Journal of Sustainable Development in Africa (Volume 17, No.5, 2015)
ISSN: 1520-5509
Clarion University of Pennsylvania, Clarion, Pennsylvania

FACTORS INFLUENCING SHOPPING IN SELECTED SHOPPING MALLS IN METROPOLITAN LAGOS, NIGERIA.

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ABSTRACT

The aim of this study is to assess the factors affecting shopping in selected shopping malls in Lagos metropolis. The findings are expected to guide shopping mall owners, developers and other shopping mall service providers on shopping mall factors to give priority attention relative to others in their development plans and service operations. These will also enhance investment sustainability. The data collected were analyzed using descriptive and inferential statistics. Based on the factor grouping in this study, the result showed that physiognomy factor has the highest influence on shopping in the selected shopping malls in metropolitan Lagos with eigen value of 7.439; followed by exhibition factor, emotion factor, and convenience factor in that order with eigen values of 2.616, 1.931, and 1.184 respectively. This study therefore recommends that factors that have more influence on shopping in the selected shopping malls as observed from the findings should be given priority attention especially in situations where fund is limited. This is will: create liveliness, enhance patronage, and sustain operations in the malls, as well as high competitiveness with other shopping malls.

Keywords: Developers, Malls, Mall-Attributes, Shopping, Shoppers, Sustainability.

INTRODUCTION

In ensuring sustainability, shopping mall owners and managers are faced with the task of enticing shoppers to patronise them (Ooi&Sim, 2006). Understanding consumer shopping patterns assists developers of shopping malls in evaluating operational and managerial efficiency of shopping malls as well as exposing certain mall attributes that would need more attention and funding. It also enlightens mall developers, owners, and managers on the various mall attributes that enable malls complement and compete with each other.

No doubt, factors that attract shoppers and those that have more influence on attracting shoppers to shopping malls in Lagos are uncertain. Little or no known study has made attempt to fill this gap. One of the implications of not filling this gap is that it presents high risk of scenarios where the shopping experience may give way to mall boredom as the shopping mall offers too many stores with highly similar merchandise (Lowry, 1997; Wakefield and Baker, 1998). Research in this area is needed to aid operators come up with measures that will increase the number of shoppers' visits, extend shoppers' trips, and make shoppers spend more per shopping trip (Michon, Chebat, &Turley, 2005). Such studies will consider how the mall attributes affect the shoppers in coming back to the mall and hours spent in the mall. This is very fundamental to the sustainability of the investment.

Metropolitan Lagos was considered as the study area because majority of the Nigerian Shopping malls is domicile therein. In Lagos metropolis, the increase in shopping malls is gradually overtaking the traditional market place culture and is shifting the consumer (shoppers) behaviour in the urban area. However this study is founded on the gap that exists in the non-awareness of influential factors on shoppers' demand for shopping malls in metropolitan Lagos. In order to find the relationship of shoppers 'demand for shopping malls with personal traits and the shopping mall attributes, the present study had to find answers to the following questions:

- How does shopping malls attributes influence shopper's demand for shopping mall?
- How do personal characteristics of shoppers' influence demand for shopping mall?

Figure 1: Map of Lagos

REVIEW OF RELATED LITERATURE

Shoppers' Utilitarian versus Hedonic Shopping Motives

Utilitarian versus hedonic are two specific mall shopping motives frequently discussed in various consumer shopping literature.

Utilitarian motive is simply related to the direct acquisition of the desired good in a shopping mall. The motive is directed towards task completion or purchasing product in a deliberate and efficient manner (Babin, Darden & Griffin, 1994).

However, hedonic motives reflect the psychological forces which predispose an individual to engage in shopping (Sit, 2005). These forces are beyond task completion or purchasing product in a deliberate and efficient manner (Babin, et.al, 1994). Instead, hedonic motives are driven by the potential pleasure, arousal and dominance offered by the shopping mall. Indeed, a review of the leisure literature reveals three dimensions of hedonic motive, which are 'affiliation', 'escapism' and 'novelty' (Nicholas and Pearce, 2001; Wann, Schrader and Wilson, 1999).

Hedonic Shopping Motives

At present all over the world, shopping has gone beyond just buying and selling of products but now involves leisure and entertainment as an important aspect. Satisfaction from shopping is not necessarily derived from acquiring goods since other motives may be involved (Michon, et.al, 2005; Hirschman and Holbrook, 1982). In modern malls, shoppers fulfill their hedonic values by ways of experiencing fun, amusement, fantasy, and sensory stimulation. It has been observed that shoppers enjoy malls as leisure and festive spots in urban area to derive hedonic pleasure and drive shopping motivation with social status (Sherry, 1990; Arnolds and Reynolds, 2003). Shopping mall concept presently lies on both the task specific shopping

and the entertainment or leisure shopping aspects, amongst others. In many cases, regional and super-regional malls exist as parts of large superstructures that also include: office space, residential space, amusement parks, and so forth. Today's malls are therefore not only consumption centers which is the main characteristic of the unplanned shopping centers; but are new focal points for urbanity such as meeting points, community centers, entertainment areas and even tourist attraction (Helten& Fischer, 2003). Rather than having meetings, fun or entertainment at homes, schools or work places, people now prefer to come to the shopping malls not only to purchase goods and services, but to commune, socialize and interact with one another. The prime advantage of an experience product is the experience shoppers go through in purchasing a product or service (Tenaje, 2007). Shopping frequency in malls according to Michon, et.al, (2005) is associated with deal proneness, recreational motivations, demographic characteristics (Roy, 1994), and propensity for unplanned purchases along hedonic and utilitarian values (Chebat, 1999). According to Taneja (2007), the motives of shopping include: social experience outside home, communication with others with similar interest, peer group attraction, enjoying status and authority, and pleasure of bargaining.

Other motivations of shopping include inside and outside ambience of mall, layout, and extent of involvement in the shopping process. Ambience of shopping mall, architecture, ergonomics, variety, and excitement motivate the shopper to stay long and make repeated visits to the mall (Craig and Martin, 2004).Consumers make holistic evaluations of shopping malls in view of the arousing quality of ambiance stimuli for buying products and derive satisfaction on buying products and services.

Factors Influencing Shoppers' Shopping in the Shopping Malls

The satisfaction of shoppers plays at least an equally important role in metropolitan areas where commercial zones are numerous enough to lead consumers to choice decisions (Leo and Phillipe, 2002).The number and variety of different stores and services as well as less repetition of similar stores help shoppers to decide which shopping mall to choose. Mall stores cover all of the other shopping needs of the consumer, so as to economize consumers time cost of shopping (Gerbich, 1998).

Fanning (2005) identified fifteen factors that are responsible for the physical attractiveness of the shopping mall. These factors include: Building area, Parking, Frontage and Visibility, Site Topography, Utilities, Landscaping, Building Design and Layout, Amenity Features, Store Size, Store Width, Store Depth, Signage, Truck Service Facilities, Tenant Mix and Marketing Attributes, and Legal constraints and Opportunities (look at mall Lease term). Consumer shopping behaviour is influenced by the state of the economy, cultural background, status (financial, educational, and other demographics), peer pressure, antecedent state, time available, task definition, shopping frequency, social, and motive of shopping (Taylor & Cosenza, 2002; Taneja, 2007).

Some of the factors are broken down below:

1. The Law of Retail Gravitation Model

   It is commonly assumed that the consumers' decision concerning the place they usually choose for shopping depends essentially on the distance to the mall. The Law of Retail Gravitation Model by Reilly (1931) and Huff (1964) cited in Ooi and Sim (2007) implies that consumer choice among retail centers (groups of stores) is governed by the centers'attraction, which increases with a Centre's size but decreases with its distance from the consumer's home.

"Central place theory," an extension of retail gravitation, holds that shoppers will choose the closest retail center conditional on the availability of the types of products sought. Impliedly, shoppers minimize their travel costs in order to purchase the desired goods. While choosing between various shopping malls, customers try to find a balance between the utility (which is measured by the size of the shopping mall), and cost (which is measured by distance).

2. Promotional Activities

Also, common promotional activities employed by the stores in shopping malls include sales and encouragement to the shoppers to make frequent visits to the mall. It is argued that a combination of general entertainment and price oriented promotions are found to be strong alternatives to encourage customers to frequent visits and more spending (Parsons, 2003).

3. Time Constraints, Daily Schedules, and Flexibility

Patronage behaviour is not only influenced by retail attributes, but time constraints (Arentze and Timmermans, 2005). Daily schedules influence shopping behaviour by limiting the time available to shop. According to Reimers&Clulow (2008), shoppers are not only limited by the time available to them but also their flexibility. Shopping trips are not an isolated event, but rather are planned and scheduled as part of a routine.

4. Arousal through Pleasantness, Promotion, and Mall Attractiveness

The three distinct dimensions of emotions, which include pleasantness, arousal and mall attractiveness, have been identified as major drivers for making buying decisions among shoppers (Rajagopal, 2006). Consumers with strong shopping motives are found to experience more pleasure and arousal and find the mall ambience to impulse buying behavior (Mattila and Wirtz, 2004; McGoldrick and Pieros, 1998). It has been observed that young consumers perceive positive effect on in-store behaviors if shopping arousal is high. Thus, retailers need to pay attention not only to the pleasantness of the store environment, but also to arousal level expectations of shoppers (Wirtz*et al*, 2007). Arousal during shopping may be seeded through multifaceted activity that may be performed in various ways and embody different consumer feelings. As higher stimulation or interactive learning provided by the retailers focuses on gaining initial experience on the product use, consumers tend to engage in higher arousing activities by acquiring the product (Menonand Kahn, 2002). This means that interactive tools on product learning provided in the retail stores in shopping malls affect the level of arousal and thereby influence the buying behavior. Hence, retailers need to vigilantly manage the quality of arousal by developing adequate customer involvement in the buying process and retail shoppers (Miranda *et al*, 2005). Retailers in shopping malls engage outsourced salespeople to promote their brand and prospect new shoppers. The bargaining power of firms' increases with outsourced salespeople who stimulate the demand for products and contribute to the enhanced sales at retail outlets. It has been observed that pull effect for the brands supported by the sales promoters increases at the retail stores as customers gather the pre-buying information from sales promoters (Gomez *et al*, 2007). It is observed that retailers in shopping malls develop competition over business hours and price. Such strategies affect consumers' shopping attraction and intensity of shopping as often change in business hours leads to

store switching behavior. However such competition cannot be stretched by the retailers beyond social optimum (Shy and Stenbacka, 2008). Retailers in large shopping malls tend to follow moderately cooperative strategy, thus competition between malls and smaller forms of shopping centers has led mall developers and management to consider alternative methods to build excitement among customers (Timothy and Stephen, 2006). The most common configuration for shopping centers is linear.

5. Parking and public conveniences

Parking and public conveniences are provided in the mall. Commonly, ambiance around shopping malls is devoted to parking unless a multi-level parking structure is provided for customer use (Carter and Vendell, 2005).

6. Mall investment and Sustainable development.

Conducting development in a sustainable manner is gradually gaining acceptance among many developers, and if mall developers must survive the harsh economic environment, they must integrate sustainability in their development. The focus has moved from considering which individual property development is sustainable? To how suatainable is each property development (Reed and Sims, 2015). Sustainable features in a mall will introduce cost efficiency to the benefit of landlord and tenants. In recent times, overriding economic pressures are driving landlords and tenants in a united effort to reduce cost. Reduced asset management cost may translate to reduction in prices of goods which will attract more shoppers to the mall. This calls for the introduction of well articulated green leases in retail shops as this may lead to lowering running costs (College of Estate Management 2013). It is important to note that not only should buildings be resource efficient and capable of achieving green certification standards such as Building Research Establishment Environment Assessment Method(BREEAM) rating of at least a pass, but it must also meet such requirements in its day to day operations (College of Estate Management (CEM) 2013). There is need for the introduction of Economic, Social and environmental sustainability in mall development for the interest of the community, shoppers, retailers and landlords.

RESEARCH METHODS

This study assumes that the shoppers' demand for shopping malls is hinged on their frequency of visits to the malls (coming back to the mall) and the hours spent on each trip in the malls. The shopping malls considered as sample areas were: AdeniranOgunsanya Shopping Mall (Surulere), The Palms Shopping Mall (Lekki-peninsula), and Ikeja City Mall (Ikeja).

In the design of this study, mall attributes known to attract shoppers to shopping malls were extracted from literatures. The opinion of shoppers on mall attributes were first sought using survey design. The shoppers are of varying age, taste, ethnic groups, sex, income level, status, background, academic qualification and discipline. Questionnaires were administered to various shoppers coming into the shopping malls and the collection points were agreed. The total retrieved questionnaires amounted to 134. Descriptive and inferential statistics were employed in analyzing the obtaineddata. The descriptive statistics

is the mean item score used in ranking the attractiveness of the mall attributes in descending order. The higher the mean item score, the more influence it has on shoppers' demand for shopping malls. The inferential statistics used as further tests were factor analysis, and regression analysis. The attributes were grouped and their percentage variance and eigen values determined. The factor groupings based on varimax rotation with Kaiser Normalization were illustrated. The larger the Rotated Component Loading (RCL) of a particular mall attributes the more its association with and percentage contribution to the variance of that component. A step wise regression analysis was done in order to determine how shoppers' personal characteristics affect demand for shopping malls. The 0.05 level of significance was adopted in the study. The value of the KMO MSA is 0.689 (Acceptable). The software that contained the analytical tools employed is the Statistical Package for Social Sciences and Electronic View.

Data Presentation and Analysis

Table 1: Mean Ranking of Influencing Mall Attributes from Shoppers' Responses

s/n	Variables	Mean item score (MIS)	Rank	s/n	Variables	Mean item score (MIS)	Rank
1	Cleanliness And Maintenance Of Mall	6.07	**1st**	27	Store Depth	5.07	**27th**
2	Total Mall Building Area	5.66	**2nd**	28	Store Width	5.02	**28th**
3	Arrangement Ordering Neatness And Quality Of Goods	5.63	**3rd**	29	Uniform The Employees Wear	5.02	**29th**
4	Accessibility Of Stores	5.62	**4th**	30	Price Display On Goods	5.02	**30th**
5	Variety Of Different Stores And Services	5.59	**5th**	31	Traffic Flow In And Out	4.97	**31st**
6	Size Of Mall	5.57	**6th**	32	Marketing Attribute Of Other Stores	4.93	**32nd**
7	Mall Image	5.56	**7th**	33	Accessibility Of Mall From Home	4.91	**33rd**
8	Arrangement Of Stores	5.55	**8th**	34	Accessibility Of Mall From Work	4.91	**34th**
9	Shopping Experience	5.51	**9th**	35	Signage	4.91	**35th**
10	Landscaping	5.51	**10th**	36	Friends Shop At This Mall	4.89	**36th**
11	Location Of The Mall	5.50	**11th**	37	Availability Of Restroom	4.88	**37th**
12	Use Of Trolleys	5.50	**12th**	38	Presence Of Quality Anchor Tenants	4.85	**38th**
13	Total Number Of Stores	5.44	**13th**	39	Price Of Goods And Services	4.84	**39th**
14	Presence Of Brand Name Stores	5.44	**14th**	40	Less Repetition Of Similar Stores	4.84	**40th**
15	Building Design	5.42	**15th**	41	Friendliness Of Mall Employees	4.83	**41st**
16	Quality Of Services In Major Stores	5.41	**16th**	42	Distance From Work	4.75	**42nd**
17	Mall Ambiance	5.37	**17th**	43	Presence Of Service Providers	4.70	**43rd**
18	Availability Of Parking Space	5.36	**18th**	44	Mall Neighborhood Characteristics	4.69	**44th**
19	Frontage And Visibility	5.36	**19th**	45	Distance From Home	4.59	**45th**
20	Safety And Security Of Parking Lot	5.33	**20th**	46	Crowding In Stores	4.46	**46th**
21	Presence Of Fast Food And Restaurants	5.28	**21st**	47	Transportation Cost	4.34	**47th**
22	Safety And Security Of Mall	5.24	**22nd**	48	Tenant Mix	4.28	**48th**
23	Mall Decoration	5.21	**23rd**	49	Bus Taxi Services	4.12	**49th**
24	Store Size	5.18	**24th**	50	Truck Services	3.83	**50th**
25	Space Design And Allocation	5.15	**25th**	51	Presence Of Cinema	2.98	**51st**
26	Utilities	5.13	**26th**				

Source: Field Survey 2012

Table 1 shows that the mall attributes with the highest mean item score (6.07) are cleanliness and maintenance of mall. This means that majority of the shoppers see this mall attribute as the factor that has most influence in attracting them to shopping malls. By implication shoppers are interested in environmental sustainability. Total mall building area; arrangement ordering neatness and quality of goods; accessibility of stores; and variety of different stores and services has a mean item score of 5.66, 5.63, 5.62, and 5.59 respectively and ranks 1st, 2nd, 3rd, 4th, and 5th positions in the same order. This shows that these mall attributes is the next to the most in influencing shoppers demand for shopping malls. Also, the mall attributes with very low mean item scores (MIS) are transportation cost, tenant mix and bus taxi services having a mean item score of 4.34, 4.28, 4.12 respectively. This shows that these mall attributes have a 'moderate influence' on the shoppers demand for shopping malls. Truck services have a mean item score of 3.83 and shows that it has a 'low influence' on shoppers demand for shopping malls. While presence of cinema has a mean item score of 2.29 and it shows that it has a 'very low influence' on shopping malls. These mall attributes occupy the 47th, 48th, 49th, 50th, and 51st positions respectively.

Extraction of Mall Attributes using Factor Analysis on Shoppers' Responses

Subjecting the considered 51 attributes to further analysis using the factor analysis,19were extracted as affecting shoppers' demand for shopping malls the most as shown below.

Table 2: Factor Grouping (Shoppers' Perception)

Component	**1**	**2**	**3**	**4**
Eigen value	7.439	2.616	1.931	1.184
Percentage of variance	39.154	13.769	10.166	6.231
Component label	**Physiognomy Factor**	**Exhibition Factor**	**Emotion Factor**	**ConvenienceFactor**
s/n	***Corresponding factor loading and shopping mall attribute***			
1	store width (0.819)	mall image (0.799)	shopping experience (0.805)	availability of parking space (0.872)
2	store size (0.796)	presence of quality anchor tenants (0.762)	use of trolleys (0.657)	location of the mall (0.598)
3	store depth (0.780)	friendliness of mall employees (0.740)	traffic flow in and out of mall (0.608)	space design and allocation (0.496)
4	frontage and visibility (0.734)	total mall building area (0.684)		
5	total number of stores (0.650)	presence of fast food and restaurants (0.610)		
6	signage (0.481)	arrangement, ordering, neatness and quality of goods (0.492)		
7		variety of different stores and services (0.464)		

Source: Field Survey 2012 Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

In the Table 2, the four components explain a total Eigen value of 69.320. The component factors are: Physiognomy Factor, as Exhibition Factor, Emotion Factor, andConvenience Factor. Each component consists of several mall attributes which makes up the percentage of variance for each component. The corresponding equations are represented thus:

Com 1 = 39.154 + 0.819$\mathbf{x_1}$+ 0.796$\mathbf{x_2}$ + 0.780$\mathbf{x_3}$ + 0.734$\mathbf{x_4}$ + 0.650$\mathbf{x_5}$ + 0.481$\mathbf{x_6}$

Where: Com 1 = Physiognomy Factor group

$\mathbf{X_1}$= store width**;**$\mathbf{X_2}$= store size**;**$\mathbf{X_3}$= store depth**;**$\mathbf{X_4}$= frontage and visibility**;** X_5 = total number of stores**;**$\mathbf{X_6}$=signage

The result under physiognomy factor shows that the mall attribute that has the highest influence on demand for shopping malls is store width with RCL of 0.819. The store size, store depth, by frontage and visibility, number of stores, and lastly signage (0.796) has RCL of 0.780, 0.734, 0.650 and 0.481 respectively.

Com 2 = 13.769 + 0.799$\mathbf{x_1}$+ 0.762$\mathbf{x_2}$+ 0.740$\mathbf{x_3}$+ 0.684$\mathbf{x_4}$+ 0.610$\mathbf{x_5}$+ 0.492$\mathbf{x_6}$+ 0.464$\mathbf{x_7}$

Where: Com 2 = Exhibition Factor

$\mathbf{X_1}$= mall image**;**$\mathbf{X_2}$= presence of quality anchor tenants**;**$\mathbf{X_3}$= friendliness of mall employees**;**$\mathbf{X_4}$= total mall building area**;**$\mathbf{X_5}$= presence of fast food and restaurants**;**$\mathbf{X_6}$= arrangement, ordering, neatness and quality of goods**;**$\mathbf{X_7}$= variety of different stores and services

The principal component 2 (Exhibition factor), shows that the mall attribute that has the highest influence on demand for shopping malls is mall image with RCL of 0.799 followed by presence of quality anchor tenants with RCL of 0.762 followed by friendliness of mall employees with RCL of 0.740 followed by total mall building area with RCL of 0.684 followed by presence of fast food and restaurant with RCL of 0.610 followed by arrangement, ordering, neatness and quality of goods with RCL of 0.492 and lastly variety of different stores and services with RCL of 0.464.

Com 3 = 10.166 + 0.805$\mathbf{x_1}$+ 0.657$\mathbf{x_2}$+ 0.608$\mathbf{x_3}$

Where: Com 3 = Emotion Factor

$\mathbf{X_1}$= shopping experience**;** $\mathbf{X_2}$= use of trolleys**;** $\mathbf{X_3}$= traffic flow in and out of mall

The principal component 3 (Emotion Factor), shows that the mall attribute that has the highest influence on demand for shopping malls is shopping experience with RCL of 0.805 followed by presence of use of trolleys with RCL of 0.657 and lastly traffic flow in and out of mall with RCL of 0.608.

Com 4 = 6.231 + 0.872$\mathbf{x_1}$+ 0.598$\mathbf{x_2}$+ 0.496$\mathbf{x_3}$

Where: Com 4 = Convenience Factor

$\mathbf{X_1}$= availability of parking space**;**$\mathbf{X_2}$= location of the mall**;**$\mathbf{X_3}$= space design and allocation

The principal component 4 (Convenience Factor), shows that has the highest influence on demand for shopping malls is availability of parking space with RCL of 0.872 followed by location of the mall with RCL of 0.598 and lastly space design and allocation with RCL of 0.496.

Hedonic Model Specification

Table 3 below shows shoppers' personal characteristic(s) that has significant influence on the demand for shopping malls.

Table 3: Multiple Regression of the Influence of Shoppers' Personal Characteristics on Demand for Shopping Malls

Model 1	B	Std. Error	Beta	T	Sig.
(Constant)	-2.159	1.404		-1.538	0.128
$\mathbf{X_1}$	0.487	0.115	0.387	4.229	0.000
$\mathbf{X_2}$	0.845	0.243	0.328	3.474	0.001
$\mathbf{X_3}$	0.297	0.124	0.221	2.389	0.019
$\mathbf{X_4}$	0.700	0.340	0.193	2.055	0.043

$R^2 = 0.281$ F-value = 8.982 Sig = 0.000

The model is therefore shown below

$$\mathbf{Y} = \mathbf{-2.159} + \mathbf{0.487}X_1 + \mathbf{0.845}X_2 + \mathbf{0.297}X_3 + \mathbf{0.700}X_4$$

Where Y = **Shopper's demand for shopping mall**; X_1 = **Number of stores visit on average per trip**; X_2 = **Mall patronage participation**; X_3 = **Monthly income**; X_4 = **Age group**

In table 3, the largest personal characteristics that affects demand for shopping mall is the mall patronage participation with R^2 of 0.84; followed by the age group with R^2 of 0.70; followed by number of stores visited on average per trip with R^2 of 0.48; and lastly the shopper's monthly income with R^2 of 0.29.The performance of the overall equation is indicated by R^2 (0.281) statistics which explains 28.1% of the total variance of the shopper's demand for shopping malls and F-value (8.982).

Table 4: Shoppers' Hedonic Model Specification

Model 2	**B**	**Std. Error**	**Beta**	**T**	**Sig.**
(Constant)	11.942	1.634		7.307	0.000
$\mathbf{X_1}$	-0.939	0.234	-0.431	-4.013	0.000
$\mathbf{X_2}$	0.789	0.229	0.260	3.437	0.001
$\mathbf{X_3}$	-0.848	0.184	-0.351	-4.606	0.000
$\mathbf{X_4}$	-0.665	0.188	-0.289	-3.540	0.001
$\mathbf{X_5}$	2.055	0.268	1.003	7.663	0.000
$\mathbf{X_6}$	-1.584	0.351	-0.721	-4.508	0.000
$\mathbf{X_7}$	0.711	0.247	0.215	2.883	0.006

$R^2 = 0.771$ F-value = 20.663 Sig = 0.000

In Table 4, a step wise regression analysis was used to ascertain how shoppers' personal attributes and other factors affect the demand for shopping malls. The equation is represented thus:

$\mathbf{Y} = 11.942 - 0.939\mathbf{x_1} + 0.789\mathbf{x_2} - 0.848\mathbf{x_3} - 0.665\mathbf{x_4} + 2.055\mathbf{x_5} - 1.584\mathbf{x_6} + 0.711\mathbf{x_7}$

Where **Y** = Shopper's demand for shopping mall**;**

$\mathbf{X_1}$ = Presence of Quality Anchor Tenants**;** $\mathbf{X_2}$ = Mall Patronage Participation**;** $\mathbf{X_3}$ = Availability of Parking Space**;** $\mathbf{X_4}$ = Use of Trolleys**;** $\mathbf{X_5}$= Store Width**;** $\mathbf{X_6}$= Store Size**;** $\mathbf{X_7}$ = Accomplice to Shopping Mall

Store Width, Mall Patronage Participation, Accomplice to Shopping Mall, Store Size, Presence of Quality Anchor Tenants, Availability of Parking Space, and the Use of Trolleys showed R^2 of 2.055, 0.78, 0.711, -1.584, -0.939, -0.848, -0.665respectively. The performance of the overall equation is indicated by R^2 (0.771) statistics which explains 77.1% of the total variance of the shopper's demand for shopping malls and F-value (20.663). All variables are significant at 0.005 significant levels.

SUMMARY AND CONCLUSION

There is no doubt that shopping has gone beyond buying and selling of products but now involves leisure and entertainment as important aspects. Today's malls are therefore not only consumption centers which is the main characteristics of the unplanned shopping centers, but are now new focal points for urbanity, such as meeting points, community centers etc. Findings from the study however indicate that total building area; arrangement, ordering, neatness and quality of goods; and variety of different stores and service shopping experience are the major determinant factors attracting shoppers to shopping malls.

Investment sustainability will be enhanced if these factors are put into consideration by investors in shopping malls. In addition, inclusion of sustainable features in mall development and articulation of green leases will be highly desirable as these will bring reduction in asset management cost and translate to reduction in prices of goods and hence attract more shoppers

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