifferent | 9 | 127 | 0 | 136 | |
| Percent (%) | 6.6 | 93.4 | 0 | 0 | 100 |
| Deal-conscious | | 17 | 5 | 111 | 133 |
| Percent (%) | | 12.8 | 3.8 | 83.5 | 100 |
| Zealous | | 9 | 0 | 1 | 158 |
| Percent (%) | | 5.4 | 0 | 0.6 | 94.0 |
| Validation sample: | | | | | |
| Hedonic | | 177 | 2 | 0 | 182 |
| Percent (%) | | 97.3 | 1.1 | 0 | 100 |
| Indifferent | | 3 | 84 | 3 | 90 |
| Percent (%) | | 3.3 | 93.3 | 3.3 | 100 |
| Deal-conscious | | 12 | 2 | 74 | 88 |
| Percent (%) | | 13.6 | 2.3 | 84.1 | 100 |
| Zealous | | 11 | 0 | 0 | 112 |
| Percent (%) | | 9.8 | 0 | 0 | 90.2 |

Notes: Percentage of correct classification in Elaboration sample: $[(269+127+111+158)/711] = 93.5\%$; Percentage of correct classification in validation sample: $[(177+84+74+101)/472] = 92.4\%$

Source: Fieldwork, 2015

Table 4.14: Results of multiple discriminant analysis

| Construct | Discriminant Function 1 ($X^2=1585.193$, $df=33$, $P=0.000$) | | Discriminant Function 2 ($X^2=416.968$, $df=26$, $p=0.000$) | | Discriminant Function 3 ($X^2=48$, $df=9$, $p=0.000$) | |
|-----------------------|--|-------|---|--------|---|--------|
| | UDC | SDC | UDC | SDC | UDC | SDC |
| AE | 0.360 | 0.222 | 0.073 | 0.045 | 0.616 | 0.420 |
| Flow | 0.620 | 0.424 | -0.779 | -0.534 | 0.271 | 0.186 |
| Role Enactment | 0.318 | 0.212 | -0.705 | -0.470 | 0.308 | 0.205 |
| Exploration | 0.384 | 0.205 | 0.231 | 0.123 | -0.700 | -0.373 |
| Social Networking | 0.402 | 0.222 | -0.098 | -0.054 | 0.097 | 0.054 |
| Escapism | 0.688 | 0.480 | -0.052 | -0.036 | -0.976 | -0.681 |
| Convenience | 0.335 | 0.158 | 0.159 | 0.075 | -0.126 | -0.059 |
| Product Assortment | 0.268 | 0.144 | 0.138 | 0.074 | 0.083 | 0.045 |
| Retail Tenant Mix | 0.256 | 0.171 | 0.092 | 0.062 | 0.311 | 0.208 |
| Promotional Offer | 0.679 | 0.429 | 0.793 | 0.502 | 0.664 | 0.380 |
| Prices of products | 0.353 | 0.273 | 0.629 | 0.487 | -0.305 | -0.237 |
| Variance explained | 84.9% | | 13.7% | | 1.4% | |
| Canonical correlation | 0.900 | | 0.639 | | 0.259 | |
| Group Centroids | | | | | | |
| Hedonic | 0.110 | | -0.496 | | 0.296 | |
| Indifferent | -2.896 | | -0.667 | | -0.338 | |
| Deal-Conscious | -1.250 | | 1.643 | | 0.053 | |
| Zealous | 3.154 | | 0.048 | | -0.252 | |

Source: Fieldwork, 2015

Table 4.14 shows that escapism is the factor that contributes the most to discriminating the segments in discriminant function 1, promotional offers contributes most in discriminant function 2, and aesthetics and architectural design makes the highest contribution in discriminant function 3. Given the results of the discriminant analysis conducted on the segments of shopping mall consumers, this study may conclude that the classification from cluster analysis is valid as well as the classification capacity of the discriminant functions obtained. Though SEM results show role enactment, product assortment and/or quality, conveniences, prices of products, social networking, promotional offers, and aesthetics and architectural design as the major factors that propel Nigerian shoppers to shop in malls, discriminant analysis reveals that escapism, promotional offers, and aesthetic and architectural design are the most important factors for differentiating among segments of shoppers.

4.3. The Qualitative Analysis Phase

The qualitative data were analysed using Non-numerical Unstructured Data Indexing Search and Theorising (NDU*IST) Vivo 1.2 software program alternatively called NVivo. In performing the data analysis, the data were subjected to interpretive thematic analysis. Braun and Clarke (2006) opine that thematic analysis is a method of identifying, analyzing, and reporting themes or patterns within data. The choice of thematic analysis for this research lies in its flexibility, suitability to pragmatic paradigm, ease of use, and its allowance for social as well as psychological interpretation of data (Braun & Clarke, 2006).

The qualitative data consisted of three minidisks of taped indepth interviews, responses from the focus group interviews organized by this researcher, and field notes taken during interviews. Utilising digital-recording device ensured respondents' responses to questions were accurately reflected in the data transcript and helped in data analysis. The verbal data from interviews and focus group discussions (audiotapes) were transcribed into written texts and stored in Microsoft Word. This transcription is a key phase of data analysis within interpretive qualitative methodology (Bird, 2005). Individual transcripts were read and re-read a number of times before writing which is an important component of analysis. This reading and re-reading helped this researcher to develop a general understanding of the database and written memo. Data extracts were coded. Codes help to recognize the features of data that appear relevant or interesting to the researcher or represents information that can be assessed in a meaningful way regarding the phenomenon (Boyatzis, 1998). The process of coding is part of analysis (Miles & Huberman, 1994), as you are organizing your data into meaningful groups (Tuckett, 2005).

Individual transcripts were read and re-read several times followed by a writing process which according to Van Manen (1990) is a critical component of qualitative data analysis. This researcher assisted by one research assistant undertook the analytic approach individually and they worked jointly to reach a consensus on codes and themes to ensure credibility and trustworthiness of the process (O'Reilly, Peters, Beale, & Jackson, 2009).

Content analysis was also done with the same data as a further analysis of the same data set. As a common approach to qualitative data analysis, content analysis is defined as a process of coding and identifying themes or patterns (West, 2012). There are three types of content analysis: conventional, summative, and directed. In conventional content analysis, the coding categories are derived directly from the data. In summative content analysis, the process involves counting and comparisons. The directed approach, on the other hand, starts with a theory as a guide to the analytic process (Hsieh & Shannon, 2005). Generally speaking, qualitative content analysis primarily focuses on language as communication paying particular attention to the content or contextual meaning of the text. In this study, conventional content analysis was utilized.

The data analysis gave rise to two broad themes: utilitarian/functional motives and hedonic motives. The utilitarian consumer mall-going behaviour is deliberate, task-oriented, efficient, and rational. It is usually related to purchase-specific consumption behaviour, and visits were more for necessity rather than for recreation. In this study, the utilitarian motives related to mall shopping were 'sales- deal hunting', convenience, wide product selection, and safety. For some mall visitors, mall shopping takes on the characteristics of a hunt, with the emphasis on the pursuit and discovery of 'deals', as is evident in respondents' quotes below. Bargain hunters usually visited the mall for shopping; seeking

special offers and discounts on foodstuffs, electronic appliances, clothes among others. This is commonly noticeable among women as they seem to be responsible for shopping for house-hold products.

*But the good thing is that sometimes we can really get good deals on food stuff, especially meat, fish and/or beverages products
(Middle 30s female respondent)*

Convenience seeking mall shoppers described a mall visit as making life easier. Here everything is under one roof, with ease of accessibility and parking, good services, and easy path-finding both inside stores and at the mall in general. Furthermore, these shoppers report that they can even conduct business/work-related meetings at the food court or restaurants in the mall. This was widely communicated by different shoppers citing convenience.

There is almost everything in this mall, different retail shops, food and even leisure place for the children to play (A middle-aged mother)

It is very convenient, as you can see they have very good services; like clean restrooms, management room, and automatic teller machines (ATM). This is in addition of course to the leisure place, food court, very nice ice cream shops and the shops in general... Here at the mall there is everything under one roof. Also, there is a variety of food and ice cream shops and this is not really available anywhere else in one place.

Infact, the most important thing is that we can do two things at the same time, like have lunch and do shopping, actually three and take the kids out. (Couple with three children)

The term safe and safety were echoed repeatedly by many shoppers, especially those who have children and are worried about them playing outside uncontrollable environment. Visitors are aware of the security measures at the mall as a means of enhancing their safety and general sense of well-being. For some shoppers the mall

is also a safe place for just having a walk and watching the window displays. Thus, the mall is perceived to keep those who should not be there (e.g., lunatics, beggars, barrow pushers) in the judgement of mall management out! Two middle-age women:

Also the place is safe for children. As it is closed and there is security, we come here for shopping in weekends and festive periods. You see the mall is closed, air-conditioned and a safe place for adult too.

Hedonic motives

There was a more personal and pleasurable reported motivation in which the purchase of products may be incidental to the experience of shopping. It reflects shopping's potential entertainment and emotional value. The hedonic motives repeatedly mentioned by adult mall shoppers relates to appreciation of modernity, self-identity, fashion, and entertainment.

Modernism in this context is related to shoppers' perceived modernity in their consumption behaviour at the mall. For them, consumption at mall in all its forms is a key characteristic of modernity. This motive is very much invoked by the contextual configuration of the mall itself; the spacious, intimidating, yet modern architectural design of the mall horizontally planned with 'race track' connecting the retail stores. Some window shopping and browsing activity by shoppers by shoppers have been depicted by shoppers as, and informed by the quest for modernity. Window shopping in this context is more common among youthful shoppers and relatively low income earners who find it very fulfilling just to browse the window displays and feel part of the mall culture and environment.

People represent different identities at different places. The materiality of the mall has become a medium for the expression of different forms of identities under

certain conditions. Each store evokes different responses from certain types of people. The observations indicate that shoppers project their identities especially at the various shops in the mall. Furthermore:

*Class-based identities are expressed through the choice of retail shop and/or food court one patronises. Hanging out at a specific food court and/or shop allows various groups of shoppers to signal their social class identity.
(Young female shopper)*

A significant relationship between young people and sports stores was observed. Sports brands attract youth to their windows, and window shopping allows youth imagine themselves wearing new things and trying on new identities, even if these largely lower-class youth cannot actually afford to buy from such stores.

The mall also allows shoppers and specifically women the platform to keep track of fashions and keep themselves informed of the latest changes in this dynamic world of its own. Their identities are constantly evolving and changing to stay updated with the fashion world. For them mannequins are not just figures for the display of clothing; they are also figures for the display of their own figures. Overall, the mall represents different kinds of resources for identification: stylish ice cream shops, dining opportunities, and branded stores. Every mall shopper segments searches and shops for their own style and identity.

Entertainment was found to be the main reported motive for going to the mall. The mall is an attractive leisure place because of the large variety of stimuli available to visitors. There are many elements that draw consumers to the mall for recreational reasons. The variety of stores, food courts, ice cream shops, and cinemas brought together in a themed environment; the glamour, and continuous stimulation are the hedonic elements that move consumers emotionally.

I come here a lot with my husband and children. I have three children and they just love to play at the leisure place (Middle-aged woman)

The term fun was also commonly used among shoppers. Shoppers communicated their often desperate need for fun. Fun is indispensable in a country that generates stress through near-lack of basic necessities of life like Nigeria. Fun reduces the funk that accompanies the vicissitudes of work and home. Visitors go to the mall, which promises a place for fun in their pressured lives. The mall is perceived as a funhouse. When family goes to the shopping mall together on the week-end, it provides a form of leisure, a source of enjoyment, a place for fun, and a site for maintaining family relations through simply sitting together in the food court. The children can play around them at the leisure place. Children constrain their parents to the mall because malls have different kinds of fun-giving facilities such as ferris wheel, horse riding to ice cream shops. The low cost of entry as well makes malls economical entertainment venues for families. Attending mall-permitted events like brand launch is also seen as a very entertainment and creative experience for many shoppers

Chapter Five

Summary of Findings, Conclusions, and Recommendations

5.1. Introduction

This chapter sums the research endeavour, compares, and contrasts the findings with the literature cited in the work. After the summary of findings, the rest of this chapter is organized thus: discussion of finding with managerial implications, conclusions, recommendations, limitations of the study, and possible areas for future research.

5.2. Summary of findings and discussions with Managerial Implications

5.2.1. Summary of findings

(A) Conceptual model:

The proposed conceptual model passed empirical fitness tests.

(B) Influence of mall shopping predictors

(i) The understated mall shopping predictors were supported and also found to significantly influence mall shopping attitude among the surveyed respondents.

- 1) Social networking
- 2) Role enactment
- 3) Aesthetics and architectural design
- 4) Promotional offers
- 5) Conveniences
- 6) Prices of products
- 7) Product assortment and quality

(ii) The undermentioned predictors were merely supported but showed no significant influence on mall shopping attitude.

- 1) Exploration
- 2) Escapism
- 3) Retail tenant mix

(iii) The understated variable was rejected as a predictor to mall shopping.

- 1) Flow.

(C) Socio-demographics and mall shopping

(i) These understated socio-demographics were found to significantly influence mall shopping among the surveyed shoppers.

1. The age of the shopper
2. The ethnic background or grouping of the shopper.

(ii) The following socio-demographics do not significantly influence mall shopping amongst the studied respondents.

1. The average monthly income of shoppers
2. Marital status of shoppers
3. Employment status
4. Gender
5. Educational attainment

(D) Segmentation of surveyed Nigerian mall shoppers

The following segments were identified among Nigerian mall shoppers.

1. Hedonic shoppers

2. Indifference shoppers
3. Deal-conscious shoppers
4. Zealous

5.2.2. Discussions with managerial implications

Proposed conceptual framework: Model fit indexes which are consistent with extant literature were used to empirically test the fitness of the proposed conceptual model. For instance, the chi square value: $X^2/(df)$ of this study is 2.41 which compares with the acceptable threshold of <3 as suggested by (Tabachnick & Fidell, 2007). In terms of CFI, this study threshold of 0.95 is in line with Hu and Bentler (1999) and Hair et al. (2010) who posit that in order to ensure that misspecified models are not accepted, a value of $CFI \geq 0.95$ should be accepted as an indication of good fit. GFI of 0.93 put forward by this study exceeds an omnibus cut-off of 0.90 suggested by Hooper et al. (2008) and Wang et al (2005) thus demonstrating an acceptable model fit. All the other indices such as IFI, NFI, and TLI exceeded the 0.90 minimum thresholds, and thus indicating acceptable model fit (Hair et al. 2010; Hu & Bentler, 1999). Furthermore, the results show that the model is parsimonious for the reason that the parsimony ratio (PRATIO) value is not far off to 1 and $x^2/g.l$ and is incorporated amongst the interval values recommended by Arbuckle and Wothke (2004), and Marsh and Balla, (1994). Moreover, RMSEA of 0.069 was also below 0.08 (MacCallum et al. 1996) but consistent with Steiger (2007) whose recommended stringent upper limit of 0.07 seems to be the general consensus among authorities in this area.

Social networking: Social networking/recreation as significant predictor of mall shopping attitude as revealed in this study among Nigerian shoppers supports previous studies (Tauber, 1972; Rintamaki, Kuusela, & Spence, 2006; Ahmed et

al. 2007; Malike, 2010).The significant level recorded by this construct perhaps mirrors the consumers' desperation regarding socialization and/or recreation destinations that are less discriminatory in terms of gender across Nigeria. This observation seems plausible bearing in mind that in Nigerian, women tend to exhibit some level of restraints regarding where to visit for at least social interactions opportunities unlike their male counterparts who freely visit drinking centres, clubs, and other places for socialization and/or recreation purposes. Their increasing quest for social venues and freedom may further be explained by the fact that Zoo and /or museum that used to serve as recreation centres have almost gone into extinction in Nigeria thereby limiting socialization channels for individuals and families during weekends and special occasions (e.g. Christmas). This obvious paucity of socialization options in our setting, arguably, has placed shopping malls as alternate social and recreation venues where people visit for multiple reasons. Indeed, mall visits appears to transcend mere physical product acquisition to include personality reconstruction, recreation pursuits, entertainment, search for new friends, meeting old friends, political meeting among others. For instance, when a family goes to a shopping mall jointly on weekend or festive periods such as Christmas, it serves as leisure, a source of enjoyment, a place for fun, and place for promoting family bonding through group photographs or sitting together in a food court. This recreational component of shopping cannot be ignored by mall managers. It is huge business segment that need to be tapped. Given the increasing multipurpose content of shopping, it becomes imperative that mall developers, mall marketing managers/brand managers should understand that shopping malls have evolved into something beyond a place meant for acquisition of physical products to include experience. Malls that have a mix of reputable retail stores and somewhat unique but appealing products assortment, multitudinous entertainment and "experiential" (e.g. periodic carnivals)

opportunities, combined with modern and attractive designs and facilities will be necessary to command customer traffic to the malls.

Role enactment: Role enactment as an influential predictor to mall shopping in Nigerian context is supported by this study. The significant level of this predictor indicates strongly that Nigerian shoppers expressed deep commitment in the fulfillment of some of their cultural roles, and/or inherited obligations to their families or friends through mall shopping. This result supports previous studies which rated malls higher in terms of retail options for the purpose of performing some roles or duties (Westbrook & Black (1985; Arnold & Reynolds, 2003; Jamal et al. 2006). In Nigerian context, choice for mall shopping as revealed in this study for the purposes of enacting roles as a father, mother and/or a friend, may be explained by a combination of inter-related factors. Firstly, filthy trading environments, ‘pick-pockets’ and/or limited parking spaces which characterize our trading areas especially traditional open markets has been pilloried widely by shoppers. The emergence of mall as a retail mode seems to have assuaged the dissatisfactions associated with existing retail channels hence the increasing preference for mall shopping. Secondly, the presence of lunatics, beggars, and insane persons around marketplaces are somewhat sources of concern to many shoppers who perceive their approach for alms as infringement on their shopping experience. Thirdly, pressured time due perhaps to increasing demands of workplaces is increasingly becoming an issue especially for working couples. For instance, private sector employees (e.g., banks) close somewhat late when traditional open markets have shut their gates and/or some supermarkets have closed for fear of robbery attacks thereby leaving shoppers with the option to shop in malls. Fourthly, shoppers in a bid to enact their roles maybe gravitating towards malls in their quest to appreciate modernity and freedom that may be associated

with mall shopping since mall as a retail option is a new phenomenon in our retail landscape. Role enacting shoppers may most likely be utilitarian-oriented. This means that mall retail managers should provide brand assortments, well-trained sales personnel, and facilities that will fasten transactions and save shopping time. In terms of positioning, mall should be communicated as a one stop shopping destination in order to attract and probably retain these time-constrained yet roles performing shoppers. It may be necessary to note that though these shoppers may be mission-driven, they recognise fun-related shopping activities.

Flow: Flow was not supported by this study as a predictor to mall shopping. This result departs markedly from Anning-Dorson (2013) who identified flow as a major factor that motivates Ghanaians to shop in mall. However, the result is consistent with Ahmed et al. (2007) who found that flow dimension was scored very low as a mall shopping predictor in Malaysia. It does appear that the study respondents went to malls as proactive seeker of positive rewards, not merely to get immersed in internal or external mall atmosphere.

Exploration: This study found exploration variable somewhat important to Nigerian shoppers though not a strong predictor of mall shopping. This implies that there are other stronger motives that seem to attract shoppers to malls and not just exploration tendencies. This result differs from the findings of Anning-Dorson et al. (2013) which reports exploration as a major determinant of mall visitation in Ghana. Nevertheless, this finding is in line with Tauber (1972) and Rupesh and Anish, (2010) who argue that information gathering through exploration in malls allows consumers to remain updated regarding new trends, upgraded products, and technology among others. The malls allow shoppers especially women to keep track of fashions and keep themselves informed of the latest changes in this increasingly dynamic world. Viewed through this lens, international retailers such

as Shoprite, Game among others which are perceived to stock high-order products that may not be readily available locally seem to trigger shoppers' interest to shop in malls. Arguably, this exploration need may appear particularly appropriate in Nigerian context where many people are constantly seeking for identity reconstruction through western-like dressing and consumption. Consumers' identities are constantly evolving and changing which calls for regular monitoring in order to stay updated with the fashion world. The possible implication is that mall marketing/brand managers should be selective in their mall tenant mix decisions which by extension will mirror the types of goods and services that may be available in the mall. Skilfully recruiting and combining flagship retailers among the mall tenants may assist to appeal to the varied targeted customer base. Beside, mall management/retailers need to continuously introduce 'newness' in terms of service mix and offerings in order to differentiate the mall from other available retail institutions. Malls should be positioned in such a manner that shoppers will see malls as a 'home for new' and valuable offerings thereby creating its own 'wild and crazy' retail destination in the mind of shoppers. For instance, inclusion of strong "retailtainment" (Ravindra, 2011) segment may be critical means to lure shoppers to explore malls as opposed to their present increasingly boring shopping choices that abound in their localities. This implies to some extent that marketing communications messages should revolve around type of mall tenants, products, and entertainment options available to engender and sustain customer traffic to the mall.

Escapism: Escapism as a predictor of mall shopping is supported by this study. Nevertheless, it is not a strong predictor of mall shopping among Nigerian shoppers surveyed. This result contrasts previous studies (Anning-Dorson et al. 2013; Babin et al. 1994; Jamal et al. 2006) wherein shoppers strongly view mall

shopping as escape mechanism to get their minds off their problems and as a way for relieving stress and negative moods. However, this finding appears somewhat consistent with streams of research (Ahmed et al. 2007; Rupesh & Anish, 2010) which found escapism as an insignificant mall shopping predictor. Obviously, this result is surprising because anecdotal evidence suggests that many Nigerian consumers appear emotionally and economically fickle as a result of increasing unemployment, underemployment, job loss, terrorism, late marriages among other indicators. In such context it was envisioned that consumers would show preference for mall shopping activity as a self-gratifying and therapeutic activity. Perhaps, it is likely Nigerian shoppers do not visit shopping malls yet as an escape route from negative mood, loneliness, or stress; to avoid hot or rainy seasons or a diversion from daily hectic responsibilities and/or frustrations. As mall concept is just emerging in Nigeria, it is most likely the surveyed shoppers engage in mall shopping as a means of satisfying 'higher-order' (e.g. experiential consumption) needs perceived to be associated with malls rather than just to avoid or temporarily manage their socio-psychological deprivations.

Aesthetics and architectural design: The predictive power of architectural design and aesthetics in relation to mall shopping was supported and also found to be overwhelmingly significant in this study. In this case, consistent with previous studies (Eva M & Margarita, 2012; Lui, 1997; Si et al. 2003; Laroche et al., 2005; Donovan & Rossiter, 1982), architectural design and aesthetics, known in other research streams as the internal and external atmosphere and/or atmospherics was scored as a key construct that underpins mall shopping among the surveyed respondents. Perhaps, the sight of malls' intimidating yet inviting appearance (e.g., high roof, decorations, lightings, parking space) triggers sensory stimulations and the desire to shop in malls. This preference may be stronger among hedonic

shoppers and youngsters who tend to exhibit favourable disposition to new phenomenon. Using this line of reasoning, consumers are more likely to patronize a mall to which they feel emotionally and cognitively attracted. Those who value hedonic dimension of shopping are likely to experience increased arousal, heightened involvement, fantasy fulfillment and escapism (Babin et al., 1994). Thus, it can be argued that surveyed Nigerian shoppers were motivated to shop in malls primarily by the architectural and aesthetics of the malls. This insight implies that mall managers especially in Nigeria where mall concept is just unfolding should ensure that the atmospherics of the malls at all times is pleasing to multiple senses in order to encourage shoppers to stay longer and spend their money. Importantly, aesthetics and architectural design should be managed in such a manner that may confer competitive advantage in terms of differentiating and positioning of mall as a unique retail option. Emotions-and feelings-based marketing communication messages using particularly fantasy and surrealism appeals to demonstrate ‘what it is like’ to shop in a mall may be helpful in drawing customers to the malls.

Sales promotion: Sales promotional offer as a predictor of mall shopping is supported in this study and also found to be significant. This factor resembles ‘special sales’ Westbrook (1981) used to examine consumer satisfaction in malls. This result is somewhat consistent with Carpenter and Moore (2009) who claim that sales promotional offers help to build patronage and store traffic in malls; and Fox, Montgomery, and Lodish (2004) found that sales promotional offers induce consumers to switch stores. Also, Rajagopal (2009) argues that sales promotions offered in malls increase the overall value consumers gain compared to other retail options since malls attract mostly middle class consumers who may be sensitive to price and promotions. The dimensions of the promotion offers that respondents

rated high relate to: periodic price markdown on items, beer and malt drinks bought with free bottles, gift items given to shoppers. The possible reasons for the favourable disposition towards these promotional offer dimensions among the respondents may be linked to: rising prices of brands, declining purchasing power of Nigerian currency, growing sensitivity to post-purchase reward among Nigerian consumers, indirect way of accumulating trade asset (e.g., bottles). A promotional offer gained seems to enhance the perceived value derivable from the purchase and also adding richness to total mall shopping experience. To access these 'deal-prone' shoppers successfully, it may be appropriate for retail manager to provide information about the retailers' offers in advance to enable current and potential shoppers make purchase decisions before mall visit. Customers seem to evaluate retail options based on the information that help them to find what they want. Specifically speaking, customers assess if the communication message is common, appealing, and if the shopping malls present interesting novelties, activities, and offers. Moreso, the retail managers need to monitor closely the promotional results generated from various promotional tools for longer periods of time and measure same with regards to achieving long-term goals of the retail stores. The attractiveness of promotional offers notwithstanding, it should be infrequent in order to protect the perceived equity of malls, retail stores operating in the mall as well as their product assortments and/or quality.

Convenience: The convenience construct supported and found to predict mall shopping significantly in this study tend to be similar to convenience factors identified by Ballenger et al. (1977). To some degree, the result is in line with 'accessibility' factors (Frasquet et al., 2001; Fox et al., 2004), hours of operation (Kaufman, 1996), parking space (Dunne & Lusch, 2008; Yava & Babkus, 2009), convenient one-stop shopping (Ahmed et al., 2007) explored by previous studies.

The convenience dimensions that are key to Nigerian shoppers according to this study include: parking space, the malls' operating hours, point of terminals used in making payment in malls, security, ease of access to stores in the mall, one-stop shopping, and location. That convenience emerged as a significant determinant of mall shopping is interesting and logical. There is increasing anecdotal evidence concerning the hassles that usually accompany shopping in most Nigerian traditional marketplaces and road-side supermarkets in terms of limited and/or difficulty to access parking space, traffic jam on the roads leading to the marketplaces due to increasing car ownership, insecurity (e.g., pilferage), and difficulty to access shops may have combined to 'sell' malls as a better shopping option for the surveyed respondents. A near-lack of freedom appears evident in most Nigerian shopping areas and/or marketplaces. In such circumstances, utilitarian shoppers who are usually mission-driven may most likely opt out shopping in such marketplaces for malls in order to save their shopping time and efforts. Another possible reason in terms of operating hours and one-stop shopping dimensions is the fact that the role of women in our society is changing from mere housewife to a combination of a wife and a working class woman. This dual role places greater pressure on their discretionary time available for shopping (e.g., for family, friends) and the retail mode choice decisions. The fact that malls operate till nine 0' clock in the night perhaps make it a preferred destination for working class women to enact their roles. The insights provided by this result strongly suggests that mall developers and policy maker (e.g., particularly at local government level) should recognize that ample parking space, point of sale terminal, product assortment to aid one-stop shopping, and security arrangement are increasingly being used in retail choice decisions by shoppers.

Product assortment and/or quality: This study indicates that product assortment and/or quality is a significant predictor to mall shopping in Nigerian context. A Nigerian shopper appears to be increasingly shifting towards retail channel that offers one-stop shopping in terms of availability of basic household necessities in his desire to enact a role quickly. This observation seems to support Pan and Zinklan (2006) who argue that wide selection of products can minimize the perceived costs (e.g., travel time, shopping efforts) associated with each shopping trip and ease shopping task. Aside this, the malls' atmospherics seems to shape consumers' perception and assessment of the quality of products (Carpenter, 2008; Seider & Tigert, 2000) in the malls, which in turn influences consumers' emotional responses and mall shopping behaviour. This construct has some resemblance with mall essence (Eva M & Margarita, 2012), and high quality seeking (Jamal et al., 2006), merchandise selection (Wel, Hussin, Omar, & Nor, 2012) which were identified as one of the key factors that influence consumers to shop in malls in Mexico, Qatari, and Malaysia respectively. Arguably, mall assortment diversity serves as a unique selling proposition in retail channels especially in malls (Cleeren, Verboven, Dekimpe, and Gielens, 2010). The spaciousness of malls offers shoppers unrestrained access to all kinds of products under one roof (Bellenger et al., 1977). The dimensions of this construct that are important to shoppers include: wide variety of products, freshness of products, return policy, and availability of higher quality products. Mall managers should recognize and reflect these shoppers' understanding in the retail tenant mix decisions in order to satisfy and probably exceed shoppers' expectations in this regard. A careful blend of 'locally-based' and foreign retailers may be useful in the provision of quality brands and/or fresh products in order to meet varied shopping needs and possibly neutralize threats that traditional marketplaces may pose in this direction. Inclusion of warranty as a component of retailers' sales policy may serve

as both customer attraction tactics and a differentiating variable compared to existing retail modes that scarcely provide warranty to buyers of their offerings.

Retail tenant mix: Retail tenants' mix is supported in this study but its influence yet as a predictor to mall shopping is not significant. From the perspective of shoppers, this finding appears somewhat surprising as previous research underscored mall tenant mix as a key variable that underpins mall patronage (Muhammad & Tan, 2007; Maryam & Kambiz, 2011), and enable shoppers compare prices and quality appropriate to their needs and income (El Adly, 2007). Also, taken from the angle of mall managers and investors, Kaufman and Lane (1996) posit that a mall that delivers a clear and well positioned mix of stores would stand more chance of success and survival. Supporting the primacy of tenant-mix Damian, Curto, and Pinto, (2011) submit that the more shops there are, the more likely it is that the shoppers will be able to satisfy their purchasing needs at a single location, thus optimizing their costs. A plausible reason for this result may be that the dimensions of tenant-mix investigated in this study are less important to the surveyed respondents. Again, it is likely that as mall retailing culture grows and dominate retail landscape, tenant-mix may top shoppers' evaluative criteria in retail mode choice. Mall managers need to position shopping malls as a one-stop shopping destinations and 'home' for quality brands/or products to attract utilitarian and upscale customers who may be image and quality-conscious. Social media may be a helpful channel to 'sell' malls' anchor stores that may assist to generate customer traffic to the malls.

Prices of products: Prices of products are both supported and found to be a strong predictor of mall shopping among the surveyed respondents in Nigeria. This result supports prior investigations which opine that perceived prices of merchandise help shoppers to make choice and reach decisions on where to shop (Ahmetoglu,

Fried, Davies, & Furnham, 2010; Zeithaml, 1988). The concern shown by surveyed respondents regarding prices of products in malls and its ascendant as an influential predictor to mall shopping is logical and insightful especially in a cash-constrained economy like Nigeria. Evidence in the literature (Zeithaml, 1988), demonstrates forcefully that a retail shop's atmospherics is an important cue that consumers use to evaluate the likely prices of products and services obtainable in the retail shop as well as to judge whether to go or not to go shopping in that particular retail mode. For instance, price-conscious consumers often perceive a sophisticated retail channel such as malls as an expensive retail option meant for upscale shoppers in the society. The dimensions of product price that are of potential interest to surveyed shoppers relate to: relative price stability, comparable prices, and relatively lower prices. The surveyed shoppers may have chosen to shop in malls to enable them compare prices of products in stores against the prices of similar products in other retail channels (e.g., supermarkets, traditional marketplaces) that abound in the locality. Another plausible explanation for the surveyed shoppers' choice of malls' may be linked to the 'everyday low price' slogan that shoprite (i.e. an anchor store) propagates as part of its marketing communications strategy. However, it is necessary to note that while 'everyday low price' may appear appealing to price-conscious segment, Retail Managers should promote this strategy with caution. This observation may be insightful having regards to the fact that upper-upper and growing middle class segments are often less price-sensitive; employ price of product purchased to advance their social class and/or identity may likely misinterpret the message to mean that low-quality items are sold in such malls. Following this line of reasoning, such segments of consumers may probably consider products sold in malls as mismatch and avoid shopping in such malls.

Age: As regards the shoppers' socio-demographics, age was found to be a significant determinant of mall shopping attitude among the surveyed shoppers. The identification of age as a significant predictor of mall shopping attitude is in harmony with previous studies (Anning-Dorson et al., 2013; Khare, 2011; Srivastava, 2012). A possible explanation here is that the shopping behaviour and preferences of consumer differ with age (Moschis, 2003; Anuradha & Hansa, 2012). For instance, since the ascendancy of mall as a retail channel, younger consumers (<40 years) across socio-demographics in Nigeria especially students in tertiary institutions appear to be attracted by the architectural design and ambience of the malls whereas the older consumers (>40 years) seem favourably disposed towards facilities and services. The younger consumers are most probably influenced by air-conditioned, spatial layouts of malls, food courts, showrooms of well recognized brands, specialty stores, and gaming areas. These attraction dimensions for younger customers seem to contrast with one-stop shopping, parking facilities, and ease of accessing stores which may dominate older shoppers' expectations. This viewpoint also supports Myers and Lumbers (2008) who observe that the shopping behaviour of younger generation tilts radically towards seeking entertainment while older consumers emphasize convenience and leisure. Mall managers may need to consider young and mature market segments in targeting and positioning strategies to boost customer traffic to the mall. Their need differences ought to be recognized and integrated in mall design decisions and in retail store merchandise plans.

Ethnic background: That ethnic background of surveyed Nigerian shoppers is a significant determinant of mall shopping attitude is interesting and insightful to mall and retail manager operating or intending to operate in Nigeria retail industry. This study examined Ibos, Yorubas, Hausa, and Fulanis as the major ethnic

grouping in Nigeria. A possible explanation for the influential result of ethnic background on mall shopping attitude may be anchored primarily on the cultural and religious differences and inclinations prevalent across Nigeria shoppers generally. For instance, Southern shoppers (male & female) appear less restrained by culture and religion to engage in shopping activities regardless of the shopping channel option. This relative shopping freedom enjoyed by southern shoppers arguably contrast sharply with somewhat strict shopping restriction Northern shoppers particularly women experience on the bases of culture and religion. A significant majority of shoppers are men and only few elite women go to malls to shop. This result, therefore, supports the notion that ethnic group membership influences shopping motivations, decision making styles, and the likely value experienced by shoppers (Shim & Gehrt, 1996). This seems to suggest that retail and communication strategies relating to (a) mall tenants mix decisions (b) target audience to tailor communication messages to (c) channels of communications to use, and more importantly (d) message content should be fairly ethnic-group-specific. The ethnic differences regarding culture and religion may likely influence products need requirements for many mall shoppers. Therefore, shopping mall managers cannot ignore ethnic diversity in their trading areas. Thus, mall management has to respond to these needs through a balanced tenancy of stores that though compete but complement each other in the quality and variety of their product offerings (Bruwer, 1997). For example, a balanced mixture of tenants that deal in either Muslim-based or western-centred products, foods services, restaurants, and entertainment may perform magic in terms of drawing customers to the malls as compared to selecting tenants that may largely serve the needs of a few. Indeed, broadening tenant base apart from increasingly generating customer footfall has serious potential of serving the hedonic interest of the 'restricted women' as they get exposed to various brands in the mall through internet and

advertising messages in television channels sponsored by malls. In terms of communications, mall management and/or retail managers can produce customer communications in ethnic languages and adapt appealing advertising messages and loyalty schemes to reflect the cultural and religious aspirations of ethnic groups. The choice of ethnic languages in communication is necessary considering the perceived differences in literacy level in Nigeria ethnic groupings. This view may be helpful to mall management as they strive to reach women mall shopping decision makers at homes since men to some extent may probably be an ‘errand’ person equipped with a shopping list and duly informed on what to do at the shopping malls. Importantly, mall managers should choose words with caution in communicating messages to avoid offending the religious belief of shoppers and possibly provoke consumer animosity and religious bigotry.

Other socio-demographics: Also, perhaps contrary to popular belief, the results of this study did not support marital status, educational attainment, employment status, gender, and average monthly income as significant factors that influence mall shopping among the respondents. These findings depart from the viewpoints of previous studies (Khare, 2012; Deepika & Revi, 2012; Oh, et al., 2004) which found gender, monthly income, and educational attainment as important in mall shopping. However, this result is in line with Srivastava (2012) who found that education, income, and gender have insignificant effect on mall shopping. These findings corroborate some comments made by some persons during personal and focus group interview stages of this work. Most of the participants argue that they do not need to have huge sum of money, married, single, and be in a well paid job before they shop in malls. According to one participant, “...being in possession of money will enhance mall experience and not necessarily a condition that must be fully met before going to the mall”. The implication of this result is that malls

visits are less dependent on some socio-demographic variables in most ethnic groupings in Nigeria. Mall management need to recognize and emphasise the sensitive socio-demographics and downplay insignificant ones in their strategies.

Hedonic shoppers: Furthermore, the four segments that were identified from this study are quite different from one another and may be significant for marketing practice and strategy choices in a number of important ways. For instance, the largest segment labeled the hedonic shoppers indicates their major shopping motivations to be aesthetics and architectural design, retail tenant mix, product quality and assortment. Like respondents in Babin, Darden, and Griffin, (1994) study, the surveyed respondents recognize shopping as a self-gratifying and sensory stimulating activity. This suggests that these shoppers view shopping as fun, potential enjoyment, and a pleasurable activity. The fact that this segment attaches significant importance to hedonic dimensions of shopping is also significant for retailers and brand managers because individuals driven largely by hedonism are likely to pay more attention to retail and brand attributes (e.g., merchandise quality, instore promotions), pleasant shopping atmosphere (Teller et al., 2008), and provides avenues for other entertainment (Diep et al., 2008). They are also likely to have a larger number of inputs in their brand evaluation and decision making (Arnold & Reynolds, 2003; Dawson et al., 1990). Those who value hedonic dimension of shopping are also likely to experience increased arousal, heightened involvement, perceived freedom, and fantasy fulfillment (Babin et al., 1994). Therefore, this segment can best be targeted using experience-based advertising by focusing on what it is like to shop in malls as these customers are likely to focus on messages that are perceived to be self-reliant, self-fulfilling and idealistic (Davies et al., 2006).

Indifference shoppers: Similarly, the third largest segment (indifference shoppers) reports their primary shopping motivations to be convenience. Aside convenience factor to which moderate value was attached, this segment of shoppers does not care much about most aspects of shopping predictors as evidenced in very low rating of all investigated mall shopping predictor variables. This segment appears to be fairly similar with Basic shoppers' segment (Eva M et al., 2012), apathetic shoppers (Reynold et al., 2002; Jamal et al., 2006; Westbrook & Black, 1985) who were found to be uninterested in all aspects of the shopping process by rating entertainment as average and others low. The segment also appears to resemble 'minimalist' shoppers identified by Bloch et al., (1994) who tended to score low on most shopping motivations. Indifference shopper tends to be somewhat "universal shoppers" as they appear to be less interested to shopping no matter whether he is in a shopping mall or at other retail shopping context. Since a majority (59.7%) of this segment are males, it is, likely that this segment might be characterized by some other motivations not included in this study. Besides, it is possible too that they do not feel a need to be involved in shopping activities as shopping is done by someone else in the family. Another possible explanation is that men are not inclined to shop unless boredom or the specific mall atmospherics drive them to shop. In terms of communication strategy, mall management should contrast malls and its offerings with other retail channels by utilizing advertisements that ignite though subtly the emotional state of the seemingly inactive shoppers in favour of mall shopping. Such skilful contrast may likely help to build the interest of the shoppers in different aspects of mall shopping motivations thereby seamlessly moving them from indifference shoppers to mall-shopping lovers.

Deal-conscious shoppers: The third and smallest totaling 226(18.6%), apart from demonstrating favourable disposition towards money-saving and other value-adding opportunities appears to employ rationality in most mall shopping decisions. In other words, they seem to be constantly asking the question, ‘what is in it for me’? Also, they care least for the hedonic side of their shopping experience as evidenced in the low rating of escapism and flow variables. The segment comprises a fair majority of males who may perhaps be described as matured adults as most of the shoppers are within 42-49 years of age. The segment seems to share similar characteristics with the budget conscious shoppers (Jamal et al., 2006), and functional or economic shopper reported by Westbrook and Black (1985) whose primary interest centred on searching for the right product and making product/price comparisons to obtain value. The excruciating economic conditions facing many Nigerian consumers may most likely explain the increasing shift by shoppers towards value-adding opportunities in malls’ shopping activities. This shift in focus is probable as consumers in this segment are matured adult and may be enveloped with myriads of family roles yet facing dwindling (e.g., salary cuts, costs of running a retail shop) and unstable income (irregular payment of salary, rising business closure) among other challenges. Marketing communication messages with typical sales promotion offers (e.g., gift-with-purchase, gift-vouchers) and price reductions (e.g., 30% off, 25% off) are likely to be effective for this segment. This is because the price promotion-based messages are likely to provide savings, quality, and convenience benefits to these consumers improving their overall shopping experience (Chandon et al., 2000; Davis et al., 1992).

Zealous shoppers: Furthermore, the second largest segment (zealous shoppers) considers all the investigated mall predictor variables very important. High values were given to all predictor variables more than other three segments, especially

aesthetics and architectural design, product quality and assortment, retail tenants' configuration, conveniences, and exploration. This shopper segment shares similar characteristics with enthusiast shoppers (Eva M et al., 2012), and demanding shoppers (El-Adly et al., 2007) which scored all the mall motivation factors examined high. The shopper in this segment appears to visit malls with multi-motives: utilitarian and hedonic rather than a single dominant motive or single reason as evidenced in the high values attached to the variables. This viewpoint is consistent with the previous studies which found that a shopper may visit malls with more than one shopping motive in mind (Farrag et al., 2010), or they may go with a single specific reason in mind but the malls' environment and context triggers other latent motives (Wakefield & Blake, 1985). Indeed, a zealous shopper seems to be seeking for complete experience relating to both hedonic and utilitarian in each shopping trip. In Nigerian context, a possible explanation which might account for the existence of this somewhat young-single-female dominated segment may be linked to increasing quest for modernity and the perception of malls as possessing transformative power in terms of identity upgrade, and personality reconstruction. The shoppers in this segment may likely look at malls as home for uncommon brands and/or services which may be used to strengthen self-expression. These possibilities envisioned in the mall may have the potential of providing class distinction and acceptability often canvassed by increasing elite yet unmarried female shoppers in the segment. For instance, the fact that these shoppers attach very high premium to aesthetics and architectural design suggests strongly that hanging around the mall satisfies their need to feel modern and lead a contemporary lifestyle, even if it is only vicarious and just for hours spent in the mall. Besides, they may most likely enjoy tracking fashion changes, taking photographs, and sitting at their preferred food courts (Farrag et al., 2010). Additionally, these shoppers may most likely be interested in purchasing clothing

and/or accessories, cosmetics, and jewelry from global retail stores available in malls (Farrag et al., 2010; Chen-Yu & Seock, 2009; Dholakia, 1999). To attract and possibly retain shoppers in this segment; mall and retail managers should ensure that the shopping environment is attractive and periodically renewed. Complementary and competing blend of locally-based and global retailers may be helpful to allow them explore and compare brands. This observation supports Kaufman and Lane (1996) who submit that a mall that delivers a clear and well positioned mix of outlets would stand more chance of success. Aside this, given the youthful attribute of this segment of shoppers, it is most likely that entertainment will mean much to them. Extant literature suggests that diversity in food courts and entertainment have a strong effect on desire to stay (Wakefield & Baker, 1998). This insight appears important to mall managers because there is evidence that spending will increase as consumers stay longer in a retail environment (Ng, 2003).

5.3 Conclusions

This study concluded that although mall shopping behaviour is largely driven by utilitarian mall shopping motives, mall shoppers are increasingly tilting towards hedonic dimensions. For instance, three out of seven factors that predict mall shopping behaviour among the surveyed mall shoppers are experience-related. Though SEM identified seven significant predictors, discriminant analysis found aesthetics and architectural design, promotional offers, and escapism as distinguishing factors in the clusters. Besides age and ethnic grouping that predict mall shopping behaviour, attitude was demonstrated as a critical moderator of mall shopping behaviour in Nigeria.

Four –group classifications comprising hedonic, indifference, deal-conscious, and zealous defined mall shoppers’ segments based on the surveyed respondents.

Synthesis of utilitarian and hedonic dimensions as embedded in the enhanced SOR framework provided a robust explanation of mall shopping behaviour particularly in emerging context like Nigeria. Arguably, these conclusions have far reaching implications for marketing strategy formulation, theory development and public policy on mall development, physical markets establishment and modernisation.

5.4 Recommendations

The recommendations of this study are focused on potential three key stakeholders namely: mall management, policy-makers, and theory.

5.4.1: Mall management/Brand Managers/Mall developers

- 1) Marketing plans and strategies should be segment-specific rather than utilizing a mass marketing strategy with no specific target group in mind.
- 2) Malls should be promoted by mall managers as a unique corporate brand. Communication messages that revolve around imagery should incorporate things like the architectural design, interior designs, decorations, anchor tenants in the malls as these elements seem to ignite shoppers' emotions and shape shoppers' reasons for going to and spending time and money at the malls.
- 3) Mall atmospherics: This should be maintained and periodically renewed to engender feelings of newness to match mall shoppers' increasing quest for modernity and self-expression through mall shopping.
- 4) Mall managers should focus key discriminating predictors to mall shopping.
- 5) Competing and complementary tenant mix: Flagship retail institutions such as Wal-Mart based in USA or Metro AG headquartered in Germany amongst others should be candidates for recruitment as anchor tenants to drive the

customer traffic continuously, enable shoppers to compare prices and quality appropriate to their income, and promote cross-shopping.

- 6) Provision of a special-event facility: As retailing is increasingly tilting towards ‘retailtainment’, future mall design, should consider inclusion of special-event facility to serve as a launch pad for all-year recreation/entertainment, new brands launch, high-profile fashion/beauty pageantry or very important personality functions. This tactic may likely draw shoppers to the malls and probably influence them to stay and spend.
- 7) Institution of regional/ state-based annual cultural carnival: This platform may assist in social interactions and in performance of role enactment.
- 8) Special sales promotion: This may take the form of back-to-school sales promotion theme in September each year targeted at college or university students and perhaps pupils.
- 9) Inclusion of amusement park as part of tenant mix. Emphasizing entertainment strategies and shopping as a leisure activity allow shopping mall to broaden their customer base to include tourist shoppers.
- 10) Prices of products should be comparable with similar products in other retail modes to help attract and grow mall shoppers.

5.4.2. Policy makers (e.g. local government authority).

- 1) Review and reconceptualisation of the concept that underpins ‘traditional open-markets’ and policy frameworks in order to include emerging consumer needs. Arguably, now that the dominance of shopping malls as a preferred retail destination is in the rearview mirror, it seems obviously imperative for policy makers to reconceptualise traditional open-markets

- system in order to fit into the emerging millennium consumer shopping experience particularly in the developing economies like Nigeria.
- 2) Provision of modern layered-park lot with clearly defined entry and exit routes.
 - 3) Future ‘physical markets’ design and/or construction should consider inclusion of recreation and/or entertainment-related facilities.
 - 4) Modernisation of existing ‘markets’ to enhance its external appeal
 - 5) Cleaner shopping environment and properly maintained toilet facilities
 - 6) Security arrangement

5.4.3. Theory Advancement

Increase efforts on mall shopping research: Research relating to mall shopping should be sustained by academics and practitioners in order to continually improve understanding of mall shoppers’ changing needs thereby contributing to theory construction particularly in under-reported developing economies like Nigeria.

5.5. Limitations of the Study

As with most research dissertations, the findings presented in this study are characterized by limitations which restrict the extent to which they can be reliably generalized. The non-random nature of the sample for this study is the primary limitation. Therefore, the results may not be generalisable to the larger population of mall shoppers. The responses of each shopper are only for those days the researcher collected data as well as only those respondents in the mall that agreed to fill out the survey instrument. Shoppers aged 18 years and over wanting to participate were permitted. Therefore, conclusions are cautionary. Aside this, the restriction of the research to locations where malls are currently in existence since malls are not yet in most cities in Nigeria challenges the representativeness of the

responses. This calls for careful interpretations of the results when attempting to generalize.

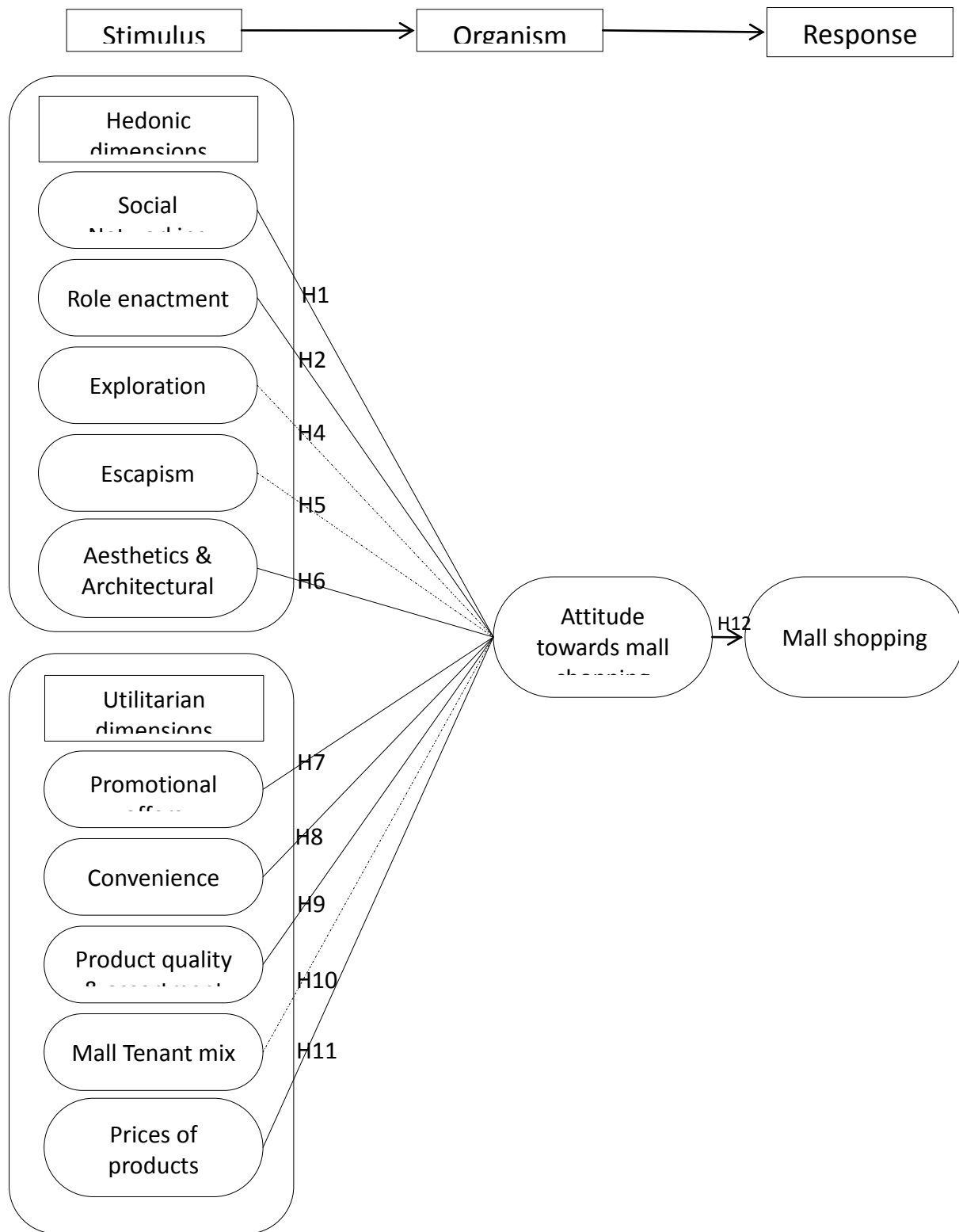
Importantly, the data used in this analysis were limited to a consumer group (mall shoppers) in Nigeria and not drawn from consumers who shop in varied retail shopping channels. Our choice of retail context (shopping mall) might limit the extent of shopping motives (and the likely value experienced) that could be perceived as important. Moreover, all of the shopping motives were measured at one point in time, thus essentially from a static viewpoint.

5.6. Areas for Future Research

Given the findings of this study, it may be worthwhile to study shopping motives over time in order to be able to take into consideration the dynamics in consumer behavioural and attitudinal patterns. Future research might also examine the degree to which shopping motives differ across different retail contexts such as traditional open markets, department stores, shopping malls. Again, future research could include data from different countries and/or regions to seek the extent to which mall shopping predictors are valid and generalisable across cultures. Similarly, future study may be undertaken to unravel the extent to which different shopping motives relate to some important behavioural outcome such as customer choice of retail option and loyalty. The type of store(s) that mall shoppers visit most often in malls may be another research endeavour or agenda.

5.7. Major contributions to knowledge

- 1) This study provided empirical evidence to mall Managers and potential investors in mall development on the predictors of mall shopping behaviour from the Nigerian perspective where mall as a retail channel is relatively new and in its infancy to guide marketing management in retail strategy formulation and future mall development (See figure 4.3. below).
- 2) Additionally, this research provided invaluable and timely insights to policy makers on the needs of rapidly emerging mall shopping segment which may guide them in their policy prescription regarding existing and future traditional retail channels in Nigeria.
- 3) Overarching integration of utilitarian and hedonic motives in a single mall shopping framework for better understanding of consumer mall behaviour (See figure 4.3. below).



Source: Fieldwork, 2015

Figure 4.3: Proposed Extended SOR Framework

Notes: — Positive and statistically significant
 Positive but statistically not significant

REFERENCES

- Agbonifoh, B.A., & Yomere, G.O. (1999). Research methodology in the management and social sciences. Benin City: Uniben Press.
- Ahmed, Z.U., Ghingold, M., & Dahari, Z. (2007). Malaysian shopping mall behaviour: An exploratory study. *Asia Pacific Journal of Marketing and Logistics*, 19(4), 331-348.
- Ahmed, Z.U., Ismail, I., Sadiq Sohail, M., Tabsh, I., & Alias, H. (2010). Malaysian consumers' credit card usage behaviour. *Asia Pacific Journal of Marketing and Logistics*, 22(4), 528-544.
- Ahmetoglu, G., Fried, S., Davies, J., & Furnham, A. (2010). Pricing practices: Their effects on consumer behaviour and welfare. Mountainview Learning. Accessed at www.offt.gov.uk/shared_offt/business_leaflets/659703/advertising-of-prices/pricing-practices.
- Aikeen, K. & Coughlan, J. (2006). Online shopping portal: An option for traditional retailers? *International Journal of Retail & Distribution Management*, 34(7), 516-528.
- Ailawadi, K.L., Beauchamp, J.P., Donthu, N., Gauri, D.K., and Shankar, V. (2009). Communication and promotion decisions in retailing: A review and directions for future research. *Journal of Retailing*, 85(1), 42-55.
- Allard, T., Babin, B.I., & Chebat, J.C. (2009). When income matters: Customer evaluation of shopping mall's hedonic and utilitarian orientations. *Journal of Retailing and Consumer Services*, 16, 40-49.
- Allport, G.M. (1935). Attitude in Murchison, C. (Eds.), *Handbook of Social Psychology*, Worcester, Clark: University Press.
- Al-Mahy, J.A.M. (2013). The modern retail habitats in the Gulf Region: The experience of the Bahraini shopper. *International Journal of Business and Management*, 8(13), 161-174.

- Aminu, S.A. (2013). Challenges militating against adoption of online shopping in retail industry in Nigeria. *Journal of Marketing Management*, 1(1), 23-33.
- Anderson, G. (1990). *Fundamentals of educational research*. London: The Palmer Press.
- Andogah, G., Bouma, G., & Nerbonne, J. (2012). Every document has a geographical scope. *Data & Knowledge Engineering*, 81-82, November-December, 1-20.
- Andrade, A.D. (2009). Interpretive research aiming at theory building: Adopting and adapting the case study design. *The Qualitative Report Writing*, 14(1), 42-60.
- Anic, I.D., & Radas, S. (2006). The impact of situational factors on purchasing outcomes in the Croatian hypermarket retailer. *Ekonomski Pregled*, 57(11), 730-752.
- Anic, I.D., & Vouk, R. (2005). Exploring the relationships between store patronage motives and purchasing outcomes for major shopping trip in the Croatian grocery retailing. *Ekonomski Pregled*, 56(9), 634-657.
- Anjara, J.S. (2008). The mall and the street: Practices of public consumption in Mumbai. In D.T. Cook, *Lived Experiences of Public Consumption: Encounters with value in marketplaces on five continents* (pp 203-220). Basingstoke, England: Palgrave.
- Anning-Dorson, T., Adelaide, K., & Mohammed, A.M. (2013). Investigation into mall visitation and demographic idiosyncrasies in Ghana. *Management Science Letters*. doi 10.5267/j.msl.2012.12.020.
- Anselmsson, J. (2006). Sources of customer satisfaction with shopping malls. A comparative study of different customer segments. *Int.Rev. of Retail, Distribution, and Consumer Research*, 16(1), 115-138.
- Anuradha, D., & Hansa, L.M. (2012). A cross-sectional study on shopping values and mall attitudes in relation to consumer age and gender. *European Journal of Social Sciences*, 31(1), 16-26.

- Armitage, A. (2007). Mutual research designs: Redefining mixed methods research design. Paper presented at the British Educational Research Association Annual Conference, Institute of Education, University of London, 5-8 September, 2007.
- Arnold, M.J., & Kristy, E.R. (2003). Hedonic shopping motivations. *Journal of Retailing*, 79(2), 77-95.
- Arnold, M.J., & Reynolds, K.E. (2003). Hedonic shopping motivation. *Journal of Retailing*, 108(2), 1-20.
- Arnould, E., Price, L., & Zinkhan, G. (2004). *Consumers*. New York: McGraw-Hill Book Co.
- Ayo, C.K., Adewoye, J.O., & Oni, A.A. (2011). Business-to-consumer e-commerce in Nigeria: Prospects and challenges. *African Journal of Business Management*, 5(13), 5109-5117.
- Babin, B.J., & Attaway, J.S. (2000). Atmospheric affect as a tool for creating value and gaining share of customer. *Journal of Business Research*, 49, 91-99.
- Babin, B.J., Darden, W.R., & Graffin, M. (1994). Work and/or fun: Measuring hedonic and utilitarian shopping. *Journal of Consumer Research*, 20(4), 644-656.
- Babin, L.A., Babin, B.J., & Boles, J.S. (1999). The effects of consumer perceptions of the salesperson, product, and dealer on purchase intentions. *Journal of Retailing and Consumer Services*, 6(2), 91-97.
- Baey, S.C. (1984). Anchor tenancy in shopping centre. Unpublished undergraduate dissertation, School of Building and Estate Mngement, National University of Singapore.
- Bagozzi, R.R. (1986). *Principles of marketing management*. Chicago: Science Research Associates Inc.
- Baker, J. (1987). The role of environment in marketing services: The consumer perspectives. In *The services challenge; Integration for competitive advantage* (eds.). Chicago, IL: American Marketing Association.

- Baker, J., Levy, M., & Grewal, D. (1992). An experimental approach to making retail store environmental decisions. *Journal of Retailing*, 64(4), 445-460.
- Baker, J., Parasuraman, A., Grewal, D., & Voss, G.B. (2002). The influence of multiple store environment cues on perceived merchandise value and patronage intentions. *The Journal of Marketing*, 66(2), 120-41.
- Bartels, R. (1981). Criteria for theory in retailing. In E.C. Hirschman, *Theory in retailing: Traditional and non-traditional sources* (pp. 1-8). Chicago: American Marketing Association
- Batra, R., & Ahtola, O.T. (1991). Measuring the hedonic and utilitarian sources of consumer attitudes. *Marketing Letters*, 2, 159-170.
- Bearden, W.O. (1977). Determinant attributes of store patronage: Downtown versus outlying shopping centres. *Journal of Retailing*, 53(2), 15.
- Belk, R.W. (1975). Situational variables and consumer behaviour. *Journal of Consumer Research*, 2, 157-164.
- Bennett, R. (2005). Antecedents and consequences of website atmosphere in online charity fundraising situations. *Journal of Website Promotion*, 1, 131-152.
- Berger, A.A. (2005). *Shop 'til you drop. Consumer behaviour and American culture*. Lanham, MD: Rowman & Littlefield Publishers, Inc.
- Berman, B., & Evans, J.R. (2010). *Retail management* (11th edition). New Jersey: Prentice Hall.
- Bettman, J.R. (1979). *An information processing theory of consumer choice*. Reading, MA: Addison-Wesley Publishing Company.
- Beynon, M.J. (2010). Gender differences in supermarket choice: An expositional analysis in the presence of ignorance using CaRBS. *European Journal of Marketing*, 44(1/2), 267-290.
- Bitner, M.J. (1990). Evaluating service encounters: The effects of polysical surroundings and employee responses. *The Journal of Marketing*, 54(2), 69-82.

- Bloch, P.H., & Richins, M.L.(1983). A theoretical model for the study of product importance perceptions. *Journal of Marketing*, 47, 69-81.
- Bloch, P.H., Ridgway, N.M., & Dawson, S.A. (1994). The consumer mall as shopping habitat. *Journal of Retailing*, 23-42.
- Boedeker, M. (1995). New-type and traditional shoppers: A comparison of two major consumer groups. *International Journal of Retail and Distribution Management*, 23, 17-26.
- Boedeker, M. (1997). *Recreational shopping: The role of the basic emotional dimensions of personality*. Turku: Kirjapaino Grafia Oy.
- Brady, M.K., & Cronin Jr, J.J. (2001). Some new thoughts on conceptualizing perceived service quality: A hierarchical approach. *Journal of Marketing*, 65, 34-49.
- Braun, V. & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative Research in Psychology*, 3(2), 77-101.
- Bridges, E., & Florsheim, R. (2008). Hedonic and utilitarian shopping goals: The online experience. *Journal of Business Research*, 61, 309-314.
- Brown, S. (1987). International change in retailing: A review and synthesis. *European Journal of Marketing*, 21(6), 5-36.
- Brunso, K., Bredahl, L., Grunert, K.G., & Scholderer, J. (2005). Consumer perception of the quality of beef resulting from various fattening regimes. *Livestock Production Science*, 94(2), 83-93.
- Bruwer, J. (1997). Solving the ideal tenant mix puzzle for a proposed shopping centre: A practical research methodology. *Property Management*, 15, 160-172.
- Burke, R.R (2005). Retail shoppability: A measure of the world's best stores. Accessed at <https://Kelly.iu.edu/cerr/files/shoppability.pdf>
- Burton, D.B., Ryan, J.J., Axelrod, B.N., Schellenberger, T., & Richards, M.H. (2003). A confirmatory factor analysis of the WMS-III in a clinical sample

- with crossvalidation in the standardization sample. *Archives of Clinical Neuropsychology*, 18(6), 629-641. DOI: 10.1016/S0887-6177(02)00149-x
- Bush, A. J., & Hair, J.F. (1985). An assessment of the mall intercept as a data collection method. *Journal of Marketing Research*, 22(2), 158-167.
- Carpenter, J.M. (2008). Demographics and patronage motives of supercenter shoppers in the United States. *International Journal of Retail & Distribution Management*, 36(1), 5-16.
- Carpenter, J.M., & Moore, M. (2006). Consumer demographics, store attributes, and retail format choice in the US grocery market. *International Journal of Retail & Distribution Management*, 34(6), 434-452.
- Carpenter, J.M., & Moore, M. (2009). Utilitarian and hedonic shopping value in the US discount sector. *Journal of Retailing and Consumer Services*, 16, 68-74.
- Carpenter, J.M., Moore, M., & Fairhurst, A.E. (2003). Consumer shopping value for retail brands. *Journal of Fashion Marketing*, 9(1), 43-53.
- Chandon, P., Wansink, B., Laurent, G. (2000). A benefit congruency framework of sales promotion effectiveness. *Journal of Marketing*, 64, 65-81.
- Chen, H.S., & Hsieh, T. (2011). The effect of atmosphere on consumer perceptions and customer behaviour responses in chain store supermarkets. *African Journal of Business Management*, 5(24), 54-66.
- Cheng, E.W.L., & Litt, YU. L. (2007). A GIS approach to shopping mall.
- Cheng, L.W., Yee-Man Siu, N. & Hui, A.S.Y. (2002). Demographics and shopping orientation for apparel products: A hybrid segmentation of Chinese consumers. *Journal of Asian Business*, 18(3), 31-44.
- Cherry, K. (2015). The five levels of Maslow's Hierarchy of needs. Retrieved Nov. 10, 2015 from <http://psychology.about.com/od/theoriesofpersonality/a/hierarch.htm>.

- Chetthamrongchai, P., & Davies, G. (2000). Segmenting the market for food shoppers using attributes to shopping and to time. *British Food Journal*, 102(2), 81-101.
- Chin, W. W. (1998). Issues and opinion on structural equation modeling. *MIS Quarterly*, 22(1), 7-16.
- Chukwu, I. (2004). Strategic distribution management. Enugu: Chiezugo Ventures.
- Chulef, A.S, Read, S.J., & Walsh, D.A. (2001). A hierarchical taxonomy of human goals. *Motivation and Emotion*, 5, 191-232.
- Cianci, R., & Gambrel, P.A. (2003). Maslow's hierarchy of needs: Does it apply in collectivist culture? *Journal of Applied Management and Entrepreneurship*, 8/2, 143-161.
- Cleeren, K., Verboven, F., Dekimpe, M., and Gielens, K. (2010). Intra and interformat competition among discounters and supermarkets. *Marketing Science*, 2(3), 456-473.
- Clulow, V., & Reimers, V. (2009). How do consumers define retail centre attractiveness? *Australian Marketing Journal*, 26(1), 34-40.
- Cox, A.D., Cox, D., & Anderson, R.D. (2005). Reassessing the pleasures of store shopping. *Journal of Business Research*, 58, 250-259.
- Cox, A.D., Cox, D., & Anderson, R.D. (2005). Reassessing the pleasures of store shopping. *Journal of Business Research*, 58(3), 250-259.
- Creswell, J. & Plano Clark, V. (2007). Designing and conducting mixed methods research. California: Sage Publications Inc.
- Creswell, J. & Plano Clark, V. (2011). Designing and conducting mixed methods research. Thousand Oaks: Sage Publications Inc.
- Creswell, J.W. (2009). Research design: Qualitative, quantitative, and mixed methods approach (Third Edition ed.). Thousand Oaks: Sage publications Ltd.

- Crick, D., Obaidi, M. A. and Chaudhry, S. (1998). Perceived Obstacles of Saudi-Arabian Exporters of Non-Oil Products. *Journal of Marketing Practice: Applied Marketing Science*, 4(7), 187-199.
- Cronbach, L. (2004). My current thoughts on coefficient alpha and successor procedures. *Educational and Psychological Measurement*, 64(3), 391-418.
- Csikszentmihalyi, M. (1990). *Flow: Psychology of optimal experience*: New York: Harper & Row.
- Da Costa-Hernandez, J.M. (2005). A utilizacao de RGT (Repertory Grid Technique) na mensuracao de imagem de shopping centres. *Revista de Administracao e Inovacao*, 2(1), 19-32.
- Damian, D.S., Curto, J.D., Pinto, J.C. (2011). The impact of anchor stores on the performance of shopping centres: The case of Sonae Sierra. *International Journal of Retail & Distribution Management*, 39(6), 456-475.
- Darley, W.K., & Smith, R.F. (1985). Gender differences in information processing strategies: An empirical test of the selectivity model. *Journal of Advertising*, 24(1), 41-56.
- Davis, S., Inman, J., McAlister, L. (1992). Promotion has a negative effect on brand evaluations –or does it? Additional disconfirming evidence. *Journal of Marketing Research*, 29, 143-148.
- Dawson, J.A. (1979). *The marketing environment*. London: Croom Helm.
- De Juan, M.D. (2004). Why do people choose the shopping mall? The attraction theory revisited: A Spanish case. *Journal of Consumer Marketing*, 17(1), 1-51.
- Deepika, J., & Ravi, K. (2012). Trendy shopping replacing traditional format preferences. *African Journal of Business Management*, 6(11), 4196-4207.
- Deloitte, 2014. So Nigeria is the largest economy in Africa: Now what? Accessed at www.2

deloitte.com/content/dam/deloitte/za/documents/strategy/za_Nigeria_largest_economy_Africa-Aprl2014.pdf.

Dennis, C., Harris, L., & Sandhu, B. (2002). From bricks to clicks: Understanding the e-commerce. *Qualitative Market Research; An Introductory Journal*, 5(4), 281-290.

Dennis, C., Marsland, D. & Cockett, T. (2001). The mystery of consumer behaviour: Market segmentation and shoppers' choices of shopping centres. *International Journal of New Product Development and Innovation Management*, 3(3), 221-37.

Dennis, C., Marsland, D., & Cockett, T. (2002). Central place practice: Shopping centre attractiveness measure, hinterland boundaries and the UK retail hierarchy. *Journal of Retailing and Consumer Services*, 9, 185-199.

Dennis, C., Murphy, J., Marsland, D., & Cockett, T. (2001). The mystery of consumer behaviour: Market segmentation and shoppers choice of shopping centres. *International Journal of New Product Development and Innovation Management*, 3(3), 223-239.

Dennis, C., Newman, A., & Marsland, D. (2005). *Objects of desire: Consumer behaviour in shopping centre choices*. London: Palgrave.

Denscombe, M. (2007). *The good research guide for small-scale social research projects* (3rd ed.). New York: Mc Graw-Hill.

Dholakia, R.R. (1999). Going shopping: Key determinants of shopping behaviours and motivations. *International Journal of Retail & Distribution Management*, 27(4), 154-165.

Dichter, E. (1960). *A strategy of desire*. Garden City, N.Y: Doubleday.

Diep, V.C., & Sweeney, J.C. (2008). Shopping trip value: Do stores and products matter? *Journal of Retailing and Consumer Services*, 15, 399-409.

- Dillman, D.A., Smyth, J.D., & Christian, L.M. (2009). *Internet, mail, and mixed-mode surveys: The tailored design method*. Hoboken: John Wiley & Sons Inc.
- Donovan, R.J., & Rossiter, J.R. (1982). Store atmosphere: An environmental psychology approach. *Journal of Retailing*, 58, 34-47.
- Downie, M.L., Fisher, P., & Cheryl, W. (2002). Managing tenants mix in shopping centres in the United Kingdom: RICS Research Papers, 4.
- Doyle, P., & Fenwick, I. (1974). How store image affects shopping habits in grocery chains. *Journal of Retailing*, 50(4), 39.
- Duman, T., & Yagei, M.I. (2006). On factors affecting continuous purchase intentions of supermarket customers: An attempt at modeling. *Metu Studies Development*, 33, 87-116.
- Duncan, T. (2002). *IMC: Using advertising & promotion to build brands*. New York, NY: The McGraw-Hill Companies, Inc.
- Dunne, P., & Lusch, R. (2008). *Retailing*, 6th eds. Melbourne: Thomson.
- Eagly, A.H., & Chaiken, S. (1993). *The psychology of attitude*. FortWorth, TX: Harcourt Brace Jovanovich.
- Easterby-Smith, M., Thorpe, R., & Jackson, P. (2008). *Management research*, 3rd ed. London: Sage publications Ltd.
- El-Adly, & M.I. (2007). Shopping mall attractiveness: A segmentation approach. *International Journal of Retailing & Distribution management*, 35(11), 936-950.
- Ellis-Chadwick, F., Doherty, N., & Hart, K. (2002). Signs of change? A longitudinal study of internet adoption in the UK retail sector. *Journal of Retailing and Consumer Services*, 9, 71-80.
- Erkip, F. (2005). The rise of the shopping mall in Turkey: The use and appeal of mall in Ankara. *Cities*, 22(2), 89-108.

- Eva M, G-H., & Margarita, O-G. (2012). A segmentation study of Mexican consumers based on shopping centre attractiveness. *International Journal of Retail & Distribution Management*, 40(10), 759-777.
- Evans, K.R., Christinasen, T., & Gill, J.D. (1996). The impact of social influence and role expectations on shopping centre patronage intentions. *Journal of the Academy of Marketing Science*, 24(3), 208-218.
- Evans, M., Jamal, A., & Foxall, G. (2006). *Consumer behaviour*. Chichester: John Willey & Sons.
- Eysenck, H.J. (1986). Failure of treatment: Failure of theory? *Behavioural and Brain Sciences*, 9, 236.
- Farrag, D.A., El Sayed, I.M., and Belk, R.W. (2010). Mall shopping motives and activities: A multimethod approach. *Journal of International Consumer Marketing*, 22, 95-115.
- Fiore, A.M., & Kim, J. (2007). An integrative framework capturing experiential and utilitarian shopping experience. *International Journal of Retail and Distribution Management*, 35(6), 421-442.
- Fischer, E., & Arnold, S.J. (1994). Sex, gender identity, gender role attitude and consumer behaviour. *Psychology and Marketing*, 12(2), 163-182.
- Floor, K. (2007). *Branding a store: How to build a successful retail brands in a changing marketplaces*. London: Kogan Page Publishers.
- Fontes, A., & Fan, J.X. (2006). The effects of ethnic identity on household budget allocation to status conveying goods. *Journal of Family and Economic Issues*, 27(2), 643-663.
- Fox, E., Montgomery, A., & Lodish, L. (2004). Consumer shopping and spending across retail formats. *Journal of Business*, 77(2), 525-560.
- Fox, E.J., Montgomery, A.L., & Lodish, L.M. (2002). Consumer shopping and spending across retail formats. *Journal of Business*, 77, 25-36.

- Foxall, G.R., & Goldsmith, R.E. (1994). *Consumer psychology for marketing*. New York: Routledge.
- Foxall, G.R., & Goldsmith, R.E.(1994). *Consumer psychology for marketing*. London-New York: Routledge.
- Fraering, M., and Minor, M. S. (2006). Sense of community: An exploratory study of US consumers of financial services. *International Journal of Bank Marketing*, 24(5), 284-306.
- Frasquet, M., Gil, I.,& Moll'a, A. (2001). Shopping centre selection modeling: A segmentation approach. *International Review of Retail, Distribution & Consumer Research*, 11(1), 23-38.
- Frasquet, M., Molla, A., & Gil, I. (2001). Shopping centre selection modeling: A segmentation approach. *Inter. Rev. Retail Distribution Consumer Research*, 11(1), 23-28.
- Friend, L.A. & Thompson, S.M. (2003). Identity, ethnicity, and gender: Using narratives to understand their meaning in retail shopping encounters. *Consumption, Markets, and Culture*, 6(1), 23-41.
- Fruend, J.E., & Williams, F.J. (1984). *Modern business statistics*. London: Pitman Publishing Ltd.
- Gardner, D.M. (1972). An exploratory investigation of achievement motivation effects on consumer behaviour. *Proceedings of the Third ACR Annual Conference*, 20-33.
- Gates, R., & Solomon, P.J. (1982). Research using the mall intercept: State of the art. *Journal of Advertising Research*, 22(4), 43-49.
- Geeroms, N. (2007). Towards a better understanding of motivational consumer behaviour: Cross-validation, construct validation, and application of a psychological taxonomy of consumer motives.
- Gellner, E. (1985). *The psychoanalytic movement*. London: Paladim.

- Gerbich, M. (1988). Shopping centre rentals: An empirical analysis of the retail tenants mix. *Journal of Real Estate Research*, 15(3), 283-296.
- Ghee, W.Y., & Ahmad, K.Z. (2010). How do in-store environment cues influence Malaysian shoppers? A study of hyper market customers in Malaysia. In *Proceedings of the Asian Business and Management Conference*, Osaka, Japan, October, 121-139.
- Gibbs, A. (1997). Focus group Social Research Update, Issue 99, Winter.
- Gilboa, S. & Vilnai-Yavetz, I. (2010). Four generations of mall visitors in Israel: A study of mall activities, visiting patterns and products purchased. *Journal of Retailing and Consumer Services*, 17(6), 501-511.
- Gilboa, S. (2009). A segmentation study of Israeli mall customers. *Journal of Retailing and Customer Services*, 16(2), 135-44.
- Gist, R.R. (1968). *Retailing: Concepts and decisions*. New York: John Wiley and Sons Inc.
- Glesne, C. (2006). *Becoming a qualitative researcher: An introduction* (3rd ed.). Boston, MA: Pearson Education Inc.
- Goebel, B.L., & Brown, D.R. (1981). Age differences in motivation related to Maslow's need hierarchy. *Development Psychology*, 17, 809-815. Doi: 10.1037/0012-1649.17.6.809.
- Goffman, E. (1959). *The presentation of self in everyday life*. Garden City, NY: Doubleday and Company.
- Goi, M.T., Kalidas, V., & Zeeshan, M. (2014). Comparison of stimulus-organism-response framework between international and local retailers. *Procedia-Social and Behavioural Sciences*, 130, 461-468.
- Gonzalez-Benito, O., Bustos-Reyes, C.A., & Munos-Gallego, P.A. (2007). Isolating the geodemographic characterization of retail format choice from the effects of spatial convenience. *Marketing Letters*, 18(1), 45-59.

- Gorter, C., Nijkamp, P., & Klamer, P. (2003). The attraction force of out-of-town shopping malls: A case study of run-fun shopping in the Netherlands. *Tijdschrift Voor Economische en Sociale Geografie*, 94(2), 219-229.
- Graftdijk, T. (1986). *Psychoanalytische theorie 2*. Boom: Meppel.
- Grawal, D., Levy, M., & Kumar, V. (2009). Customer experience management in retailing: An organizing framework. *Journal of Retailing*, 85(1), 1-14.
- Grawel, D., & Baker, J. (1994). Do retail store environmental factors affect consumers' price acceptability? An empirical examination. *International Journal of Research in Marketing*, 11(2), 107-15.
- Grazin, K.L., Painter, J.J., & Valentin, E.K. (1997). Consumer logistics as a basis for segmenting retail markets. An exploratory inquiry. *Journal of Retailing and Consumer Services*, 4(2), 99-107.
- Greene, J.C., Caracelli, V.J., & Graham, W.F. (1989). Towards a conceptual framework for mixed methods evaluation design. *Educational Evaluation and Policy Analysis*, 11, 255-274.
- Griffin, M., Babin, B., & Modianos, D. (2000). Shopping values of Russian consumers: The impact of habitation in a developing economy. *Journal of Retailing*, 76(1), 33-52.
- Groat, L., & Wang, D. (2002). *Architectural research methods*. New York, NY: Wiley.
- Grunbaum, A. (1986). *Precis of the foundations of psychoanalysis: A philosophical critique*. *Behavioural and Brain Sciences*, 9, 217-284.
- Gwin, J., & Lindgren, J. (1982). Bank market segmentation: Methods and strategies. *Journal of Retail Banking*, IV(4), 8-13.
- Hair, J., Money, A., Samouel, P. and Page, M. (2007). *Research methods for business*. New Jersey: John Wiley & Sons, Inc.
- Hair, J.F., Black, W.C., Babin, B.J., and Anderson, R.E. (2010). *Multivariate data analysis* (7th Ed.). Upper Saddle River, NJ: Pearson Education Inc.

- Hall, M. & Knapp, J. (1961). *Distribution in Great Britain and North America: A study in structure and productivity*. London: Oxford University Press.
- Harison, T. (1995). Segmenting the market for retail services. *The International Review of Retail, Distribution & Consumer Research*, 5(3), 271-286.
- Harrel, G, D. (1986). *Consumer behaviour*. Michigan: Harcourt Brace Jovanovich.
- Harwell, M.R. (2011). Research design: Qualitative, quantitative, and mixed methods. In C. Courad & R.C. Serlin (eds.), *The Sage handbook for research in education: Pursuing ideas as the keystone of exemplary inquiry* (Second edition). Thousand Oaks, CA: Sage publications Ltd.
- Hasliza, H. & Muhammad, S.R. (2012). Extended shopping experiences in hypermarket. *Asian Social Sciences*, 8(11), 138-144.
- Haynes, J. and Talpade, S. (1996). Does entertainment draw shoppers? The effects of entertainment centres on shopping behaviour in malls. *Journal of Shopping Centre Research*, 3(2), 29-48.
- Hines, T.M. (1990). An odd effect: Lengthened reaction times for judgements about odd digits. *Memory and Cognition*, 18, 40-46.
- Hira, F. & Mehvish, R. (2012). Determining the factors affecting consumer loyalty towards shopping malls. *Global Advanced Research Journal of Management and Business Studies*, 1(14), 134-140.
- Hirschman, E.C. & Holbrook, M.B. (1982). Hedonic consumption: Emerging concepts, methods, and propositions. *Journal of Marketing*, 46, 92-101.
- Hodder, B.W., and Ukwu, U.I. (1969). *Markets in West Africa*. Ibadan: Ibadan University Press.
- Hofstede, G. (1984). The cultural relativity of the quality of life concept. *Academy of Management Review*, 9(3), 389-398.
- Hollander, S.C. (1966). Notes on the retail accordion. *Journal of Retailing*, 42(Summer), 29-40.

- Hooper, D., Coughlan, J., and Mullen, M.R. (2008). Structural equation modeling: Guidelines for determining model fit. *The Electronic Journal of Business Research Methods*, 6 (1), 53-60.
- Howard, E. (2007). New shopping centre: Is leisure the answer? *International Journal of Retail & Distribution Management*, 661-672.
- Hu, L.T., and Bentler, P.M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modeling*, 6 (1), 1-55.
- Huczynski, A.A. & Buchanan, B. (2010). *Organisational behaviour*. London: FT.Puccinelli, A.M., Goodstain, R.C., Grewal, D., Price, R., Raghubir, P., & Stewart, D. (2009). *Customer experience management: Understanding the buying process*.
- Hulland, J. (1999). Use of Partial Least Squares (PLS) in strategic management research: A review of four recent studies. *Strategic Management Journal*, 20(2), 195–204.
- Hunter, G.L. (2006). The role of anticipated emotion, desire, and intention in the relationship between image and shopping centre visits. *International Journal of Retail & Distribution Management*, 34(10), 709-721.
- Ibrahim, M.F. & Ng, C.W. (2002). Determinants of entertainment shopping experiences and their link to consumer behaviour: Case study of shopping centres in Singapore. *Journal of Leisure Property*, 2(4), 338-57.
- Ingene, C.A. (1984). Productivity and functional shifting in spatial retailing: Private and social perspectives. *Journal of Retailing and Consumer Services*, 60(3), 15-26.
- Ingene, C.A. (1984). Productivity and functional shifting in spatial retailing: Private and social experiences. *Journal of Retailing and Consumer Services*, 60(3), 15-26.

- International Council of Shopping Centres (2004). Shopping centre definitions. Basic configurations and types for the United States. Retrieved from www.icsc.org.
- ISA, N.B. (2008). A study towards shopping behaviour among University students and factors impacting on it. 1-129.
- Isaac, T.T., Asmat-Nizam, A.T., Knocks, T.Z. (2014). Nigeria, Africa's largest economy: International business perspective. *International Journal of Management Sciences*, 3(7), 534-543.
- Jamal, A., Fiona, D., Farooq, C., and Mohamed, Al-M. (2006). Profiling consumers: A study of Qatari consumers' shopping motivations. *Journal of Retailing and Consumer Services*, 13, 67-80.
- Johnson, R.B., & Onwuegbuzie, A.J. (2004). Mixed methods research: A research paradigm whose time has come. *Educational Researcher*, 33(7), 14-26.
- Johnson, R.B., & Turner, L.A. (2003). Data collection strategies in mixed methods research. In A. Tashakkori & C. Teddlie (eds), *Handbook of mixed methods in social and behavioural research* (pp. 297-319). Thousand Oaks, CA: Sage publications Ltd.
- Jones, M., & Reynolds, K.E. (2006). The role of retailer interest on shopping behaviour. *Journal of Retailing*, 82(2), 115-126.
- Jones, M.A, Reynolds, K.E., & Arnold, M.J. (2006). Hedonic and utilitarian shopping value: Investigating differential effects on retail outcome. *Journal of Business Research*, 59(9), 974-981.
- Kar, S.K., & Sahoo, A.K. (2007). Shopping mall: Driving force in organized retailing. *SCMS Journal of Indian Management*, 59-69.
- Karande, K., & Ganesh, J. (2000). Who shops at factory outlets and why? An exploratory study. *Journal of Marketing Theory & Practice*, 8(4), 29-42.
- Katsikeas, C. S., Piercy, N. F. and Ioannidis, C. M. (1996). Determinants of Export Performance In a European Context. *European Journal of Marketing*, 30 (6), 6-35

- Kaufman, C. (1995). Shop till you drop: Tales from a physically challenged shopper. *Journal of Consumer Marketing*, 12(3), 39-55.
- Kaufman, C.F. (1996). A new look at one stop shopping: A time model approach to matching store hours and shopping schedules. *Journal of Consumer Marketing*, 13(1), 4-52.
- Kent, T. (2007). Creative space: Design and the retail environment. *International Journal of Retail & Distribution Management*, 35(9), 734-745.
- Khan, M.E. & Manderson, L. (1992). Focus groups in tropical diseases. *Research Health Policy and Planning*, 7(1).
- Khare, A. (2011). Influence of hedonic and utilitarian values in determining attitude towards malls. A case of Indian small city consumers. *Journal of Retail & Leisure Property*, 9(5), 429-442.
- Khare, A. (2012). Influence of mall attributes and demographics on India consumers' mall involvement behaviour: An exploratory study. *Journal of Targeting, Measurement and Analysis for Marketing*, 20(3/4), 192-202.
- Khare, A., & Rakesh, S. (2010). Predictors of fashion clothing involvement among Indian youth. *Journal of Targeting, Measurement and Analysis for Marketing*, 18(3/4), 209-220.
- Kin, H. & Kin, Y. (2008). Shopping enjoyment and store shopping modes: The moderating influence of chronic time pressure. *Journal of Retailing and Consumer Services*, 15, 410-419.
- Kin, Y.K. (2002). Consumer value: An application to mall and internet shopping. *International Journal of Retail & Distribution Management*, 30(11/12), 595-602.
- Kolesar, M.B. & Galbraith, R.W. (2000). A services marketing perspective on e-tailing: Implications for e-tailers and directions for future research. *Internet Research: Electronic Networking Applications and Policy*, 10(5), 424-438.
- Kolodinsky, J., & Cranwell, M. (2000). The poor pay more? Now they don't even have a store to choose from: Bringing a supermarket back to the city. *Consumer Interests Annual* 46.

- Kotler, P., & Keller, K.L. (2006). *Marketing management 12th eds.* Upper Saddle River, New Jersey: Pearson Education Ltd.
- Kotzab, M. & Madlberger, M. (2001). European retailing in e-transaction? An empirical evaluation of web-based retailing indications from Austria. *International Journal of Physical Distribution & Logistics Management*, 31(6), 440-462.
- Kristina, B. (2011). Shopping as leisure: An exploration of manifoldness and dynamics in consumers shopping experiences. *Journal of Retailing and Consumer Services*, 18, 200-209.
- Kumar, A. (2010). The effects of store environment on consumer evaluations and behaviour towards single brand apparel retailer. Ph.D dissertation, University of Tennessee. Available at http://trace.tennessee.edu/trace_816
- Kuruvilla, S.J., & Joshi, N. (2010). Influence of demographics, psychographics, shopping orientation, mall shopping attitude and purchase patterns on mall patronage in India. *Journal of Retailing and Consumer Services*, 17, 259-269.
- Kuruvilla, S.J., Joshi, N., & Shah, N. (2009). Do men and women really shop differently? An exploration of gender differences in mall shopping in India. *International Journal of Consumer Services*, 33(6), 715-23.
- Landon, E.L. (1972). A sex role explanation of purchase intention differences of consumers who are high and low in need for achievement. *Proceedings of the Third ACR Annual Conference*, 1-8.
- Laroche, M., Teng, L., Michon, R., & Chebat, J-C. (2005). Incorporating service quality into consumer mall shopping decision making: A comparison between English and French Canadian consumers. *Journal of Services Marketing*, 19(3), 157-163.
- Larsen, R.J., & Buss, D.M. (2002). *Personality psychology: Domain of knowledge about human nature.* Boston: McGraw-Hill.

- Lee, A.S., & Hubona, G.S. (2009). A scientific basis for rigor in information systems research. *MIS Quarterly*, 33(2), 237-262.
- Lehew, M. and Fairhurst, A.E. (2000). US shopping mall attributes: An exploratory investigation of their relationship to retail productivity. *International Journal of Retail & Distribution Management*, 28(6), 261-27.
- LeHew, M.L.A. & Wesley, S.C. (2007). Tourist shoppers' satisfaction with regional shopping mall experiences. *International Journal of Culture, Tourism and Hospitality Research*, 1(1), 88-96.
- Lehto, X., Cai, L., O'Leary, J., & Huan, T. (2004). Tourist shopping preferences and expenditure behaviours: The case of the Taiwanese outbound market. *Journal of Vacation Marketing*, 10(4), 320-332.
- Lehtonen, T. & Maenpaa, P. (1997). Shopping in the east centre mall. In Falk, P., Campbell, C.(eds.). *The shopping experience*. London: Sage, pp. 136-165.
- Lei, P-W. and Wu, Q. (2007). Introduction to structural equation modeling: Issues and practical considerations. *An NCME Instructional Module*, 33-44.
- Levy, M. & Weitz, B.A. (2007). *Retailing Management*. Boston, MA: McGraw-Hill.
- Ling, K.C., Chai, L.T., & Piew, T.H. (2010). The effects of shopping orientations, online trust and prior online purchase experience towards consumers' online purchase intention. *International Business Research*, 3(3), 63-76.
- Loe, D. (2002). *Psychology of lighting*.
- Loudon, D.L., & Bitta, A.J.D. (1993). *Consumer behaviour: Concepts and applications*, 4th (eds.). New York, NY: McGraw-Hill.
- Lui, K.F. (1997). Shopping behaviour in Kuala Lumpur shopping malls. In Universiti Putra Malaysia Othman, M.N., and Lim, S.H. (1991), *Consumer*

- behaviour in shopping malls: A study of urban Malaysian consumers. *Malaysian Journal of Consumer & Family Economics*, 79-90.
- Magi, A.W. (2003). Share of wallet in retailing: The effects of customer satisfaction, loyalty cards and shopper characteristics. *Journal of Retailing*, 79(2), 97-106.
- Malike, O. (2010). User preferences on transformations of shopping centres into private urban public spaces: The case of Izmir, Turkey. *African Journal of Business Management*, 4(10), 1990-2005.
- Manana, Z. (2009). Antecedents of store patronage and cross-shopping: The case of increasing grocery spend in Soweto. *Gordon Institute of Business Science*, 1-102.
- Maronick, T. (2007). Specialty retail centre's impact on downtown shopping, dining, and entertainment. *International Journal of Retail & Distribution Management*, 35(7), 556-568.
- Marsh, H.W., and Balla, J. (1994). Goodness-of-fit in CFA: The effect of sample size and model parsimony. *Quality and Quantity*, 28 (May), 185-217.
- Martin, C.A. (2009). Consumption motivation and perception of malls: A comparison of mothers and daughters. *Journal of Marketing Theory and Practice*, 17(1), 49-61.
- Maryam, A., & Kambiz, H.A. (2011). Investigation of the effects of store's tenants mix, internal and external environmental conditions on customer satisfaction from shopping centres in Iran. *International Journal of Marketing Studies*, 3(4), 158-164.
- Maslow, A.H. (1970). *Motivation and personality*. New York: Harper and Row.
- May, E.G. (1989). A retail odyssey. *Journal of Retailing*, 65, 356.
- McAdams, D.P., & Power, J. (1981). Themes of intimacy in behaviour and thought. *Journal of personality and social psychology*, 40, 573-587.
- McClelland, D.C. (1961). *The achieving society*. Princeton, New Jersey: Van Nostrand.

- McClelland, D.C. (1985). *Human motivation*. Glenview, IL: Scott Foresman and company.
- McCollum, W.J. (1998). *Basic research procedures in Roca, R.A. (eds.). Market Research for shopping centres, 3rd edn, International Council of Shopping Centres, New York.*
- Mehrabian, A., & Russel, J.A. (1974). *An approach to environmental psychology*. Cambridge, MA: MIT.
- Michon, R., & Chebat, J.C. (2004). Cross-cultural mall shopping values and habitats: A comparison between English and French-Speaking Canadians. *Journal of Business Research, 57*, 883-892.
- Michon, R., Yu, H., Smith, D., & Chebat, J-C. (2008). The influence of mall environment on female fashion shoppers' value and behaviour. *Journal of Fashion Marketing and Management, 12*(4), 456-68.
- Millan, E.S. & Howard, E. (2007). Shopping for pleasure? Shopping experiences of Hungarian consumers. *International Journal Retail & Distribution Management, 35*(6), 474-87.
- Miller, D., Jackson, P., Thrift, N., Holbrook, B., Rowlands, M. (1998). *Shopping, place, and identity*. London and New York: Routledge.
- Miller, P.J., Thrift, N., Holbrook, B., & Rowland, M. (1998). *Shopping, place, and identity*. London and New York: Routledge.
- Miranda, M.J. (2009). Engaging the purchase motivations to charm shoppers. *Marketing Intelligence and Planning, 27*, 127-145.
- Mittal, A., & Mittal, R. (2008). Store choice in the emerging India apparel retail market: An empirical analysis. *IBSU Scientific Journal, 2*(2), 21-46.
- Mohd-Said, Z.A. (1990). *The structure of retail trade in peninsular Malaysia*. Kuala Lumpur: Arenabuku.
- Monroe, K.B., & Krishnam, R. (1985). The effects of price on subjective product evaluation. In J.Jacoby & J.Olson (eds.). *Perceived quality*, 209-232. Lexington MA: Lexinton Books.

- Morganosky, M.A. (1997). Retail market structure change: Implications for retailers and consumers. *International Journal of Retail & Distribution Management*, 25(8), 269-274.
- Morse, J. & Niehaus, L. (2009). *Mixed methods design; Principles and procedures*. Walnut Creek, California: Left Coast Press.
- Moschis, G.P. (2003). Marketing to older adults: An updated overview of present knowledge and practice. *Journal of Consumer Marketing*, 20(6), 516-525.
- Mugan, G., & Erkip, F. (2009). Discrimination against teenagers in the mall environment: A case from Ankara Turkey. *Adolescence*, 43(173), 209-232.
- Muhammad, F.J., & Tan, W.R.G. (2007). New age retail tenants: A new phenomenon. *Journal of Retail and Leisure Property*, 6, 239-262.
- Mummalaneni, V. (2005). An empirical investigation of web site characteristics, consumer emotional states and online shopping behaviours. *Journal of Business Research*, 58(4), 526-532.
- Murray, H.A. (1938). *Exploration in personality*. New York: Oxford University Press.
- Murray, H.A. (1955). Types of human needs. In D.C McClelland (ed.), *Studies in motivation* (p.63-66). New York: Appleton-Century-Crofts.
- Myers, H., & Lumbers, M. (2008). Understanding older shoppers: A phenomenological investigation. *Journal of Consumer Marketing*, 20(6), 294-301.
- Myers, M.D., & Avison, D. (2002). *Qualitative research in information systems*. London: Sage publications Ltd.
- Myers, M.D., & Klein, H.K. (2011). A set of principles for conducting and evaluating critical research in information systems. *MIS Quarterly*, 35(1), 17-36.
- Nava, M. (1997). Women, the city and the department store. In P. Falk & C. Campbell (eds.), *The shopping experience* (pp.56-91). London/Thousand Oaks, CA: Sage.

- Nenty, H.J. (2009). Writing a quantitative research design thesis. *Int. J. Educ. Sci.*, (1), 19-32.
- Nevis, E.C. (1983). Cultural assumptions and productivity: The United States and China. *Sloan Management Review*, 24(3), 17-29.
- Nigerian Population Commission (NPC) (2006). Report on the census 2006 final results.
- Nishiyama, Y. (2006). A study of odd-even-number cultures. *Bulletin of Science, Technology and Society*, 26(6), 479-484.
- Nkamnebe, A.D. (2004a). Models of Successful Export Marketing in the Nigeria's Non-Oil Sector. *Nigerian Journal of Marketing*, 5 (1), 95-123
- Nkamnebe, A.D. (2014). Africa's retailing environment: The online shopping perspective in S.N.Nwankwo and K.I.N.Ibeh (Eds.), *The Routledge Companion to Business in Africa*, New York: Routledge, 70-86.
- Norusis, M. 2008, *SPSS 16.0 Advanced Statistical Procedure Companion*. Upper Saddle River, NJ: Prentice Hall.
- O'Brien, L. & Harris, F. (1991). *Retailing: Shopping, society, & space*. London: David Fulton
- Oghojafor, B.E.A., Ladipo, P.K.A., & Nwagwu, K.O. (2012). Outlet attributes as determinants of preference of women between a supermarket and a traditional open market. *American Journal of Business and Management*, 1(4), 230-240.
- Oh, M. & Ardit, J. (2000). Shopping and postmodernism: Consumption, production, identity, and internet. In M.Gottdiener (ed.), *New forms of consumption: Consumers, culture, and commodification* (pp.71-89). Lanham, MD: Rowman and Littlefield Publishers.

- Ong, F.S. & Kok, W.K. (2014). Shopper perception and loyalty: A stochastic approach to modeling shopping mall behaviour. *International Journal of Retail & Distribution Management*, 42(7), 626-642.
- Pan, Y., & Zinkhan, G.W. (2006). Determinants of retail patronage: A metaanalytical perspective. *Journal of Retailing*, 82(3), 229-243.
- Parson, A. G. (2003). Assessing the effectiveness of shopping mall promotions: Customer analysis. *International Journal of Retail & Distribution Management*, 31(2), 74-79.
- Pashigan, B.P., & Gould, E.D. (1998). Internalising externalities: The pricing of space in shopping malls. *Journal of Law & Economics*, XL1, 115-142.
- Patton, M.Q. (2002). *Qualitative evaluation and research methods* (3rd ed.). Thousand Oaks, CA: Sage.
- Peneau, S., Hoehn, E., Roth, H.R., Escher, F., & Nuessli, J. (2006). Importance and consumer perception of freshness of apples. *Food Quality and Preferences*, 17(12), 9-19.
- Perner, L. (2010). *Consumer behaviour: The psychology of marketing*. Accessed from www.consumerpsychologist.com/privacy.html on 02/07/14
- Pervin, L.A., & John, O.P. (2001). *Personality: Theory and Research* 8th ed. New York: Wiley.
- Peter, J.P., & Olson, J.C.(1994). *Understanding consumer behaviour*. Homewood, IL: Irwin Inc.
- Peter, P.J. & Olson, J.C. (2005). *Consumer behaviour and market strategy* (7th ed.). New York: McGraw-Hill.
- Polat, C., & Kulter, B. (2007). The factors that affect the retail store preferences of consumers: An application on the consumers in Nigde. 12th National Marketing Conference, Sakaryg, Turkey.

- Prus, R. & Dawson, L. (1991). Shop till you drop: Shopping as recreational and laborious activity. *Canadian Journal of Sociology*, 16, 145-164.
- Puccinelli, N.M., Goodstein, R.C., Grewal, D., Price, R., Raghubir, P., & Stewart, D. (2009). Customer experience management in retailing: Understanding the buying process, Special Issue. *Journal of Retailing*, 85(1), 15-30.
- Rajamma, R.K., Paswan, A.K., & Hossain, M.M. (2009). Why do shoppers abandon shopping cart? Perceived waiting time, risk, and transaction inconvenience. *Journal of Product & Brand Management*, 18(9), 188-197.
- Ratneshwar, S., David, M., & Cythia, H. (2000). *The role of consumption, contemporary perspectives on consumer motives, goals, and desires*. New York: Routledge.
- Ravindra, P.S. (2011). Dubai mall: A multipurpose destination in the middle East. *Emerald Emerging Case Studies*, 1(1).
- Reeve, J. (1992). *Understanding motivation and emotion*. Fort Worth: Holt, Rinehart and Winston, Inc.
- Reimers, V., & Clulow, V. (2009). Retail centres: It is a time to make them convenient. *International Journal of Retail and Distribution Management*, 37, 541-562.
- Reynolds, R.E., Ganesh, J., & Lockett, M. (2002). Traditional malls vs factory outlets: Comparing shopper typologies and implications for retail strategy. *Journal of Business Research*, 53(9), 687-96.
- Rice, R., & Hancock, L. (2005). The mall intercept: A social norms marketing research tool. *Report on Social Norms*, 4(7), 4-7.
- Richins, M.L. (2005). What consumers desire: Goals and motives in the consumption environment. In S.Ratneshwar and D.G. Mick (eds), *Inside consumption* (p 340-348). New York: Routledge.
- Ridenour, C.S., & Newman, I. (2008). *Mixed methods research: Exploring the imperative continuum*. Carbondale, IL: Southern Illinois University Press.
- Rintamaki, T.K.A., Kuusela, H., & Spence, M.T. (2006). Decomposing the value of department store shopping into utilitarian, hedonic, and social

- dimensions: Evidence from Finland. *International Journal of Retail & Distribution Management*, 34(1), 6-24.
- Roche, M., Duffield, C., & White, E. (2011). Factors in the practice environment of nurse working in inpatient mental health: A partial least squares path modeling approach. *International Journal of Nursing Studies*, 48(12), 1475-1486.
- Rosenberg, M.J. & Hovland, L. (1960). *Attitude organization and change: An analysis of consistency among attitude components*. New Haven: Yale University.
- Ross-Davis, A. & Allred, S.B. (2010). The drop-off and pick up method: An approach to reduce nonresponse bias in natural resource survey. DOI 10.1007/s//842-010-9150-y
- Ruiz, J., Chebat, J., & Hansen, P. (2004). Another trip to the mall: A segmentation study of customers based on their activities. *Journal of Retailing and Consumer Services*, 11(6), 333-350.
- Rupesh, K.T., & Anish, A. (2010). Understanding the consumer behaviour towards shopping malls in Raipur City. *International Journal of Management & Strategy*, 1(1).
- Russel, J.A., & Barrett, L.E. (1999). Core affect, prototypical emotional episodes, and other things called emotion: Dissecting the elephant. *Journal of Personality and Social Psychology*, 76(5), 805-819.
- Russel, J.A., & Snodgrass, J. (1987). Emotion and environment. In D. Stokols and I. Altman (eds.), *Handbook of environmental psychology*. New York: John Willey
- Russel, J.A., Ward, L.M., & Pratt, G. (1981). Affective quality attributed to environments: A factor analytic study. *Environment and Behaviour*, 16(3), 259-288.
- Russell, J.A., & Pratt, G. (1980). A description of the affective quality attributed to environments. *Journal of Personality and Social Psychology*, 38(2), 311-322.

- Ryan, R., & Deci, E. (2000). Self determination theory and the facilitation of intrinsic motivation, social development, and well being. *American Psychologist*, 55(1), 68-78.
- Sampson, S., & Tigert, D. (1992). The impact of warehouse membership clubs: The wheel of retailing turns one more time. *International Review of Retail, Distribution and Consumer Research*, 4(1), 33-58.
- Saunders, M., Lewis, P. & Thornhill, A. (2007). *Research methods for business students*, 4th ed. Harlow: Prentice Hall Financial Times.
- Saunders, M., Lewis, P., and Thornhill, A. (2009). *Research methods for business students*. Edinburgh Gate, Harlow: Pearson Education Limited.
- Schellinck, D.A. (1982). Cue choice as a function of time pressure and perceived risk. In *Advances in consumer research* (eds.), (p470-475). Ann Arbor, MI: Association for consumer research.
- Schewe, C.D.(1973). Selected social psychological models for analyzing buyers. *Journal of Marketing*, 37, 31-39.
- Schffman, L.G., & Kanuk, L.L (2010). *Consumer behaviour*. New Jersey: Pearson.
- Schiffman, L.G., & Kanuk, L.L. (1983). *Consumer behaviour* (2nd ed.). London/New Jersey: Prentice Hall.
- Schmidt, L.C., & Frieze, I.M. (1997). A motivational model of power, affiliation, and achievement motives and product involvement. *Journal of Business and Psychology*, 4, 425-446.
- Sclove, S. L. (2001). Notes on Likert scales, Available from: <http://www.uic.edu/classes/idsc/ids270sls/likert.htm>.
- Seiders, K., & Tiger, D.J. (2000). The impact of supercentres on traditional food retailers in four markets. *International Journal of Retail & Distribution Management*, 28, 181-193.
- Seiders, K.B., Berry, L.L., & Gresham, L.G. (2000). Attention retailers! How convenient is your convenience strategy? *Sloan Management Review*, 4(3), 79-90.
- Sekaran, U. (2003). *Research methods for business: A skill-building approach*, 4th edn. New York: John Willey & Sons Inc.

- Severin, V., Louviere, J.J., & Finn, A. (2001). The stability of retail shopping choices overtime and across countries. *Journal of Retailing*, 77(2), 185-202.
- Sexena, R., & Alhashmi, B. (2010). Importance of location in successful retailing. *International Journal of Knowledge, Culture, and Change Measurement*, 10(8), 27.
- Shenton, A.K. (2004). Strategies for ensuring trustworthiness in qualitative research projects. *Education for Information*, 22, 63-75.
- Sherman, E., & Smith, R.B. (1986). Mood states of shoppers and store image: Promising interactions and possible behavioural effects. In *advances in consumer research* (eds.). Provo, UT: Association for Consumer Research.
- Sheth, J.N., & Mittal, B. (2004). *Customer behaviour: A managerial perspective* (2nd ed.). Ohio: Thomson/South-Western.
- Sheth, J. (1983). An integrative theory of patronage preference and behaviour. In W.R. Darden and R.F. Lusch (eds.) *patronage behaviour and retail management*. New York: Elsevier Science, 9-28.
- Sinha, P.K. & Uniyal, D.P. (2005). Using observational research for behavioural segmentation of shoppers. *Journal of Retailing and Consumer Services*, 12, 35-48.
- Sit, J., Merrilees, B., & Birch, D. (2003). Entertainment-seeking shopping centre patrons: The missing segments. *International Journal of Retail & Distribution Management*, 31(2), 80-94. DOI10.1108/09590550310461985.
- Skallenrud, K., Korneliussen, T., & Olson, S.V. (2009). An examination of consumers' cross-shopping behaviour. *Journal of Retail and Consumer Services*, 16(3), 181-189.
- Soars, B. (2009). Driving sales through shoppers' sense of sound, sight, smell, and touch. *International Journal of Retail & Distribution Management*, 37(3), 286-298.
- Social Development Committee (2004). *Inquiry into obesity, 19th Report of the social development committee, parliament of South Australia, Adelaide.*

- Solomon, M.R. (1992). *Consumer behaviour*. Boston: Allyn & Bacon.
- Solomon, M.R. (1994). *Consumer behaviour*, 2nd eds. Allyn Bacon.
- Solomon, M.R., Zaichkowsky, J.L., and Polegato, R. (2008). *Consumer behaviour: Buying, having, and being*. Toronto: Prentice Hall.
- Sook-Hyun, K. (2003). The model for the evolution of retail institutions types in South Korea. Retrieved from Scholar.lib.vt.edu/theses/available/etd-07212003-153024/unrestricted/cover.table.abstract.pdf
- Spangenberg, E.R., Crowley, A.E., & Henderson, P.W. (1996). Improving the store environment: Do olfactory cues affect evaluation and behaviour? *Journal of Marketing*, 60, 67-80.
- Srivastava, R. (2012). Mall motivation in India: Aligning demographics for segmentations. *The International Journal of Social Sciences*, 6(1), 86-102.
- Steiger, J.H. (2007). Understanding the limitations of global fit assessment in structural equation modeling. *Personality and Individual Differences*, 42 (5), 893-898.
- Sternquist, B. (2007). *International retailing*, 2nd eds. New York: Fairchild.
- Suarez-Orozco, M.M.(1989). Psychological aspects of achievement motivation among recent Hispanic immigrants. In H.Trueba, G. spindler, and L.Spindler (eds.), *Anthropological perspectives on dropping out* (p.99-116). London: Falmer Press.
- Summers, T.A., & Herbert, P.R. (2001). Shedding some light on store atmospherics influence of illumination on consumer behaviour. *Journal of Business Research*, 54(2), 145-150.
- Swinyard, W.R. (1998). Shopping mall customer values: The national mall shopper and the list of values. *Journal of Retailing & Consumer Services*, 5(3), 167-172.
- Tabachnick, B.G. and Fidell, L.S. (2007). *Using multivariate statistics* (5th Ed.). New York: Allyn and Bacon.

- Tai, S.H.C., & Fung, A.M.C. (1997). Application of an environmental psychology model to in-store buying behaviour. *International Review of Retail, Distribution, and Consumer Research*, 7(4), 311-317.
- Tang, T.L., & Ibrahim, A.H. (1998). Importance of human needs during retrospective peacetime and the Persian Gulf War: Mid-eastern employees. *International Journal of Stress Management*, 5(1), 25-37.
- Tang, T.L., & West, W.B. (1997). The importance of human needs during peacetime, retrospective peacetime, and the Persian Gulf War. *International Journal of Stress Management*, 4(1), 47-62.
- Tang, T.L., Ibrahim, A.H., & West, W.B. (2002). Effects of war-related stress on the satisfaction of human needs: The United States and the Middle East. *International Journal of Management Theory and Practices*, 3(1), 35-53.
- Tashakkari, A., & Teddlie, C. (2003). *Mixed methodology: Combining qualitative and quantitative approaches*. Thousand Oaks, CA: Sage Publications.
- Tashakkori, A., & Creswell, J.W. (2008). Mixed methodology across discipline. *Journal of Mixed Methods Research*, 2(1), 3-6.
- Tashakkori, A., & Teddlie, C. (1998). *Mixed methodology: Combining qualitative and quantitative approaches*. Thousand Oaks: Sage publications Ltd.
- Tauber, E.M. (1972). Why do people shop? *Journal of Marketing Management*, 36, 46-49.
- Teller, C., Reutterer, T., & Schnedlitz, P. (2008). Hedonic and utilitarian shopper types in evolved and created retail agglomerations. *International Review of Retail, Distribution, & Consumer Research*, 18, 283-309.
- Terblanche, N.S. (1999). The perceived benefits derived from visits to a super regional shopping centre: An exploratory study. *South African Journal of Business Management*, 30(4), 141-146.
- Thang, D.C.L., & Tan, B.L.B. (2003). Linking consumer perception to preferences of retail stores: An empirical assessment of the multi-attributes of store image. *Journal of Retailing and Consumer Services*, 10(4), 193-200.
- Thompson, M., Grace, C., & Cohen, L. (2001). *Best friends, worst enemies: Understanding the social lives of children*. New York: Ballantine Books.

- Thompson, R. (1969). Intra-urban retail structure. *Journal of Retailing*, 45(3), 68-80.
- Torkildsen, G. (1992). *Leisure and recreation management*. London: E & FN Spon.
- Tseng, W. T., Dornyei, Z. and Schmitt, N. (2006). A new approach to assessing strategic learning: The case of self-regulation in vocabulary acquisition. *Journal of Applied Linguistics*, 27, 78-102.
- Tshabalada, T. (2007). Soweto's maponya mall: A radical reconstruction. *Mail & Guardian*. Accessed at <http://madiba.mg.co.za/article/2007-09-27-soweto's-maponya-mall-radical-reconstruction>
- Tull, D.S., & Hawkins, D.I. (1980). *Marketing research: Measurement and methods-A text with cases (Second edition)*. USA: Macmillan Publishing Co., Inc.
- Turley, L.M., & Milliman, R.E. (2000). Atmospheric effects on shopping behaviour: A review of the experimental evidence. *Journal of Business Research*, 49(2), 193-211.
- Turley, L.W. & Chebat, J-C. (2002). Linking retail strategy, atmospheric design and shopping behaviour. *Journal of Marketing Management*, 18(1-2), 125-144.
- Underhill, P. (1999). *Why we buy? The science of shopping*. New York, N.Y: Simon Schuster.
- Underhill, P. (2005). *Call of the mall*. New York, NY: Simon Schuster.
- Urdu, T., & Maehr, M. (1995). Beyond a two-goal theory of motivation and achievement: A case for social goals. *Review of Educational Research*, 65(3), 213-243.
- Van der Waerden, P., Borgers, A., & Timmermans, H. (1998). The impact of parking situation in shopping centres on store choice behaviour. *Geo Journal*, 45(4), 309-315.
- Vanessa, J., Leslie, S., & Aquia, B. (2011). Mall attributes and shopping value: Differences by gender and generational cohort. *Journal of Retailing and Consumer Services*, 18,1-9.

- Varman, R., & Belk, W.R. (2012). Consuming post-colonial shopping malls. *Journal of Marketing Research*, 28(1-2), 62-84.
- Veroff, J. (1982). Assertive motivations: Achievement versus power. In D.G. Winter, & A.J. Stewart (eds.), *Motivation and society*. San Francisco: Jossey-Bass.
- Vieira, V.A. (2013). Stimuli-organism-response framework: A meta-analytic review in the store environment. *Journal of Business Research*, 1420-1426.
- Viswanath, V., Susan, A.B., & Hillol, B. (2013). Bridging the qualitative – quantitative divide: Guidelines for conducting mixed methods research in information system. *MIS Quarterly*, Forthcoming.
- Wahba, A., & Bridwell, L. (1976). Maslow reconsidered: A review of research on the need hierarchy, organizational behaviour and human performance, 15, 212-240.
- Wakefield, K.L., & Baker, J. (1998). Excitement at the mall: Determinants and effects on shopping. *Journal of Retailing*, Fall, 515-50.
- Walter, C.G., & Bergiel, B.J. (1989). *Consumer behaviour: A decision-making approach*. Ohio: South Western Publication.
- Walter, R.G., & Jamil, M. (2003). Exploring the relationship between shopping trip type, purchases of products on promotion, and shopping basket profit. *Journal of Business Research*, 56(1), 17-29.
- Walters, P.G.P. and Samiee, S. (1990). A Model For Assessing Performance in Small US Exporting Firms. *Entrepreneurship Theory and Practice*, Winter, 33-50.
- Wang, C-C, Wang, L-C and Yang, Y-J. (2005). Innovativeness and mobile phone replacement: An empirical study in Taiwan, In Ha, Y-U., Yi, Y. & Duluth, M. N. (Editors.). *AP Asia Pacific Advances in Consumer Research 6. Association for Consumer Research*, 280-283.
- Wang, Y., & Heitmeyer, J. (2006). Consumer attitude towards US versus domestic apparel in Taiwan. *International Journal of Consumer Studies*, 30(1), 64-74.

- Wankhade, L., & Dabade, B.M. (2006). TQM with quality perception: A system dynamic approach. *TQM Magazine*, 18(4), 341-357.
- Wesley, S., Melody, L., & Arch, G.W. (2006). Consumer decision-making styles and mall shopping behaviour: Building theory using exploratory data analysis and the comparative method. *Journal of Business Research*, 59, 535-548.
- West, C.P. (2012). A mixed methods sequential explanatory study of the impact of chronic pain on family resilience. Ph.D thesis. James Cook University.
- Westbrook, R., & Black, W.C. (1985). A motivation-based shopper typology. *Journal of Retailing*, 61, 78-103.
- Whitehall, B., Kerkhoven, P., Freeling, C., & Villarino, M. (2006). Fast, fresh, and attractive. *Food Service Europe and Middle East*, 4,4-21.
- Wilckens, 2010
- Willis, J.W. (2009). *Foundation of qualitative research: Interpretive and critical approaches*. Thousand Oaks, CA: Sage publication Inc.
- Winter, D.G. (1973). *The power motive*. New York: Free Press.
- Wong, Y.T., Osman, S., Jamaluddin, A., & Chan, Y.F.B. (2012). Shopping motives, store attributes and shopping enjoyment among Malaysian youth. *Journal of Retailing and Consumer Services*, 19, 240-248.
- Wothke, W. (1996). *Models for Multitrait-Multimethod Matrix Analysis in Advances Structural Equation Modeling*. In Marcoulides, G. & Schumacker, R. (Editors.). 7-56. Mahwah New Jersey: Erlbaum.
- Yava, U., & Babakus, E. (2009). Modeling patronage behaviour: A tripartite conceptualization. *Journal of Consumer Marketing*, 26(7), 516-526.
- Yilmaz, V. (2004). Consumer behaviour in shopping centre choice. *Soc. Behav. Personality*, 32(8), 763-789.

Zeithaml, V. (1988). Consumer perception of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52, 2-22.

Appendix A:

Questionnaire for a study of “The Influence of Mall Shopping Predictors on Consumers’ Mall Shopping in Nigeria”.

Dear Valued Respondent,

This questionnaire is designed for the above study that is expected to produce a doctorate degree dissertation to be submitted to the Department of Marketing, Nnamdi Azikiwe University, Awka, Nigeria. Your responses to this questionnaire will be treated in utmost confidence, and will be used strictly for the academic purpose for which it is meant.

The questionnaire completion will take approximately ten (10) minutes.

Thank you immensely for contributing to the success of this research work.

Idoko, Edwin Chukwuemeka

Section A: Socio-demographics of shoppers

Instruction: Please tick good (√) only once in the space provided against each question as appropriate.

1. What is your gender? (a) Male { } (b) Female { }
2. What is your age group as at your last birthday? (a)18-25 { } (b)26-33 { } (c)34-41 { } (d) 42-49 { } (e) 50 and above
3. What is your marital status? (a)Married { } (b)Single { } (c)Separated { } (d)Widow { } (e) Widower { } (f)Divorced { }
4. What is your average monthly income? (a)Below N18,000.00 { } (b) N18,000.00-N217,999.00 { } (c) N218,000.00-N417,999.00 { } (d) N418,000.00-N617,999.00 { } (e) N618,000.00-N817,999.00 { } (f) N818,000.00 and above { }
5. What is your highest educational qualification? (a) No formal education{ } (b) First School Leaving Certificate{ } (c)WASC/GCE/NECO{ } (d) NCE/ND{ } (e) B.Sc/HND{ } (f)Master Degree{ } (g) Ph.D/Fellowship{ }
6. What is your present employment status? (a)Student/Apprentice { } (b)Self-employed { } (c) Private-sector employee { } (d) civil servant { } (e) Unemployed { } (f) Retiree { }

7. What is your nationality?(a) Nigerian { } (b) Non-Nigerian { }
8. What is your ethnic background? (a) Igbo { } (b) Yoruba { } (c) Hausa { }
(d) Fulani { } (e) Others (please specify) { }

Section B: Shopping Habits of Respondents

Instruction: Against each phrase, choose one option and tick good (√) in the space provided.

- 1 Average time spent in mall (a) Below 1hr { } (b) 1 hour to 1 hr 59min { }
(c) 2 hrs to 2hrs 59min { } (d) 3 hours to 3hours 59 min { } (e) 4hrs and above { }
- 2 Number of different stores visited per mall visit (a) 1-2 stores { } (b) 3-4 stores { }
(c) 5-6 stores { } (d) 7-8 stores { } (e) 9 stores and above { }
- 3 Frequency of mall visit (a) Everyday { } (b) Once in a week { }
(c) Once in 2 weeks { } (d) Once in a month { } (e) Occasionally { }.
- 4 Average monthly expenditure in the malls (a) Less than N20, 000.00 { }
(b) N20, 000.00 –N70, 999.00{ } (c) N71, 000.00- N121, 999.00{ }
(d) N122, 000.00-N172,999.000 { } (e) N173, 000.00 and above { }.

Section C: Shopping Mall Predictors

Instruction: Against each statement, please choose one option that best describes your opinion and tick good (√) in the box provided.

| Predictors | Measurement Items | Strongly agree | Agree | Moderately Agree | Disagree | Strongly disagree |
|-----------------------------------|---|----------------|-------|------------------|----------|-------------------|
| Aesthetics & Architectural design | (V1) The mall is beautifully designed to attract someone like me | | | | | |
| | (V2) The environment (lightings & decorations) in the malls attract me | | | | | |
| | (V3) The interior design of the malls usually attract me to shop in malls | | | | | |
| | (V4) I am attracted by malls' internal beauty | | | | | |

| | | | | | | |
|-------------------|---|--|--|--|--|--|
| | (V5) The sight of malls make me feel good | | | | | |
| Escapism | (V6) When I am alone and need something to do, the mall is a good place to go. | | | | | |
| | (V7) When I am stressed, the mall is a good place to go. | | | | | |
| | (V8) I visit malls to avoid the hot weather or rainy period. | | | | | |
| | (V9) I visit malls as a diversion from the daily routine life. | | | | | |
| | (V10) I visit the mall to avoid traffic congestion | | | | | |
| | (V11) When I am bored, the mall is a good place to go. | | | | | |
| Exploration | (V12) Mall is a good place to find out what is new. | | | | | |
| | (V13) Certain stores are fun to visit because they sell products that interests me. | | | | | |
| | (V14) I consider a visit to mall as a learning experience | | | | | |
| | (V15) I enjoy handling the merchandise in various stores and trying it on. | | | | | |
| Flow | (V16) When I am in the mall, I feel like I am in another world | | | | | |
| | (V17) I lose track of time when I am inside the mall. | | | | | |
| | (V18) When I leave the mall, I am sometimes surprised to find out it is dark outside. | | | | | |
| Retail Tenant Mix | (V19) Many well-known global retail stores are in the shopping mall. | | | | | |
| | (V20) Retail Stores in the malls are attractive and have better reputation | | | | | |
| | (V21) The number of stores in the malls is sufficient to meet my shopping needs. | | | | | |
| Role Enactment | (V22) I like shopping for others because when they feel good I feel good too. | | | | | |
| | (V23) I enjoy shopping for my friends and family | | | | | |
| | (V24) Shopping is the customary activity of housewife. | | | | | |
| | (V25) I enjoy finding a good product or gift for someone else. | | | | | |

| Predictors | Measurement items | Strongly Agree | Agree | Moderately Agree | Disagree | Strongly Disagree |
|--------------------------------|--|----------------|-------|------------------|----------|-------------------|
| Convenience | (V26) I visit mall because it is easier to find a parking space at lower or no cost. | | | | | |
| | (V27) The mall operating hours are convenient for me. | | | | | |
| | (V28) I visit mall because of its closeness to my house, office or study place. | | | | | |
| | (V29) Mall is a one-stop-shopping place | | | | | |
| | (V30) Sunday shopping in mall is very convenient for me. | | | | | |
| | (V31) Point of sale terminal used to make payment in malls is good for me. | | | | | |
| | (V32) Malls are good places to shop with children. | | | | | |
| | (V33) I feel very safe to shop in malls | | | | | |
| | (V34) Shops in malls are easy to access. | | | | | |
| Socialisation | (V35) Going to mall is an enjoyable experience when I am with friends | | | | | |
| | (V36) Mall is a good place to make new friends or re-unite with old ones | | | | | |
| | (V37) Shopping at mall will give me social approval i.e to be socially acceptable | | | | | |
| | (V38) The sales persons in malls are very responsive and friendly. | | | | | |
| | (V39) Shopping at malls improves the way I am perceived by other people. | | | | | |
| | (V40) I enjoy food sold in mall food courts. | | | | | |
| Product Assortment/ Quality | (V41) Fresh oven-baked bread sold in malls attracts me to shop in malls. | | | | | |
| | (V42) Malls have wide variety of products from reputable global retailers. | | | | | |
| | (V43) Products in malls are higher in quality | | | | | |
| | (V44) I have confidence in the product i buy in mall because of its warranty policy. | | | | | |
| Prices of products | (V45) Every product has a price tag which helps to save shopping time. | | | | | |
| | (V46) The prices of products in mall are relatively stable. | | | | | |
| | (V47) I am comfortable with prices of products in mall. | | | | | |

| | | | | | | |
|--------------------|---|----------------|-------|------------------|----------|-------------------|
| | (V48) Prices of products in malls are relatively lower. | | | | | |
| Predictors | Measurement Items | Strongly Agree | Agree | Moderately Agree | Disagree | Strongly Disagree |
| Promotional Offers | (V49) Price discount offered in malls attract me | | | | | |
| | (V50) I buy alcoholic beverage with free bottle | | | | | |
| | (V51) Discounted items in malls increases the value of my purchases | | | | | |
| | (V52) I like free gifts that retailers in malls give | | | | | |
| Attitude | (V53) I am satisfied with the safety arrangement in this mall | | | | | |
| | (V54) I am satisfied with the parking space in this mall. | | | | | |
| | (V55) I am satisfied with the return policies of stores in this mall. | | | | | |
| | (V56) I am satisfied with the location of this mall. | | | | | |
| | (V57) I am satisfied with the number of retail stores in this mall. | | | | | |
| | (V58) I am satisfied with the cleanliness in this mall. | | | | | |
| | (V59) I am satisfied with the atmosphere of this mall. | | | | | |
| | (V60) I am satisfied with point of sale (POS) in use in this mall. | | | | | |
| Mall shopping | (V61) I will like to purchase in mall whenever I have a need for shopping | | | | | |
| | (V62) I will always shop in malls with my friends and/or family | | | | | |
| | (V63) I will like to visit shopping malls again | | | | | |
| | (V64) Where I have a choice, I will prefer to shop in mall | | | | | |
| | (V65) I will like to spend more time shopping at mall. | | | | | |
| | (V66) I will switch to mall shopping henceforth | | | | | |

End

Thank you.

Appendix B

Interview Guide

- 1) Why do you shop in this mall?
- 2) What does shopping in the mall mean to you?
- 3) Do you most of the time shop in the mall alone?
- 4) How do you feel when you shop in the mall?
- 5) Apart from purchasing physical product, what else do you do in the mall?
- 6) How many stores do you visit each time you come to shopping mall?
- 7) How long do usually stay while shopping in the mall?
- 8) Please what else would you like to say about shopping in a mall?

Appendix C.Frontview of Polo Park Shopping Mall Enugu where shoppers' survey was done.



Appendix D: Questionnaire completion by respondents in progress



Appendix E: Questionnaire completion by respondents in progress



Appendix F: Questionnaire completion by respondents continues



Appendix G: Respondent completing a questionnaire while research assistants watch.



Appendix H: The researcher collects questionnaire from the respondent after completion



Appendix I: The second entrance-cum exit door at Polo Park Mall where questionnaires were administered.



Appendix J: The researcher intercepts a potential respondent and explains the purpose of the study to him.



Appendix K: The researcher poses for a photograph with his research assistants at the end of the survey.



Appendix L: Introductory letter to The Centre Manager, Polo Park Shopping Mall, Enugu.



DEPARTMENT OF MARKETING

FACULTY OF MANAGEMENT SCIENCES
NNAMDI AZIKIWE UNIVERSITY
P.M.B. 5025, AWKA
ANAMBRA STATE, NIGERIA.

OFFICE OF THE HEAD OF DEPARTMENT

January 15, 2015.

The Centre Manager
Polo Park Shopping Mall,
Enugu,
Enugu State

Sir,

Letter of Introduction

We confirm that the bearer of this letter with the understated details is a doctoral student in the Department of Marketing, Nnamdi Azikiwe University, Awka, Anambra State.

Name: Idoko, Edwin Chukwuemeka
Reg. No. PG/Ph.D/2006447002P
Programme: Ph.D
Department: Marketing

The student is researching on "The Influence of Mall Predictors on Consumers' Mall Shopping in Nigeria" hence needs to administer his research instrument to the shoppers visiting your mall. The data collected will be used strictly for academic purposes. Please accord him all necessary assistance.

Thanks for your anticipated cooperation.



Prof. I. C. Nwaizugbo
Head, Department of Marketing

**Appendix M: Introductory letter to The Centre Manager, Palms Shopping Mall,
Lagos**



DEPARTMENT OF MARKETING

FACULTY OF MANAGEMENT SCIENCES
NNAMDI AZIKIWE UNIVERSITY
P.M.B. 5025, AWKA
ANAMBRA STATE, NIGERIA.

OFFICE OF THE HEAD OF DEPARTMENT

January 15, 2015.

The Centre Manager,
Palms Shopping Mall,
Lekki Peninsula,
Lagos.

Sir,

Letter of Introduction

We confirm that the bearer of this letter with the understated details is a doctoral student in the Department of Marketing, Nnamdi Azikiwe University, Awka, Anambra State.

Name: Idoko, Edwin Chukwuemeka
Reg. No. PG/Ph.D/2006447002P
Programme: Ph.D
Department: Marketing

The student is researching on "The Influence of Mall Predictors on Consumers' Mall Shopping in Nigeria" hence needs to administer his research instrument to the shoppers visiting your mall. The data collected will be used strictly for academic purposes. Please accord him all necessary assistance.

Thanks for anticipated cooperation.



Prof. J. C. Nwaizugbo
Head, Department of Marketing

Appendix N: Introductory letter to The Centre Manager, Ikeja City Mall, Lagos.



DEPARTMENT OF MARKETING

FACULTY OF MANAGEMENT SCIENCES
NNAMDI AZIKIWE UNIVERSITY
P.M.B. 5025, AWKA
ANAMBRA STATE, NIGERIA.

OFFICE OF THE HEAD OF DEPARTMENT

January 15, 2015.

The Centre Manager,
Ikeja City Mall,
Ikeja,
Lagos State.

Sir,

Letter of Introduction

We confirm that the bearer of this letter with the understated details is a doctoral student in the Department of Marketing, Nnamdi Azikiwe University, Awka, Anambra State.

Name: Idoko, Edwin Chukwuemeka
Reg. No. PG/Ph.D/2006447002P
Programme: Ph.D
Department: Marketing

The student is researching on "The Influence of Mall Predictors on Consumers' Mall Shopping in Nigeria" hence needs to administer his research instrument to the shoppers visiting your mall. The data collected will be used strictly for academic purposes. Please accord him all necessary assistance.

Thanks for your anticipated cooperation.


Prof. I. C. Nwaizugbo
Head, Department of Marketing

Appendix O: Introductory letter to The Centre Manager, Kwara Mall, Ilorin



DEPARTMENT OF MARKETING

FACULTY OF MANAGEMENT SCIENCES
NNAMDI AZIKIWE UNIVERSITY
P.M.B. 5025, AWKA
ANAMBRA STATE, NIGERIA.

OFFICE OF THE HEAD OF DEPARTMENT

January 15, 2015.

The Centre Manager,
Kwara Mall,
Ilorin,
Kwara State.

Sir,

Letter of Introduction

We confirm that the bearer of this letter with the understated details is a doctoral student in the Department of Marketing, Nnamdi Azikiwe University, Awka, Anambra State.

Name: Idoko, Edwin Chukwuemeka
Reg. No. PG/Ph.D/2006447002P
Programme: Ph.D
Department: Marketing

The student in researching on "The Influence of Mall Predictors on Consumers' Mall Shopping in Nigeria" hence needs to administer his research instrument to the shoppers visiting your mall. The data collected will be used strictly for academic purposes. Please accord him all necessary assistance.

Thanks for your anticipated cooperation.


Prof. I. C. Nwaizugbo
Head, Department of Marketing

Appendix P: Introductory letter to The Centre Manager, Ado Bayero Mall, Kano



DEPARTMENT OF MARKETING

FACULTY OF MANAGEMENT SCIENCES
NNAMDI AZIKIWE UNIVERSITY
P.M.B. 5025, AWKA
ANAMBRA STATE, NIGERIA.

OFFICE OF THE HEAD OF DEPARTMENT

January 15, 2015.

The Centre Manager,
Ado Bayero Mall,
Kano,
Kano State.

Sir,


Letter of Introduction

We confirm that the bearer of this letter with the understated details is a doctoral student in the Department of Marketing, Nnamdi Azikiwe University, Awka, Anambra State.

Name: Idoko, Edwin Chukwuemeka
Reg. No. PG/Ph.D/2006447002P
Programme: Ph.D
Department: Marketing

The student is researching on "The Influence of Mall Predictors on Consumers' Mall Shopping in Nigeria" hence needs to administer his research instrument to the shoppers visiting your mall. The data collected will be used strictly for academic purposes. Please accord him all necessary assistance.

Thanks for your anticipated cooperation.


Prof. I. C. Nwaizugbo
Head, Department of Marketing

APPENDIX Q: Letter to Centre Manager, Grand Towers, FCT, Abuja.



DEPARTMENT OF MARKETING

FACULTY OF MANAGEMENT SCIENCES
NNAMDI AZIKIWE UNIVERSITY
P.M.B. 5025, AWKA
ANAMBRA STATE, NIGERIA.

OFFICE OF THE HEAD OF DEPARTMENT

January 15, 2015.

The Centre Manager,
Grand Towers,
FCT,
Abuja.

Sir,

Letter of Introduction

We confirm that the bearer of this letter with the understated details is a doctoral student in the Department of Marketing, Nnamdi Azikiwe University, Awka, Anambra State.

Name: Idoko, Edwin Chukwuemeka
Reg. No. PG/Ph.D/2006447002P
Programme: Ph.D
Department: Marketing

The student in researching on "The Influence of Mall Predictors on Consumers' Mall Shopping in Nigeria" hence needs to administer his research instrument to the shoppers visiting your mall. The data collected will be used strictly for academic purposes. Please accord him all necessary assistance.

Thanks for your anticipated cooperation.


Prof. I. C. Nwaizugbo
Head, Department of Marketing

