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Influence of Facilities on Patronage of the Various Shopping Malls in Ibadan, Nigeria

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Abstract

The way shopping malls have sprawled every nook and cranny particularly in the developing economy is evident from major cities to even sub-urban areas. The expansion evident in the various locations of these shopping malls can be attributed to its patronage. Earlier researchers have linked the patronage of these malls to influences resulting from location, gender, image, type of shoppers amongst other. Even though studies on facilities and how it influences patronage are evident particularly in the developed economies such work also studied other factors thereby not giving a detailed finding on the linkage between facilities provided in such malls and the level of patronage from shoppers. This present study thereby focuses on influence of facilities provided on patronage of the five (5) identified shopping malls in Ibadan, Oyo State Nigeria. The study being a cross-sectional research survey entailed the distribution of questionnaires to 143, 126, 127, 145 and 126 shoppers of Cocoa Mall; Heritage Mall; Jericho Mall; Palms Mall and Ventura Mall, respectively all located in the study area, Ibadan. A cumulative response rate of 80.3% was attained. Data collected was analysed using descriptive statistics of weighted mean and substantiated with factor analysis. It was revealed that most identified facilities in the malls have a great influence on patronage of the malls. However, in order to avoid superfluity of investment, investors could commence provision of Eatery/ Food court (Co-V1, 0.72) as recreation facility; Kids play center (Co-V1, 0.79) as children's facility; Toilet/Restroom (Co-V1, 0.84) as service facility; POS (Co-V1, 0.91) as banking facility and free medical checkup (Co-V1, 0.91) as health facility as these have most remarkable influence on patronage of the malls. The researchers hereby advocated that investors can be guided in the provision of the relevant facilities to prevent superfluity while the keen sustenance of these specific facilities can sustain patronage of the various malls in the study area.

Key words: Influence, Facilities, patronage, Shopping Malls, Ibadan

1. Introduction

Shopping malls according to the International Council of Shopping Centres [1] is defined as a group of retail and other commercial establishment that has been planned, developed, owned and managed as a single property with the provision of its own on-site parking. There have been conflicts in its definition with that of a shopping centre. They are however used interchangeably but shopping malls can be distinguished in that it houses many shops inside, could be on two or three floors with several large stores on the end while a shopping centre could be a shopping mall but actually a shopping destination. Shopping centres could be an open air shopping area where people can walk outside from store to store.



Shopping malls and shopping centres are part of the modern retail outlets just like hypermarkets, cash and carry stores, supermarkets, specialty stores, discount stores, departmental stores, convenience stores and E-Retailers [2]. What can be regarded as shopping mall in today's parlance can be traced to that built by Emperor Trajan nearly 2,000 years ago in Rome, ever since various malls have been built across the globe with the idea of old covered market places which became popular between the 10th and 15th century till date. In 1785, the first purposely-built shopping mall was erected, however, it was until 1916 that a shopping mall as is being considered today was built in the United States. It was in the 1950's that large indoor shopping malls began to be evident around the world. In 1956 in the US the first suburban enclosed shopping centre started operation near Minneapolis, Minnesota, USA. The Mall known as Southdale Mall was a joint effort by Dayton's Department store and its rival Donaldson's in order to reduce cost of construction. To the greatest surprise and against expectations of the duo that venture increased their individual sales which prompted the agglomeration of retailers and refine tenant mix over three, four decades later [3]. Shopping malls are principally classified into various types predominantly as a function of their sizes. The average shopping mall occupies a land area of about 400,000 square feet (37,161.216M²). There are those that span a floor area of between 400,000 and 800,000 square feet (37,161.216M² – 74,322.432M²) known as regional shopping malls. Since the regional shopping malls are larger, it accommodates higher end stores that require more space for stores. For super regional malls, the land area occupied is over 800,000 square feet (74,322.432M²). The super regional malls are premier shopping malls for the surrounding areas and suburbs. There are also malls known as strip malls which are usually open-air shopping malls with stores arranged in a row, with a sidewalk in front. Strip malls are usually developed as a unit and have large parking lots in front. There is also the outlet mall known as special malls where manufacturers sell their products directly through their own stores [4]; [5]. No matter the type of malls the developed nations such as the US, Paris, London amongst others have noticeable presence of shopping malls over the years with the largest mall in the world located in Arabia, Dubai with a total land mass of about 12,000,000 square feet (1,114,836.48M²) while the second and third largest shopping malls are located in China and Malaysia respectively. In the developing economics the presence of shopping malls are not likewise farfetched. For instance in Nigeria in 2005 the Palms Shopping Mall in Lekki, Lagos State occupying an average land area of 40,000M² was erected as the first and largest shopping mall in land mass in the country [6]. However, in terms of lettable space it is the third after the Ado Bayero Shopping Mall in Kano which has a lettable space of about 24,000M² and the polo park shopping mall in Enugu that has about 22,000M² lettable space as against the about 21,000M² of the Palms Mall [7]. Presently, Nigeria can boast of over thirty-five shopping malls spread across all the nook and cranny of the nation with most of them located in Lagos State [8]. The proliferation of these malls can be attributed to the level of patronage which these malls enjoy. This patronage has been linked to the enjoyment derived in shopping experience and gender influence while others include accessibility, environment, atmosphere and attitude of service personnel [9]; prices, quality, variety of merchandise, credit facility, and product with

goodwill amongst others [10]; the changes in status, income level and exposure of shoppers [11]; quality of the product, nearness to work place and residence [12]; the sophistication in the appearance of the mall [13]; location [14]. Some other researchers who studied facilities studied such along side other variables. For instance, [12] researched on impact of location together with facilities such as kids play area and parking area on consumer's choice of patronage. [15] studied sales promotion mix and group of other factors together with two facilities (washroom and parking lot) on customer satisfaction of shopping malls. [16] focused primarily on convenience, ambience, entertainment, property management product assortment, product pricing, service and considered only toilet as a facility that influence patronage of shoppers. There has been no research on the exclusive determinants of facilities on patronage of shopping malls. Since facilities are intrinsic part of the malls and are quite capital intensive, investors need to be guided aright. Ibadan, the capital city of Oyo state was chosen as a case for study due to its traditional setup from the onset used to traditional market settings unlike more elite towns like Lagos, Port Harcourt and Abuja where numerous other kinds of researches have focused on [17]. The five identified shopping malls in Ibadan are Cocoa Mall; Heritage Mall; Jericho Mall; Palms Mall and Ventura Mall occupying average land areas of between (37, 415M² and 38, 024M²) with Palms shopping mall being the largest while Jericho mall the least [18]. The study of the facilities provided in these malls and their influence on the patronage of these malls forms the crux of this present research.

The traditional market setting is gradually loosing its grip on customers to shopping malls. This has resulted to the patronage of this modern retail outlet over the years. [19] examined the demographic and patronage motives of supermarkets amongst shoppers in the US. Attributes such as age, earning capacity, cultural background, academic attainment, marital status, number of family members, gender and the rate of visitation of such modern retail outlets for four classes of goods like clothing; pharmaceutical and exquisiteness; appliances and furnishings were studied. Data derived was analysed through the use of regression and ANOVA revealed that shopping varieties in one visit, variety of products and age, gender, income level, culture, level of education, marital position, and number of family members are driving force of shoppers to the shopping centers. A study on patronage of modern furniture store was carried out in relation to shopping orientation and store image. The adoption of the Darden's patronage model of consumers' behavior was used in retrieving responses from 115 respondents through the copies of questionnaires with data analysed by using the regression model. It was discovered that the lifestyle of the shoppers, shopping orientation and store image went a long way in determining patronage [10]. The impact of location on shopping mall patronage was studied by [20] if shoppers were to decide on patronage of the local stores in the rural areas compared to shopping malls in the urban centres. Qualitative and quantitative approaches were adopted in the study through semi-structured interview with tenants and distribution of copies of questionnaires to shoppers. It was revealed that shoppers prefer to travel to shopping malls in urban centres to the local scores notwithstanding its accessibility. However, quality products, variety of goods, lower

prices, economic, social and psychological satisfaction were also triggering factors to the patronage of shopping malls. [21] using convenience sampling technique and intercept survey method distributed copies of questionnaires to both male and female customers in Delhi and National Capital Region. An impressive response of 1, 200 copies of questionnaires were retrieved in the study of variables such as store image and shoppers motive that were further divided into retail merchandise, shopping convenience, atmospheric and retail communication, utilitarian, socialization and gratification as factors that influences shoppers patronage of shopping malls. Result gotten revealed that shoppers ranked store image (merchandise, convenience, shopping mall atmosphere and communication) as the major factors that influenced shopper's patronage of shopping mall more than the motives of different categories of shopper such as utilitarian, Social and gratification seekers. Hence, it was discovered that shoppers were more motivated extrinsically in their patronage of shopping malls. The study carried out by [22] in Southern Gauteng, South-Africa also confirmed the import of shopping mall image on its patronage by shoppers. [23] discovered that apart from shopping malls image as a determinant of shoppers' patronage the environment and the convenience of the shopping malls are other triggering factors that affect shopping mall patronage. The image of shopping malls was also discovered to have ripple effect on the image of the retail outlet in malls in North-America through self congruity image transfer from patronage of malls to stores [24]. However, in an earlier research [25] revealed that patronage of inherent stores influences the patronage of the mall. [26] explored key factors that affect the patronage of shopping malls in India. Data was collected from 100 shoppers placed on a five-point likert scale and analysed using the Chi-square test on SPSS Software package version 16. The result of the analysis reveals that the triggering factors that affect patronage of shopping malls are quality and assorted goods, variety of product and easy location on the shelf, new product, safety and security. [27] studied attributes of shoppers that influence their patronage in Saudi Arabia. A total of 1,500 copies of questionnaires were distributed to shoppers, while 450 were retrieved, 423 were found relevant for analysis using correlation. It was revealed that demography was the major influence on the patronage of shopping malls. Respondents within the age of eighteen (18) to twenty four (24) years, educated shoppers, and shoppers with income between SR five thousands (5000) - ten thousands (10,000) recorded higher patronage of the shopping malls. Also it was also revealed that females patronize shopping malls more than their male counterparts just as discovered by [28] in Cluj-Napoca, Romania.

The essence of facilities in shopping malls both in the internal and external mall services cape has turned out to be of great import from a review of relevant literatures conducted [29]. Patronage of shopping malls with respect to facilities provided has been studied together with other variables particularly in the advance economy. These researches have brought out varying results on patronage. [30] in a study involving various variables on 457 shoppers in 7 shopping malls in Durban South Africa revealed that apart from facilities such as parking lots, banking facilities, food courts, leisure and entertainment, child care facility, facilities for the incapacitated

and feeble do trigger patronage of the malls. From other variables studied along side it was also disclosed that location, ease of access, type and design of stores, image of the shopping centre, promotional event, price levels, product range, security, safety, consumer traffic, service level, one-stop shopping, cleanliness were also factors that influence patronage of the shopping malls. [31] likewise carried out a research involving many variables not limited to facilities. The research which was conducted in India discovered that facilities such as food court, entertainment facility, cinema halls had no remarkable influence on patronage in the malls. Other variables that showed no remarkable influence on shopping mall patronage in the study area includes lightening, music, design, layout, availability of products, good prices, socializing opportunities and quality of service. However, demographic attributes of the consumers had remarkable influence on their patronage. It was discovered particularly that increase in income level, age and sex had triggering effects on patronage of shopping malls. Comfortable sitting area was later discovered as a facility that triggers patronage of shopping malls in India [32]. The research which entailed the study of three shopping malls in the study area on ninety shoppers also revealed that space in the mall, mall atmosphere and décor, maintenance and cleanliness in the mall, availability of variety, quality and affordable products, and good customer service were also triggering factors. Hence, it was disclosed that property management will prompt the highest patronage level while product pricing had no much impact on patronage of the malls. [13] still explored a research in India on factors that influence patronage of shopping malls in India. Four identified factors (marketing, assortment, facilities and convenience) were tested. These factors were broken down into 16 sub-variables while 500 shoppers from two prominent malls were surveyed using intercept method. The use of factor analysis revealed that assortment was the most prominent determinant of shoppers' patronage. Also in India [33] carried out a research on certain variables and its influence on shopping mall patronage. The research was conducted in Mumbai on 665 customers across five shopping malls. Out of the variables studied 22 were discovered to be significant using the neural network model in having remarkable influence on the patronage of the shopping malls. Availability of seats in the mall and parking lots were amongst the facilities that influence patronage of the malls while Distance of the mall from home, image of the mall, atmosphere inside the mall, cleanliness of the mall, ease of locating stores, competition among the stores, and ambience are part of other variables that influences patronage of the malls. The study also affirmed that convenience and security are more paramount factors than aesthetics and ambience in determining patronage o the shopping malls. In Pakistani, [12] conducted a research in determining the influence of two facilities (kids play center, and parking lot) together with the location of the malls on patronage of shopping malls. The study that involved 322 shoppers in the study area revealed that the three variables were all triggers to influencing patronage of the malls by shoppers. One research which was confined to facilities in relation to patronage of shopping malls was carried out exclusively on a particular facility. [34] studied entertainment in malls and multiplexes in Sydney, Australia. This was intended to ascertain the impact of such centres in enhancing customers' patronage of the malls. Findings indicate that many entertainment centers such as cinema complexes in the study area

were located in the mall, adjacent to a mall, or very close to the malls. It was discovered that a positive relationship exists between the cinema and patronage of shopping malls as some shoppers who visited the malls would not have done so if not for the cinemas that brought them in the first instance.

Facilities are quite capital intensive in development of shopping malls therefore will need prominence in research in determining its effect on patronage of the malls. Absence of that could result to trivial placemat of such items in shopping malls. This perhaps could explain why [35] attributed not the patronage of shopping malls to recreation centres but because of the meeting point which the facility offers top officials, friends, community members especially during weekends. Based on this the present study exclusively engaged a detailed study on facilities provided in the study area and how it influences patronage of shopping malls.

2. Methods

The study is a cross-sectional survey that entailed the distribution of questionnaires to the five identified shopping malls in Ibadan, Nigeria. 143, 126, 127, 145 and 126 shoppers of Cocoa Mall; Heritage Mall; Jericho Mall; Palms Mall and Ventura Mall, were issued copies of questionnaires respectively. This was done using intercept survey method after a pre-research investigation was carried out to discover the level of visitation of shoppers to the various malls. The copies of questionnaires issued the shoppers represented the sample size of the various respondents using Kothari's model as adopted by [36] and [37]. Data collected was analysed using descriptive statistics of weighted mean and thereafter confirmatory factor analysis was used to ascertain relevant factors considered after the usage of exploratory factor analysis to validate the instrument being used for data collection. The use of AMOS Software was utilized to aid the analysis.

3. Result and Discussions

This cross sectional survey was conducted by the researchers with support from field assistance. Six Hundred and Sixty-Seven (667) questionnaires were distributed to the customers in Cocoa, Heritage, Jericho, Palms, and Ventura Malls. This number is in confirmation with the sample size calculated. Five Hundred and thirty six (536) questionnaires were retrieved from the respondents. Details are as shown in Table 4.1.

Table 1: Questionnaires Administered and Retrieved from the Five Shopping Malls

S/N	Shopping Mall	No. of Questionnaires Administered	No. of Questionnaires Retrieved	Percentage of Retrieved Questionnaires (%)
1	Cocoa Mall	143	109	76.3
2	Heritage Mall	126	118	94.2
3	Jericho Mall	127	101	79.8
4	Palms Mall	145	118	81.1
5	Ventura Mall	126	90	71.4
	Total	667	536	80.35

The demographic and other socio-economic characteristics of the shoppers were analyzed. In all malls it was discovered that gender was not a triggering factor to patronage as no gender dominated the visitation of the malls. While the male gender was more pronounced in some malls the female counterparts were prominent in some other malls. This is against the findings of [19] and [9] where gender had a prominent influence on patronage. The age of shoppers had a predominant role to play in patronage as most shoppers were in the age bracket of 21-30 years for all the malls. This agrees with the findings of [19] and [31] that age was a prominent influence on patronage of shopping malls. The age bracket of 21-30 is those of youthful disposition and their flair for adventure and excitement could explain their huge patronage of the malls. Marital status have no defining influence on patronage on the malls as three of the malls are dominated by singles (Cocoa, Heritage and Ventura) while palms and Jericho malls are dominated by customers who are married. This is against the findings of [19] where marital status was a dominant trigger to influencing patronage of malls. Most of the customers reside not too long from the mall as they all attested to the fact that their residency is within the confines of the municipal. This negates any assumption of much travels as discovered in the work of [20] where shoppers prefer to travel far for shopping in shopping malls as against patronizing local stores in the rural settlements. The level of income of shoppers can be regarded as having a triggering force on patronage of the malls. Most of the shoppers fall between the income level of below ₦30, 000 per month (Cocoa mall and Heritage Mall) and between ₦30, 000 and ₦50, 000

per month (Jericho and Palms Mall) while for Ventura Mall most shoppers are between the income level of both below ₦30, 000 and between ₦30, 000 and ₦50, 000 monthly income (better put not beyond ₦50, 000). Hence, it can be disclosed that shoppers in the study areas are within the income bracket of not more than ₦50, 000 per month of which triggers patronage of the malls as discovered in other earlier researches [19]; [31]; [27]. The income bracket of within ₦50, 000 can be explained on the age bracket of the shoppers who are likely beginners. The highest academic qualification of most shoppers is HND/B.Sc, this also affirms the earlier study by [19] where education was discovered to be a triggering effect.

The exclusive study on facilities as it affects patronage of the malls was the crux of this present research. After a pre-research investigation was carried out in line also with facilities studied in earlier researches, the researchers identified the facilities provided in the malls and required shoppers to assess the influence of the facilities on their patronage of the malls. The result gotten was analysed collectively for all malls using weighted mean and the relative influence of these facilities is as revealed in Table 2

Table 2: Relative Level of Influence of facilities on patronage of shopping malls in Ibadan

	R/EF	SP L	CPC	CF	RR	SA	FP	E/ES	BK	ATM/P	MF	Others
Cocoa Mall	(6) 42.5	35.6	34.5	17.2	46.0	39.1	17.2	20.7	34.5	49.4	31.0	
	(5) 28.7	29.9	25.3	5.7	16.1	32.2	10.3	23.0	24.1	28.7	27.6	
	(4) 2.3	12.6	16.1	20.7	24.1	14.9	19.5	16.1	10.3	6.9	10.3	
	(3) 3.4	3.4	0.0	2.3	4.6	4.6	5.7	1.1	5.7	6.9	6.9	
	(2) 13.8	8.0	13.8	31.0	3.4	3.4	29.9	23.0	12.6	4.6	12.6	
Heritage Mall	(1) 9.2	10.3	10.3	23.0	5.7	5.7	17.2	16.1	12.6	3.4	11.5	
	(6) 33.0	19.6	16.5	8.2	14.4	23.7	12.4	20.6	21.6	27.4	15.5	
	(5) 34.0	37.1	42.3	22.7	42.3	42.3	16.5	34.0	34.0	38.9	22.7	
	(4) 6.2	15.5	12.4	17.5	16.5	10.3	20.6	17.5	17.5	15.8	11.3	
	(3) 9.3	7.2	5.2	9.3	7.2	5.2	9.3	8.2	5.2	4.2	8.2	
Jericho Mall	(2) 8.2	8.2	12.4	19.6	5.2	6.2	19.6	4.1	3.1	1.1	20.6	
	(1) 9.3	12.4	11.3	22.7	14.4	12.4	21.6	15.5	18.6	12.6	21.6	
	(6) 41.0	37.3	19.3	0.8	24.1	48.2	2.4	20.5	20.5	49.4	10.8	
	(5) 26.5	42.2	36.1	8.4	32.5	32.5	12.0	39.8	39.8	27.7	16.9	
	(4) 0.0	10.8	19.3	27.7	31.3	9.6	25.3	14.5	14.5	13.3	18.1	
Palms Mall	(3) 16.9	3.6	18.1	26.5	4.5	1.2	19.3	7.5	7.5	4.8	19.3	
	(2) 12.0	1.2	2.4	27.7	0.0	1.2	33.7	12.0	12.0	0.0	27.7	
	(1) 3.6	4.8	4.8	4.8	7.2	7.2	7.2	6.0	6.0	4.8	7.2	
	(6) 66.3	57.6	43.5	0.0	15.4	3.3	0.0	3.3	34.8	46.7	57.6	
	(5) 29.3	39.1	45.7	1.1	37.4	18.5	4.3	4.3	46.7	38.0	30.4	
Ventura Mall	(4) 2.2	1.1	7.6	12.0	37.4	52.2	21.7	13.0	9.8	7.6	3.3	
	(3) 0.0	0.0	1.1	37.0	3.3	25.0	26.1	27.2	0.0	3.3	2.2	
	(2) 0.0	0.0	0.0	45.7	4.4	1.1	43.5	45.7	4.3	0.0	2.2	
	(1) 2.2	2.2	2.2	4.3	2.2	0.0	4.3	6.5	4.3	4.3	4.3	
	(6) 58.8	35.3	50.6	32.9	41.2	37.6	27.1	45.9	36.5	45.9	38.8	1.2
W/M	(5) 25.9	38.8	25.9	11.8	36.5	38.8	16.5	27.1	28.2	30.6	27.1	0.0
	(4) 0.0	4.7	10.6	17.6	8.2	4.7	15.3	5.9	9.4	7.1	4.7	0.0
	(3) 0.0	4.7	0.0	9.4	2.4	3.5	7.1	1.2	4.7	2.4	4.7	0.0
	(2) 5.9	2.4	0.0	12.9	0.0	0.0	11.8	0.0	1.2	1.2	3.5	0.0
	(1) 9.4	14.1	12.9	-	11.8	15.3	22.4	20.0	20.0	12.9	21.2	89.8
	0.8056	0.7469	0.7637	0.5111	0.7584	0.5908	0.5154	0.6351	0.7290	0.919	0.6864	0.0323

Key: RE/F= Recreation and Entertainment Facility; SPL = Sufficient Parking Lot; CPC= Children Play Centre; CF= Creche facility; RR= Restroom Facility; SA= Sitting Area; FP= Free Phone Charging; E/ES= Elevator/Escalator; BK= Availability of Bank; ATM/POS= Automated Teller Machine/Point of Sale system; MF= Medical Facility; W/M= Weighted Mean

From Table 2 it can be deduced that the relative influence of facilities on patronage in the shopping malls in the study area are in the following descending order of influence: The Automated Teller Machine; The Recreational and Entertainment Facility; Children Play Centre; Restroom Facility; Sufficient Parking Lot; Banking Facility; Medical Facility; Elevator/Escalator; Sitting Area; Free Phone Charging; Crèche Facility; Any other Facility.

From a weighted mean of over 0.5 it can be said that all facilities have some level of triggering influence on patronage by shoppers even though that of crèche facility, phone charging and sitting area cannot be said to be that much. However, in order to substantiate this result and to find out the import of individual facility in the malls a confirmatory factor analysis was conducted. The facilities were extensively studied under five headings as recreational facilities, children facilities, service facilities, banking facilities and health facilities. Details are depicted in Figure 1 and Table 3. From Table 3 a detailed co-variance of all individual facilities are presented from when all facilities were considered to when eliminations of the not so important ones were done to give a picture of the most important ones that influence patronage of the malls and to what extent. In Figure 1 it is obvious that all facilities are considered however, for elimination of not so important facility details can be seen in Table 3 instead of showcasing three extra figures that will make the work cumbersome. Outcome from Figure 3 reveals that there is no multicollinearity problem amongst the variables (facilities) of $p > 0.05$ since no significant relationship can be said to exist between the variables (facilities). For instance recreation facilities and childcare facilities ($r = 0.58$); recreational and service facility ($r = 0.80$); service facility and health care ($r = 0.61$); banking and childcare ($r = 0.56$) etc. From Figure 1 it is revealed that 72% of the variation in eatery/food court can be explained by recreational facility. This is the highest amongst this class of facility and hence will trigger patronage the most. This is followed by table tennis court which has the highest influence on patronage when computer game centre and cinema halls are done away with. This finding is in agreement with the findings of [30] and [34] where food court and cinema were discovered to trigger patronage of shopping malls respectively. However, while [31] was in agreement with this present research on cinema not having a remarkable influence on patronage that of food court was contrary as the earlier research discovered its non-influence on patronage. For every other class of facility based on its highest co-variance as highlighted in Table 3 Kids play center (Co-V1, 0.79) as children's facility as confirmed in [12]; Toilet/Restroom (Co-V1, 0.84) as service facility; POS (Co-V1, 0.91) as banking facility and free medical checkup (Co-V1, 0.91) as health facility.

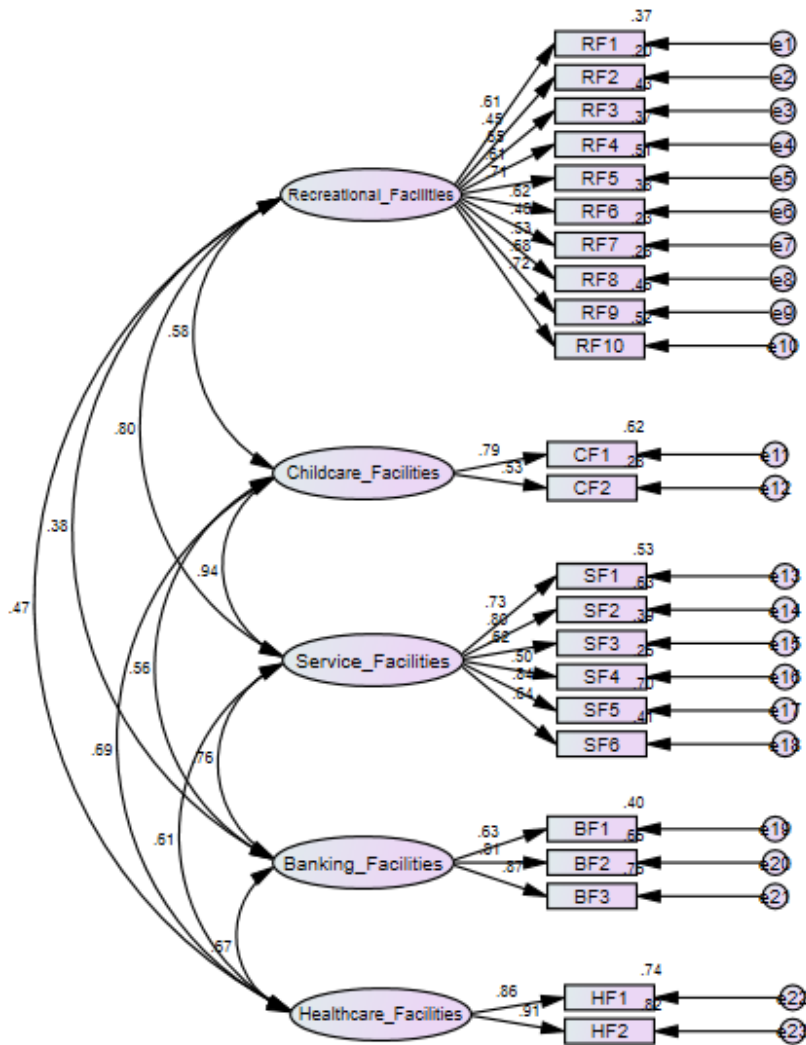


Figure 1 Path Diagram showing all indicators, co-variances and error terms

Table 3: Summary of Co-Variances of the Indicators in SPSS AMOS

Facilities	Indicators	CO-V1	CO-V2	CO-V3	CO-V4	
Recreational facilities	RF1	Virtual reality	0.61	.55	0.56	0.55
	RF 2	Computer game center	0.45	N/A	N/A	N/A
	RF3	Gym center	0.65	0.62	0.61	0.64
	RF4	Swimming pool facilities	0.61	0.58	0.58	0.60
	RF5	Table tennis court	0.71	0.71	0.70	0.75
	RF6	Bowling alley	0.62	0.60	0.59	0.61
	RF7	Cinema halls	0.46	N/A	0.45	N/A
	RF8	Sitting area	0.53	0.51	0.52	N/A
	RF9	Event center	0.68	0.67	0.67	0.64
	RF10	Eatery/ Food court	0.72	0.74	0.74	0.71
Children facilities	CF1	Kids play center	0.79	0.76	0.77	0.74
	CF2	Day care center	0.53	0.55	0.54	0.56
Service	SF1	Lift	0.73	0.74	0.74	0.72
	SF2	Escalator	0.80	0.81	0.81	0.82
	SF3	Sufficient parking lot	0.52	0.52	0.63	N/A
	SF4	Wheel chair accessibility	0.50	0.50	0.50	N/A
	SF5	Toilet /Restrooms	0.84	0.84	0.85	0.83
	SF6	Mall area map/ Signage	0.64	0.63	0.62	0.59
Facilities						
Banking facilities	BF1	Banking hall	0.63	0.64	0.63	0.63
	BF2	POS	0.91	0.91	0.81	0.92
	BF3	ATM	0.87	0.88	0.87	0.87
Health Facilities	HF1	Health center	0.86	0.85	0.85	0.85
	HF2	Free medical check up	0.91	0.92	0.91	0.92
CO-V1 – Co-variance of the overall model						
CO-V2 – Co-variance of the model excluding RF2 and RF7						
CO-V3 – Co-variance of the model excluding RF2 only						
CO-V4 - Co-variance of the model excluding RF2, RF7, RF8, SF3 and SF4						

4. Conclusion

This work has been able to establish the level of influence each facility provided in the various shopping malls studied in the study area on patronage by shoppers. Majority of the findings are in consonance with findings from earlier works majority of which were carried out in the developed economics. However, while most of the earlier works studied not just facilities but other variables that could influence patronage, this particular work was confined to the study of facilities in order for robust study and to obtain more conclusive finding.

5. Recommendation

Since installation of facilities in shopping malls are indispensable and can be quite capital intensive, it is opined that the focus on the prominent ones that will influence patronage as discovered in this present study will be apt. investors can therefore more emphasis on the most prominent ones and as the business expands some other facilities can also be added since patronage will bring forth the capital required to expand the business. It is envisaged that when

these recommendations proffered are adhered to investors can be guided in the provision of the relevant facilities to prevent superfluity while it is advisable that the keen sustenance of these specific facilities can sustain patronage of the various malls in the study area.

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