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# Shopping Mall Patronage: A Review of Predictive Factors

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## Abstract

Given the increasing popularity of shopping malls globally, it is vital for would-be investors and their consultants (bankers, estate surveyors and valuers, among others) to examine the critical variables for the feasibility and viability of such an investment. Taking this into consideration, a systematic review of prior studies on shopping malls was conducted with the aim of highlighting the factors predicting patronage. To accomplish this aim, the researchers reviewed papers published within a ten-year period. According to the summary, research on shopping malls has gotten a lot of attention, especially in developing countries. The study also discovered that, in both developed and developing countries, income, location, accessibility, and price are the most important factors influencing mall patronage. In conclusion, shopping mall stakeholders should consider using the fifteen variables highlighted in this study as an investment guide.

**Keywords:** Investors, Systematic, Predict, Shopping Mall, Patronage

## 1.0 Introduction

In developed and developing nations, shopping mall development is growing, attracting global retail chains internationally

(Muange, 2014; Mwamba and Qutieshat, 2021). New shopping malls are increasingly significant centres of modern society, for business, leisure, education, e.t.c (Kochaniec, 2011). Although investment in shopping malls is on the rise globally, success is not automatically achieved, since patronage plays a big role. Thang and Tan (2003) asserted that mall patronage is the consequence of consumers' assessment of one mall as preferable to another based on their own experience.

Due to several reasons discovered by researchers, the level of patronage in each mall differs. In Saudi Arabia, Sohail (2013) discovered that shopping mall patronage is affected by age, gender, income, ethnic background, location and educational level. Debek (2015) highlighted that in Poland, the drivers that draw customers to shopping centres include location, entertainment, trade, social density, and layout. In Nigeria, Idoko and Nebo (2017) studied the mediatory functions of consumer motivations in shopping and discovered that the motivating elements were social networking, role development, aesthetics and architectural design. The research of Calvo-Porrall and Levy-Mangin (2018) in Spain revealed how tenant mix and the interior mall environs were the major factors which determined patronage in shopping centres. In Chile, the work of Beiro, Bravo, Caro, Cattuto, Ferres and Graells-Garrido (2018) highlighted factors such as mall size, geography and customer distance as the main determinants of patronage. The efforts of various researchers to identify the determinants of mall patronage have yielded disparate results; therefore there is a need to have a common view on the factors that influence mall patronage. This review seeks to achieve that. The significance of this study

is that its results will serve as a benchmark for shopping mall investors worldwide.

This paper is categorized into the following parts: the first part is the introduction; section two represents the approach taken in the review; section three covers the papers analysed; the fourth section discusses the discoveries made by the authors in the papers and the fifth and final section concludes the paper.

## 2.0 Literature Review

The review of literature has two segments. The first explained the concept of shopping malls; and the second part discussed the factors determining shopping mall patronage.

### 2.1 Concept of Shopping Malls

“Shopping mall” or “shopping centre” could be interchanged and is commonly acknowledged and recognized as a designated retail space with adequate facilities for parking, shared installations and services, (air conditioning in shared spaces, for example), amenities and much more infrastructure (Omar and Baker, 2009). A basic mall has a collection of different businesses, which share restrooms, food courts and customer parking space. In certain situations, the loading docks and the logistical infrastructure are shared (Chung, Seo and Song, 2020). In terms of size, type and features, shopping centres have gotten increasingly complex. This has contributed to a growing number of shopping centre reviews (Ra-jagopal, 2009).

Many scholars have tried to define the phrase “shopping centre”, however, the definitions of two leading organisations in the retail industry are often the most acceptable. According to The International Council of Shopping Centres (ICSC, 1999), “a group of retail and other commercial

*establishments that is planned, developed, owned and managed as a single property, with on-site parking provided". The size of the centre and its orientation are usually driven by the market features of the trade area served by the mall/centre. The two main physical configurations of shopping centres are malls and open-air strip centres". However, in the words of Kramer and Anita (2008) as quoted by the Urban Land Institute (ULI), shopping centres are seen as "a group of architecturally unified commercial establishments built on a site that is planned, developed, owned, and managed as an operating unit related by its location, size, and type of shops to the trade area that it serves. The unit provides on-site parking in definite relationship to the types and total size of the stores".*

Apart from these recognized definitions, a number of scholars additionally offered their opinions. For example, Pitt and Musa (2009) and Fantoni, Hoefel and Mazzarolo (2014) posited that a shopping mall is an aesthetically conventional structure which has been developed and constructed for commercial reasons. Shopping complexes, services and entertainment centres are, in the words of Juhász, Seres and Stauder (2008), economic organizations which are

neither retail shops nor companies but places which create a favourable environment for commercial and business activities. A shopping centre is a collection of retail companies based on a site created, owned and administered as a unit (Kotler and Armstrong, 2016). According to Telci (2013) referenced in Makgopa (2018), a shopping centre is a place for comfortable shopping. It is a location where one can discover and buy goods. It is also recognized as a cultural hub for interacting with individuals of all ages and negotiating high-quality bargains (Coleman, 2007 cited in Makgopa, 2018). The decision to patronize a mall is typically based on the features or qualities that consumers see as significant (Farrag, El Sayed and Belk, 2010). Hassan, Muhammad and Bakar (2010) explained that consumers utilize these qualities to find out which centre meets their demands.

**2.2 Factors Determining Shopping Mall Patronage**

A complete analysis of the selected papers was performed to isolate factors affecting shopping centre patronage in both developed and developing nations; the key findings are summarized in Table 1.

**Table 1: Factors Determining Shopping Mall Patronage**

S/N	Country	Author(s)' Name/Year	Factors	Publication Outlet
1	Thailand	Chaiyasoonthorn and Suk-ngiam (2011)	Prices of shopping centre products, average income and workplace proximity	Journal
2	South Africa	Poovalingam and Docrat (2011)	Accessibility, location, shopping centre images, facilities for the disabled and fragile, parking, varieties of shops and designs, advertising activities, variety of products, security and safety, customer transport, banking	Journal

			services, food courts, staff, quality of service, one-stop-shopping, price rates for picnic spaces, hygiene, fun and children's care facilities and services	
3	India	Prasad (2012)	Store quality, attractiveness, store variety, trend and shop description	Journal
4	Malaysia	Ali and Alolayyan (2012)	Assortment, mall energy, fun, architecture, style, convenience and setting	Conference
5	Pakistan	Hira and Mehvish (2012)	Location convenience, mall image and mall environs	Journal
6	Hungary	Reikli (2012)	Consumer mix, product mix and location,	Thesis
7	India	Khare (2012)	Average income, sex, age, access to excellent services and environment	Journal
8	Saudi Arabia	Sohail (2013)	Age, sex, monthly earnings, ethnicity, location and education	Journal
9	India	Kumar and Singh (2014)	Branded product variety, product quality and product diversity, options and availability of products	Journal
10	South Africa	Jere, Aderele and Jere (2014)	Site, cost, store outlook and marketing	Journal
11	Pakistan	Bhatti, Latif and Latif (2015)	Parking and provision of play areas for children and location of the mall	Journal
12	Poland	Debek (2015)	Shopping centre ambience, social positioning (placement), recreation capacity, merchandise, social density and layout, human capital and safety	Journal
13	India	Prashar, Parsad and Vijay (2015)	Display of merchandise, promotional stimuli and socialisation.	Journal
14	Kenya	Ojuok (2016)	Placement, access to prospective occupants, competing tenants, essential tenants, arrangement of inhabitants and car parking	Thesis
15	South Africa	Makgopa (2016)	Parking facilities, variety of goods and premium goods	Journal
16	India	Tandon, Gupta and Tripathi (2016)	Location, management of the facility, recreation and environmental characteristics of	Journal

			the mall	
17	India	Mittal and Jhamb (2016)	Merchandise, diversity and choice, environment and amenities and comfort	Conference
18	Nigeria	Idoko and Nebo (2017)	Social media, role development, architectural style and aesthetic appeal, promotional services, comfort, quality of products and variety, and product pricing	Journal
19	India	Kushwaha, Ubeja and Chatterjee (2017)	Service experience, interior design, comfort, utilitarian factors, location. and acoustics	Journal
20	India	Prashar, Singh, Parsad and Vijay (2017)	Comfort, environment, infrastructure, security and marketing activities	Journal
21	India	Sofi and Nika (2017)	Revenue, cultural identity, sex and psychology.	Journal
22	Spain	Calvo-Porrall and Levy-Mangin (2018)	Mall's interior design and tenant mix	Journal
23	Nigeria	Bayero (2018)	Shopping malls' ambience, business variety, marketing and competitive economic benefits and consumer class (upper, middle and lower)	Journal
24	Chile	Beiro, Bravo, Caro, Cattuto, Ferres and Graells-Garrido (2018)	Density, geographical regions and proximity to customers	Journal
25	Nigeria	Okoro, Okolo and Mmamel (2019).	Shopping mall accessibility, ample parking space, sanitary bathroom; socializing, shopping with friends; vacation or holiday trips to the mall; exploration. Comfort: easy access to the mall;	Journal
26	Kenya	Kiriri (2019)	Architecture and beauty, choices for service, comfort and security	Journal
27	Malaysia	Ying and Aun (2019)	Access convenience, ambience and tenant mix	Journal
28	Nigeria	Iroham, Akinwale, Oluwunmi,	Leisure centre, playgrounds for children, availability of banking and e-payment platforms, toilets	Conference

		Okagbue, Durodola, Ayedun, Emetere and Peter (2019)	and hospitals	
29	Thailand	Chantarayukol (2019)	The promotion of free services and the security of facilities, convenience, privileges, one-stop shopping, expertise.	Journal
30	India	Vijay and Kumar (2020)	Product characteristics (advertisements, promotional activity); circumstantial factors (money); individual and consumer variables (age, gender); internal and external stimuli (emotions, feelings and traditions)	Journal

### 3.0 Methodology

This study examined resources connected to the shopping mall idea and the variables which might determine shopping mall patronage. The term "shopping mall" was entered into search engines for academic papers (researchgate, semantic scholar and google scholar), and 65 results were returned. These search engines were chosen because they are among the widely used and easy to access online databases of peer-reviewed and non-peer-reviewed materials that support scholarly collaboration (Singson and Amees, 2017; Zientek, Werner, Campuzano and Nimon, 2018; Joannah, 2022). Out of the 65 documents, only 30 dealt explicitly with the determinants of mall patronage. To produce solid findings, the authors reviewed all 30 papers. These papers were published from 2011 to 2020. The data from the 30 documents is organised and reviewed based on five criteria: country, author(s) name(s), year of publication, mall patronage factors, and publication outlet. This study adopted the chronological literature review method. This is because this form of assessment

allows the researchers to see how individual topics have progressed over time (Rommelspacher, 2020). The researchers read and evaluated the publications with the goal of learning more about the variables that influence mall patronage. Frequencies and percentages were used to assess all of the articles. Charts and tables were used to present the findings so that they can be easily understood and inferences drawn. The reviewed articles were further summarized and the results were presented in a conceptual framework.

### 4.0 Results and Discussion

#### 4.1 Sources of Materials Reviewed

Figure 1 shows the sources of materials reviewed for the study. The chart clearly indicates that the majority (90%) of research efforts on determinants of shopping mall patronage were carried out in developing countries. This result does not come as a surprise considering the outcome of the study of Diallo, Diop-Sall, Djelassi and Godefroit-Winkel (2018) which observed that several studies on shopping malls have been conducted in developing nations.

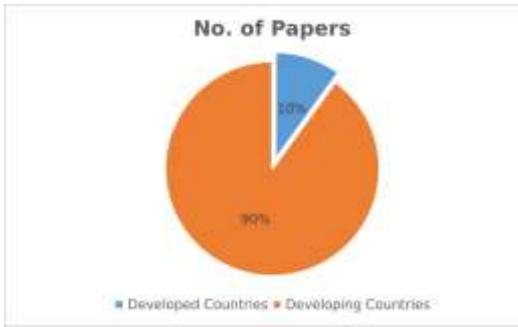


Figure 1: Sources of Materials Reviewed

**4.2 Year of Publication**

The analysis in Figure 2 reveals the distribution of the studies on shopping mall patronage both in developed and developing countries from 2011 - 2020. The result indicates that 16.7% of the papers were published in each of 2012 and 2019 and 13.3% each in both 2016 and 2017. Furthermore, 10% each was published in both 2015 and 2018, 6.7% each in both 2011 and 2014 while 3.3% each was published in both 2013 and 2020. Hence, it can be concluded that the majority (60%) of the research efforts on shopping malls were published in 2012, 2016, 2017 and 2019.



Figure 2: Year of Publication

**4.3 Publications Per Search Engine**

The distribution of papers obtained across the 3 online databases is shown in Figure 3. It is clear that Research Gate has the highest percentage of the items, with 22 papers (73%), followed by items in Semantic Scholar, with 5 papers (17%), and Google Scholar, with 3 papers (10%).

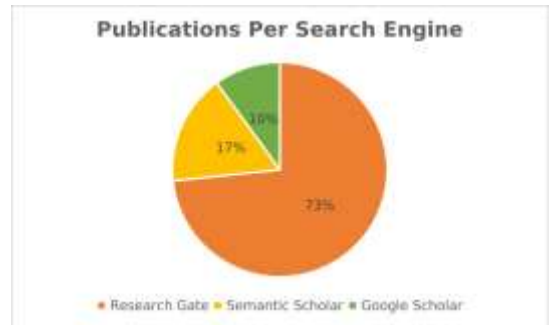


Figure 2: Publications Per Search Engine

**4.4 Nature of Papers Reviewed**

Table 2 shows how the publications are categorized based on the type of papers examined and the year they were published. The table reveals that journals account for the majority of the papers (83%), with conference proceedings accounting for 10% and theses accounting for 7%. Moreover, the highest number of the journals reviewed were published between 2017 and 2018.

**Table 2: Nature of Papers Reviewed**

S/N	Papers Reviewed	2011-2012	2013 - 2014	2015 - 2016	2017-2018	2019-2020	Total
1	Journal	5	3	5	7	5	25
2	Conference	1	0	1	0	1	3

3	Thesis	1	0	1	0	0	2
<b>Total</b>		7	3	7	7	6	30

**4.5 Conceptual Framework**

Using the examined materials, the authors created a conceptual framework to show the main elements determining the patronage of shopping centres in developed and developing countries worldwide. Figure 3 illustrates the results of fifteen important elements that are extremely crucial to shopping mall patronage: price of goods and services (Pgs), accessibility (A), ease of transportation (Et), parking facilities (Pf), location (L), variety and product mix (Vpm), e-payment facilities (Epf), income of consumer (Ic), quality of products (Qp), tenant mix (Tm),

recreational facilities (Rf), demographics (D), ambience and comfort (Ac), image of shopping mall (Ism) and security and safety (Ss). The conceptual framework therefore implies that shopping mall patronage (Smp) is dependent on the fifteen variables. The dependent variable is shopping mall patronage (Smp) while the independent variables are the fifteen factors.

These parameters can be expressed mathematically as:

$$Smp = f(Pgs, A, Et, Pf, L, Vpm, Epf, Ic, Qp, Tm, Rf, D, Ac, Ism, Ss)..... equ (i)$$



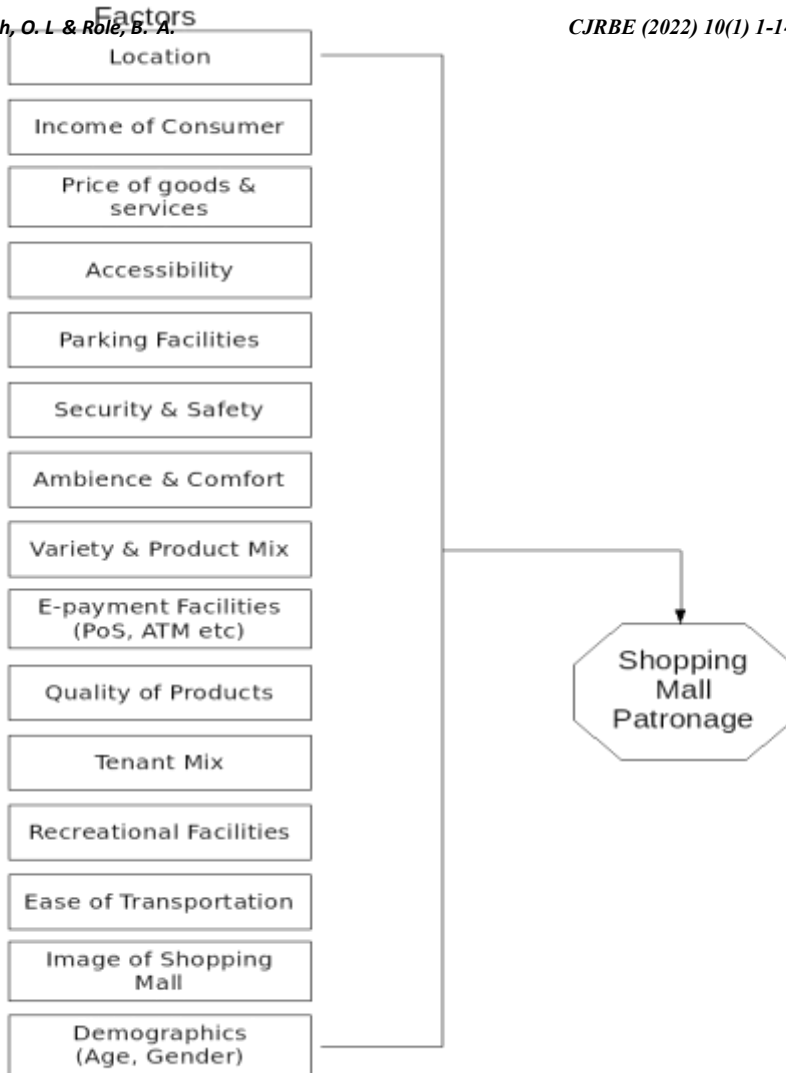


Figure 3: Conceptual Framework of Predictive Factors Determining Shopping Mall Patronage

## 5.0 Conclusion and Recommendations

This study has examined papers related to the factors determining shopping mall patronage. This is regarded as very essential for the feasibility and viability of shopping mall investments in all corners of the world, and it is also important to consultants involved in such investments (e.g bankers, estate surveyors and valuers e.t.c). The findings from many scholars in the developing and developed nations were synchronized. This study arrived at five outcomes. First, majority of research efforts on determinants of shopping mall patronage were in developing countries. Second, most of the papers were published in journal outlets. Third, bulk of the materials were from researchgate. Fourth, sixty percent of the research efforts on shopping malls were published in 2012, 2016, 2017 and 2019. Finally, fifteen important variables were identified, namely: ease of transportation, location, variety and product mix, accessibility, e-

payment facilities, income of consumer, recreational facilities, price of goods and services, quality of products, parking facilities, demographics, tenant mix, ambience and comfort, image of shopping mall and security and safety. The study concluded that this fifteen variables will be a guide to shopping mall stakeholders and, if embraced and applied, will contribute to increasing the profitability of shopping malls. In addition, the hypothesis of equation (i) can be the basis of future conceptual frameworks.

## 6.0 Limitations and Suggestions for Further Studies

This research was carried out using secondary data and only thirty papers were reviewed. Thus, there might be a possibility that the results of the study may be different if a survey was carried out and more papers reviewed. Furthermore, this research covered just 10-year period; hence it is recommended that further studies can be considered to cover more years.

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