

**CONSUMER PATRONAGE AND PERCEPTION TOWARDS SHOPPING
MALLS IN EAST OF NAIROBI COUNTY**

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DECLARATION

This research project is my original work and has not been presented for a degree in any other university.

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D61/79075/2015

This research project has been submitted for examination with my approval as the candidate's university supervisor.

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DEDICATION

I devote this project to my beloved husband Rodgers Otieno, beautiful daughter Zolani Malia and dear family for their understanding, patience and encouragement during my period of study and their dedicated prayers always. You were the bed rock that I stood on.

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ABBREVIATIONS AND ACRONYM

TPB Theory of planned behavior

TBB Theory of buyer behavior

ABSTRACT

The study aimed at establishing consumer patronage and perception towards seven malls in East of Nairobi. The study was guided by the theory of planned behavior and buyer behavior theory. The study employed a descriptive cross sectional research design and used convenience sampling. The sample size was 240 calculated from GPOWER but the study relied on a total of 138 customers who filled the questionnaire. The researcher administered the questionnaire individually to the customers that visited the mall. Descriptive statistics were used to analyze the respondents' demographics and other characteristics by getting mean, frequency and standard deviation. The findings of descriptive statistics showed that majority of the mall patron were female and those who frequently visited the mall were between 25 35years. Notably, most of the respondents were married, had a bachelor's degree, full time employees and visited the mall once a month the regression analysis showed that the model explains approximately 15% of the variance in perception of store and non-store aspects. This finding implies that other variables not included in the model contribute 85.3% in influencing the perceptions. Key findings indicate a statistically significant relationship between customer experience with store aspects and customer perceptions. In addition, similarities and differences in perceptions and patronage behavior were noted among demographic groups in East Nairobi. Regression analysis results showed that only customer experience with store aspects significantly predicted perception of store and non-store aspects. Thus, holding customer experience with non-store elements constant, a unit increase in customer experience with store elements will lead to an increase in the perception of store and non-store elements. The ANOVA results establish the significance of the regression model indicating a significant f- value ($p = 0.001$). The model was statistically significant in predicting how customer experience with non-store aspects and customer experience with store aspects impact overall customer perceptions. The study recommends that further study should be conducted including more independent variables to explore a range of demographic factors. Additionally, variables such as customer preferences, mall location, type of merchandise, services offered, access, price and promotion, and within-category brand/item should be considered in future studies.

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CHAPTER ONE: INTRODUCTION

1.1 Background of the Study

Shopping malls have intercepted the traditional marketplace culture and have become a prominent business venture in urban areas especially in developing countries (Rajagopal, 2010). The significant growth has been attributed to many factors including the growing middle class in developing nations, stable economic environments, the size of retail industry, and consumer preferences (Ambavale, 2013). A key factor driving the growth in malls is the growing necessity to segment consumers in terms of size, preferences, and increment in income (Sadachar, 2014). Taste and preference of consumers has also greatly changed due to the rapid changes in the retailing sector, digital connectivity and demand for value and quality.

This study was anchored on the planned behavior theory and the buyer behavior theory. Howard and Sheth developed theory of buyer behavior in 1969 which has three variables; hypothetical which is also defined as the intervening variable and is divided into two constructs; perpetual and learning, exogenous which describes the external effects that can cause a significant change to decisions, and the input which defines the situations under which the consumer is subjected to. Planned behavior theory was developed by Ajzen Icek in 1980. It has three constructs; subjective norm, attitude and perceived behavioral control which precede certain behavior and outcome. The main component is the behavioral intention which is influenced by the attitude towards the subject and the anticipated outcome.

Shopping malls in Nairobi have tremendously sprung up nearly in every neighborhood. From just one mall Sarit Centre in 1983 located in Wetlands to over 25 operational malls in Nairobi. The malls differ in sizes, architectural designs and are strategically located. As the number of malls rise, many consumers in the developing countries have shown loyalty towards certain malls that meet and exceeds their expectations. Market studies rank Kenya as the country in Sub-Saharan Africa with the largest shopping center space after South Africa, and with the largest development pipeline, (Baker 2003).

1.1.1 Consumer Patronage Behavior

According to Paswan et al. 2010 patronage behavior can be described in several ways; loyalty intention, amount of money spent, repeat purchase, number of visits, satisfaction level, duration taken, time and quantity of goods bought. Retailers benefit by understanding the various factors that influence consumer patronage behavior by getting more sales, repeat purchase and customer loyalty. Sirgy et al., (2000) suggested that consumer patronage behavior can be influenced by location, atmosphere, merchandise, price, and promotional factors.

Pan and Zinkhan (2006) recognized two dimensions of consumer patronage behavior towards a store: “first is store choice, and second is the frequency of visit and found that store image is a major predictor for explaining shopping frequencies of consumers at a particular store.” According to Thang and Tan 2003, consumers patronized stores after comparison with other malls and resulting from a positive and acceptable experience and are of the view that loyalty is demonstrated by intentions to purchase a certain product or service as the primary activity.

Loudon & Bitta (2009) are of the view that stores are categorized as either acceptable or unacceptable and will be patronized on that basis. According to Kumar, (2003) understanding the consumers store decision criteria and their patronage behavior have been identified and becoming key pillars of success to retailers as they are able to identify repeat purchasers. Ajzen, (2001) suggest that retail patronage can be determined by the cognitive processes of consumers. Moreover, stable intentions are good predictors of consequent behavior.

1.1.2 Customer Perception

Consumers have varied perceptions, attitudes, memories and view of stores and businesses, which they use as a mental guide when choosing malls. Ailawadi and Keller, (2004) found that patronage towards stores by consumers is as a result of perception on the quality of merchandise and services offered. Other researchers such as Michon et. al, (2007) have suggested that anticipation of positive social experiences may motivate perception towards shopping malls.

Perception of value is subjective since different customers from different cultures and different time seem to evaluate differently. Sadachar, (2014) found that consumer perception it created in the mind of the consumer as a result of brand personality and the customer value triad; perceived price, perceived service and perceived quality which would have a relationship with the amount of purchase from retail store.

Consumer perceptions in many ways influence the tendency to buy and use any product. In turn, perception is shaped by effective product marketing and the information available to the consumer. Aaker (2004) noted that the perceptions are influenced by brand

awareness particularly when the consumer buying pattern is not defined. Moreover, store formats, type of products, cultural value and shopping need sway consumer perceptions (Sadachar 2014).

1.1.3 Shopping Malls in Nairobi

According to IDECK (2010), a shopping mall is a building or set of buildings or covered area with retail stores and spaces for recreation facilities and walkways that enable shopper connect from one store to the other. Shopping malls originated from California in 1920 where supermarkets hosted different store for shoppers to get diverse products and services. The malls emerged as a result of achieving autonomy from the original supermarkets (Ortega, 2012). Shopping experience has completely changed with the emergence of many shopping malls, as it's no longer limited to just buying but considered as a pleasurable experience.

As the retail landscape becomes increasingly competitive, Nairobi has not been an exception. Shopping malls have increased tremendously in the recent past. Nearly every new estate built has a mall within. The shopping malls are well designed for consumers to enjoy shopping for both local and international brands. This has brought conveniences closer to consumers because the malls tend to mirror one another in terms of products and services.

Shopping malls amongst other retail outlets in Kenya are the largest. The retailing sector in Nairobi has minimal resemblance to what it was a few years back. According to Kenya's vision 2030, retail trade plays an important role in shaping economic development of Kenya. The retail sector is expected to expand exponentially as it links

consumption and production with the growth of economy. Approximately 10 per cent of GDP is accounted for in the formal and informal employment in Kenya. While much has been written about the positive trends and the overarching factors driving the growth in malls, little has been reported about mall consumer patronage behavior particularly in low and middle-income regions in cities like Nairobi.

1.2 Research Problem

The cut-throat competition in retailing has led to development of strategies that would enhance consumer patronage and positive perception towards stores to increase the quantity of consumption and the frequency of visits. The literature on consumer patronage behavior has been based largely on research completed in the highly developed regions (Paswan, Pineda, & Ramirez 2010). Jere, et al. (2014) asserted that it is crucial for stakeholders to know the major attributes of consumer patronage amongst the low and middle class, their perception on the stores and what influences their purchase decisions.

Dejuan, (2004) studied reasons why people choose shopping malls, a Spanish case, and concluded that parking, shopping hours, and a comfortable shopping environment influenced consumers preferences to selected malls. Morschett et al., (2005) carried out study on consumer attitude and perception towards grocery retailers and store. They concluded that consumer considers price competitiveness, product assortment, cleanliness and courtesy of sales personnel to be most important when making store choice and patronizing behavior. Martin, (2009) studied consumption motivation and perception of

mall in the USA and found that important predictors of perception included mall layout, consumption motivation, store and the mall ambience.

Falode et al. (2016) found that utilitarian motivating factors and hedonic shopping motivations influenced consumer perception among Nigerian online and offline shoppers. In Lesotho, Khaola and Ramokepa, (2016) reported that customer attitudes, patronage intentions and desire to spend at a mall were generally influenced by mall atmosphere by the younger customers.

Locally Kamau, (2008) researched on major factors that cause success of shopping malls: A Case of Nairobi and found that the mall context, recreation facilities and parking space influenced success of the malls. Kuloba & Nyongesa, (2015) carried out a study in Kisii on factors that influence consumer reference for retail outlets in Kenya and found that fair price, adequate cashiers, adjustment of operational time and availability of customer care affected preferences of retail stores.

While much has been written about the overarching factors driving the growth in malls, little has been reported about mall consumer patronage behavior and perception particularly in low and middle-income regions in cities like Nairobi. The study was intended to answer the question; what is the perception and patronage towards malls in East of Nairobi?

1.3 Research Objective

The key goal of the study was to examine and establish consumer patronage behavior and perception towards shopping malls in East of Nairobi.

1.4 Value of the Study

The conclusions from the study will particularly be used in determining consumer behavior and perception towards shopping in malls. This will expand knowledge on the application of the theory of planned behavior (TPB) and the theory of buyer behavior on the influence of consumer behavior and perception towards consumption.

The policy makers are expected to gain more information on the various issues which influence consumer patronage behavior and perception towards malls and create ambient environment for consumers. They will also be informed on the research gaps, which they can allocate funds for further research to make the business in the shopping malls better, encourage re patronage and make the businesses much more profitable. A competitive environment is also required and thus laws should be crafted to monitor, regulate and guide the business.

To the managers of the mall, this data would inform business decisions regarding appropriate services, goods, and location as well as opportunities for future growth. Moreover, a clear understanding the underlying of issues and considerations influencing consumer perception and mall patronage behavior can help businesses to custom make their products and services and eventually meet consumers' needs. The understanding of the patronage behavior will help the modern retailers to focus and strengthen the elements of their retail offerings which is more valued by customers.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

This chapter offers a appraisal of the relevant literature on consumer patronage and perception towards shopping malls. The chapter also highlights the specific theories the study is anchored on and finally concludes by discussing on the summary of the literature review.

2.2 Theoretical Foundation

The research was anchored on the theory of planned behavior and the theory of buyer behavior.

2.2.1 Theory of Planned Behavior (TPB)

The theory of planned behavior (TPB) was developed by Ajzen in 1988. Theory explains and tries to predict certain behaviors and decisions. According to the TPB, a complex set of attitudinal, subjective, and perceived behavioral control variables, influences behavioral intention. The theory further indicates that observed behavior is a result of intentions, but cognitive of perceived behavioral control (Ajzen, 2006).

Behavioral beliefs show that acceptable and unacceptable attitudes can trigger a behavior. Normative beliefs on the other hand shows pressure from a specific social class or subjective norms, perceived behavioural control result from perceived restrictions and controls. The attitude consumers have, the influence on subjective norms and their perception towards a behavior to a large extent influences their consumption and purchase decisions.

The theory of planned behavior discussed above is relevant to the current study because it highlights the chain of events that precede consumer patronage behavior and offer specific guidance on the factors that likely influence such behavior. It indicates that consumer patronage behavior is preceded by mindsets and objectives that are formed prior to a customer's behavior.

2.2.2 The Theory of Buyer Behavior

The theory of buyer behavior was developed as an improvement of the first consumer decision-model in 1969 by Howard and Sheth. It has input variables which refer to the external environmental factors that the consumer is exposed to, and is derived from a range of sources including brands, quality, price, distinctive, availability and service. The symbolic are; quality, price, distinctive, availability, service, social status and environment.

Du Plessis et al., (1991) suggest that the brands and products are the actual elements the consumers confronts and are referred to as the significant stimuli, while representations of products and brands is the symbolic stimuli done by advertising and affects the consumer directly. Social stimuli is mainly derived from the influence of peers, age group, family and other groups one can relate to. Mostly consumers get to internalize such social stimuli before making purchase decisions or act in a certain way.

The hypothetical constructs is influenced by the available information, bias, sensitivity and the ability to have restrictions and control on perception. Exogenous variables outlines a myriad of other external factors that can greatly alter decisions they include; significance of purchase, personality variables, social class, culture of organization, class, financial

status and time pressure. The resulting five outcome which represent the buyers' response, or consumer decision making process are knowledge of need, intention development, actual purchase, attention and attitudes,

The theory of buyer behavior accounts for a range of factors including significant stimuli, symbolic stimuli and social stimuli. Therefore, the present study will utilize the theory in guiding the direction for literature review, variable selection, and methodological choices including instrument development.

2.3 Consumer Patronage Behavior and Perception

Over the years, consumer patronage behavior and perceptions have drawn interest from a number of scholars. In general, this scholarship has offered useful insight into the factors that shape been studied consumer behavior. Baker (2003) in their study found that teenage females' perception on mall can be influenced by information on latest shopping trends, education level, shopping habits and previous mall experiences. The study revealed that majority of the female mall patrons' perception depended on the people present at the time of shopping.

A similar study of why teenagers' use other shopping channels showed that 21 younger consumers are likely to be considered recreational shopping as a rewarding activity, (Lutz et al., 2006). These studies suggest the possibility that the age of mall patrons may be a significant factor in understanding mall consumer patronage behavior.

Understanding these possible variations is significant for most mall managers who have the obligation of attracting and maintaining consumers. Matthews et al. (2000) established that how teens perceive malls is dependent on the mall environment and they consider shopping as a social experience.

A different set of scholarship has indicated that other factors including location, atmospherics, product line up, quality of services, and how products are displayed influence patronage behavior. For example, Kumar (2016) reported that consumers place high value on the various types of products offered, availability of brands that consumers are loyal to, and the high quality of products sold in the store. Moreover he found that the quality of service offered had much impact on the consumers' level of trust in the sales personnel which in turn, positively impacted patronage behavior towards a store.

Seock (2009) observed that customer had a tendency to give higher importance to store location, atmospherics, store layout, shopping hours and pleasant dressing rooms especially when shopping for apparel items. Turley and Milliman (2000) found that the time spent in the store, mall atmosphere determine consumers perception on consumption. A key point to note is that the reactions to retail environments are not homogenous amongst consumers. Retail environments should be modified and crafted uniquely. Brand personality is very significant as it can build or ruin a business. Most consumers maintain certain perceptions in their minds since it can impact consumers perceptions negatively or positively. Positive impact are as a result of consumer commitment and brand loyalty. (Turley and Milliman, 2000).

A final set of studies highlight the value of the value associated with a mall and aesthetics. According to Sadachar, (2014) perceived value associated with the mall affects patrons and to a large extent it also influences their degree of satisfaction and patronage. Additionally, apparent value closely related with the retail stores in the mall probably affects consumers' ability to buy from specific retailers, which result to the customer's intention to patronize the mall. Customers' perceptions of a retail environment have an influence on their purchase decision and ability to repatronise. (Chebat & Michon, 2003).

Mittal & Gupta (2012) researched on customer experience management in retailing for retail Patronage in India and explored that the aesthetics, competence and conformance are the important factors influencing the consumer experiences and increasing retail patronage. Perception of the mall environment has been found to an influencing factor to patronage and purchase. According (Lee et al., 2003) consumers ability to purchase can be increased by the shopping environment and can lead to prolonged stay in the mall. Muciimi & Ngumo, (2014) carried out a study to understand variables that influence customer loyalty to retailing stores in Nairobi and concluded that perceived price, brands, store location, perceived quality and price influenced consumer loyalty.

2.4 Summary and Knowledge Gap

Current literature is replete with studies that associate consumer patronage behavior and perception towards shopping malls Sadachar (2014), established that there is a relationship between entertainment, education level and previous experiences on mall loyalty. He further suggested that both the store and non-store attributes play a key role in

repurchase and patronage. Kumar, (2016), concluded that that there is a positive correlation store decision and patronage. Further the other factors that influenced patronage included a diversity of products and services.

Mittal & Gupta (2012) suggested that most consumer search for information before making purchase decisions and the undecided consumers at points of sales, purchase based on perceived benefits and moods. Seok (2009) concluded that consumers' choice on apparels in the stores had a positive relationship with the perception consumers had. They purchased only apparels that they had seen before and had good quality. Chebat and Michon, (2003) in their study suggested that consumption can be determined to a large extend by the mood and company of the customers.

Kamau, (2008) in his study suggested the success of malls can be defined by the business success in the malls and the architectural success. Muciimi and Ngumo, (2014) in there study found that relationships between customer loyalty and apparent quality, price and location of the stores. Kuloba &Nyongesa, (2015) in their study found that a large number of consumers who had patronized the malls were frequent consumers for more than one year in the specified retail out lets.

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction

Chapter three highlights the outline of the research methods that were utilized in this study. It focused on the research design, target population data collection strategy, sample design and analytical approach and presentation techniques that were utilized in the study.

3.2 Research Design

The study incorporated descriptive cross sectional survey design. Consistent with Mugenda and Mugenda,(2003), descriptive survey aims to determine the frequency, mean median and mode of a particular variable and can go further to determine and collect more information on both the variable of interest and the risk factors.

Descriptive statistics enables the researcher to discuss the characteristics of the variables used. Surveys are useful in describing the characteristics of a large population. Cross-sectional study does a comparative analysis for different groups or population at a single. It is justified that descriptive cross sectional survey is most suited and justifiably adopted in this study as it examines relationship between consumer patronage behavior and perception in a heterogeneous environment at a particular time.

3.3 Population of the Study

A study population can also be defined as the group that a researcher has in mind from whom he or she can obtain information according to (Mugenda & Mugenda 2003). It was estimated that there are 7 operational malls in East of Nairobi. The study population however, was distinctive mall customers who shop in the malls.

East of Nairobi (Income Tax Act, 2010), has seven malls; Greenspan mall, The point, Shujaa mall, Panari center, Gateway and Capital center. The respondents who visited the malls at that particular time constituted the sample of the study. The mall patrons younger than 45 years are more likely to visit the mall than the older patrons according to (Baker, 2012) thus the population of study was respondents below 45 years.

3.4 Sample Design

To obtain participants, a non-probability sampling technique with respondents who patronize shopping malls in East Nairobi was applied. Specifically, a convenience sampling strategy was used. Convenience sampling has been described as a category of nonprobability sampling technique where individuals of the target population that satisfy specific conditions, such as ease of access, geographical proximity, or a readiness to participate are considered for inclusion in the study

Convenience samples are also known as accidental samples since the samples as selected by chance that they happen to be where samples are being collected at that particular time of research. (Alkassim et al., 2015). The estimated sample size is 240 calculated from the G-POWER. (Buchner, et al 2007). The table 3.1 shows sample size and respondents per mall.

Table 3.1: Sample Size and Respondents Per Mall

Mall	Sample Size	Respondents
Greenspan	35	20
Capital center	35	20
Gateway	34	20
K mall	34	20
Shujaa	34	20
The point	34	19
Panari Center	34	19
TOTAL	240	138

Source: Researcher(2017)

3.5 Data Collection

A structured questionnaire adapted and modified from Sadachar (2014) consumer behavior instrument was used in the study. The mall intercept technique was used. Data collection involved one on one interviewing of the respondents. The data was collected from both the primary and secondary source. The questionnaire primarily consisted of three parts; Section A; demographic information, Section B; non store aspect; Section C; store aspect and Section D Perception.

All of the items in Section B and C questionnaire were measured using 5 point Likert-type scale ranging from five = strongly agree to one = strongly disagree. Similarly, section D was measured using a five point scale ranging from one to five; five = To a Large Extent, four =To a Moderate Extent, three = To a Small Extent, two = To a Very Small Extent and one =To an Extremely Small Extent. To improve the quality of the data collection process, Mugenda and Mugenda (2003) guidelines were adhered to in regards

to selection location selection within the malls and the allocated time frame in each mall. Secondary data was collected from established sources.

3.6 Data Analysis

The current study utilized Statistical Package for the Social Sciences (SPSS) version 24 to process and analyze the results. General descriptive statistics including frequency, averages, and standard deviation were used to document the demographic characteristics of respondents. Consumer patronage behavior was measured as a function of frequency of mall visits (Rousseau & Venter, 2014) and reasons for mall visit whereas consumer perception was measured using a composite score for the perception on the store and non-store elements described in the survey.

A multiple regression model was used to examine the relationships between perception and store and none store aspect. The independent variables included overall experience with non-store aspects and overall store experience and the dependent variable was perception. Consumer patronage behavior was measured as a function of frequency of mall visits (Rousseau & Venter, 2014) whereas consumer perception was measured using a composite score for the perception on the store and non-store elements described in the survey.

The following multiple regression equation was used in the study:

Dependent Variable: Consumer Perceptions of store and non-store aspects

$$Y = \alpha + \beta_1 OENA + \beta_2 OESA + \varepsilon$$

Where:

Y: Consumer perception as measured by aggregate scores on “perception on the store and non-store elements”

α : Constant term

β : Coefficient of the independent variables

Independent Variables:

OENA: overall experience with non-store aspects

OMESA: overall mall shopping experience with store aspect

ε : Error term

CHAPTER FOUR: DATA ANALYSIS, PRESENTATION AND INTERPRETATION

4.1 Introduction

This chapter highlights the response rate, data analysis, presentations and interpretations of the findings obtained by the researcher from the field. The chapter also provides an outline of the key demographic variables for the sample constructed in line with the objectives of the study. The descriptive statistics and a multiple regression model are used to present the key findings.

4.1.1 Response Rate

The study targeted an estimated sample size of 240 participants from which 138 filled in the questionnaires resulting in a response rate of 57.5%. The response rate of 57.5% is considered satisfactory as it acts as a representative of the population.

Table 4.1: Response Rate

Mall	Sample Size	Respondents	Response rate
Greenspan	35	20	57.1%
Capital center	35	20	57.1%
Gateway	34	20	57.1%
K mall	34	20	57.1%
Shujaa	34	20	57.1%
The point	34	19	55.9%
Panari Center	34	19	55.9%
TOTAL	240	138	

Source: Researcher(2017)

The results in table 4.1 shows the response rate for each of the seven malls, Greenspan Capital center, Gateway, K mall and Shujaa had the highest response rate of 57.1%,the point and Panari center had a response rate of 55.9%.This shows that the response rates were considered appropriate for the study.

A response rate of 50% is perceived as adequate for this type of research while a response rate of 60% is considered good and 70% response is described as excellent (Mugenda & Mugenda, 2003). Therefore the response rate for the current study can be described as adequate.

4.2 Demographic Variables

This study sought to describe the demographic variables of mall patrons including; gender identity, chronological age, marital status, education level and reported employment status.

4.2.1 Gender Distribution

The study sought to describe the gender category of the sample examined. Findings are show in table 4.2

Table 4.2: Gender Distribution

Gender	Frequency	Percentage
Male	67	48.6
Female	71	51.4
Total	138	100

Source: Researcher(2017)

The results in table 4.1 revealed that more than half who are the majority of the respondents were female (51%) where as 48 % were identified as male. This indicates that participants were evenly dispersed across the two gender groups.

4.2.2 Age

The study sought established the age of the respondents. The findings are presented in Table 4.3 below.

Table 4.3: Age Distribution

Age	Frequency	Percentage
18-24	28	20.3
25-31	53	38.4
32-38	41	29.7
39- Older	16	11.6
Total	138	100

Source: Researcher(2017)

The results in table 4.2 above shows majority of the participants (38.9%) were between the age of 25-31,nearly a quarter of the respondents (29.7%) were the age group of 32-38,20.3% of the respondents were between the age of 18-24 and 39 and above had the least percentage of 11.6. This results indicates that majority of the mall patron are primarily young between 25-38 years.

4.2.3 Marital Status

The study sought to describe the marital status of the participants. The findings are presented in Table 4.4 below

Table 4.4: Marital Status

Marital Status	Frequency	Percentage
Single	42	30.4
Married	63	45.7
Other	32	23.2
Total	137	100

Source: Researcher(2017)

The results in table 4.4 above indicates that the married patrons had the highest percentage of 45.7%, followed by single patrons had a percentage of 30.4 and others had 23.2%. This indicates that the highest proportion identify as married.

4.2.4 Education

The study sought to describe the participants' reported levels of education. The findings are presented in Table 4.5 below.

Table 4.5: Level of Education

Education	Frequency	Percentage
High School	30	21.7
Tertiary	50	36.2
Bachelors	52	37.7
Post-graduate	3	2.2
Other	3	2.2
Total	136	100

Source: Researcher(2017)

The table 4.5 shows the level of education for the respondents, majority of the participants 37.7% had attained a bachelors degree, 36.2% had gone to tertiary colleges, 21.7% had only attained the high school education, 2.2% had done post graduate studies and other being the same percentage as the postgraduate at 2.2%. This result revealed that all the respondents had attained some level of education and thus were in a position to answer the questionnaire appropriately.

4.2.5 Employment status

The study sought to establish the employment status. The findings are presented in table 4.6 below.

Table 4.6: Employment Status

Employment Status	Frequency	Percentage
Student	16	11.6
Part time	57	41.3
Full time	63	45.7
Home maker	1	.7
Other	1	.7
Total	138	100

Source: Researcher(2017)

The table 4.6 indicates that majority of the participants were employed full time (45.7%), followed by respondents with part time employment at 41.3%, students who visit the mall had a percentage of 11.6 and the home makers and others had a similar and least

percentage of .7 from the study. This indicates that majority of mall patron engage in some form of employment (full or part time).

4.3 Frequency of Mall visits

The study sought to determine other characteristics of mall patrons by establishing their frequencies to the malls,

Table 4.7: Frequency of Mall visits

Frequency of Mall visits	Frequency	Percentage
Once a week or more	2	1.4
Once every two weeks	20	14.5
Once a month	44	31.9
4 or 5 times a year	43	31.2
Rarely or first time	29	21.0
Total	138	100

Source: Researcher(2017)

The table 4.7 shows mall patronage by the frequency of visits. Majority of the respondents visited the mall ones a month 31.9% then 4 or 5 times a year with 31.2%, rarely or first time at 21%, once every two weeks had a percentage of 14.5 with once a week or more having the least at 1.4%. This study shows that very few patrons visit the mall once a week, the results further suggest that East Nairobi residents prefer market outlets other than the malls.

4.4 Non Store Aspects

The researcher sought to establish the perception on the non-store aspect of the malls in East of Nairobi. The participants were asked to rate the statement in table 4.8 on a five

point scale, where one = strongly agree; two =Agree; three=Neutral; four = Disagree; and five =strongly Disagree. The results are shown in Table 4.8 below.

Table 4.8: Non Store Aspects

Non Store aspect	N	Mean	SD
You enjoy visiting the non-store aspects of this mall	138	1.9	.87
You regularly buy merchandise from retail stores in this mall	138	1.8	.91
You feel good because of the non-store aspects of this mall.	138	2.2	1.0
The non-store aspects make you want to visit this mall.	138	2.2	.94
Visiting the non-store aspects of this mall helps you feel socially accepted	138	2.4	1.3
You like the way this mall’s non-store aspects look	138	2.2	1.0
You like the ambience (i.e., music played, nice smell, temperature) of the non-store aspects in this mall.	138	2.3	1.0
The probability of you buying from retail stores in this mall is very high	138	1.6	.75
Average Score	138	2.1	.97

Source: Researcher(2017)

The research findings indicate that a majority of the respondents strongly agreed that; Visiting the non-store aspects of this mall helps you feel socially accepted (M =2.4, SD =1.3), they also agreed that they liked the ambience (M =2.3, SD =1.0),

The respondents further agreed that they liked the way the mall’s non-store aspects looked like (M =2.2, SD =1.0), they also agreed that they feel good because of the non-store aspects of this mall.(M =2.2, SD =1.0) and agreed that the non-store aspects made them want to visit the mall (M =2.2, SD =0.94).

Furthermore they strongly agreed that they enjoy visiting the non-store aspects of this mall (M =1.9, SD= 0.87) and strongly agreed that they regularly buy merchandise from retail stores in the mall (M =1.8, SD =0.91). They also strongly agreed that the probability of them buying from retail stores in this mall is very high (M =1.6, SD =0.75).

4.5 Store Aspects

The research sought to establish the level at which participants agreed with the statements about the store aspect of the malls in East of Nairobi. The participants were asked to rate the statement in table 4.8 on a five point scale, where one = strongly agree; two =Agree; three=Neutral; four = Disagree; and five =strongly Disagree. The results are presented in table 4.9.

Table 4.9: Store Aspects

Store Aspect	N	Mean	SD
The retail stores in this mall provide consistent quality of service	138	1.7	.79
The retail stores in this mall provide consistent quality of shopping environment	138	1.6	.69
The retail stores in this mall provide consistent quality of products	138	1.7	.71
The retail stores in this mall provide superior quality of products	138	1.5	.94
The retail stores in this mall carry reasonably priced products	138	2.5	1.1
The retail stores in this mall provide good products and services for the price	138	2.2	.79
Retail stores in this mall have competent employees	138	2.1	.99
Employees of retail stores in this mall are courteous, polite, and respectful	138	1.9	.86
The service of retail stores in this mall is reliable and consistent	138	2.3	1.2
You enjoy shopping in retail stores in this mall	138	1.7	.61
Retail stores in this mall make you want to visit them	138	2.0	.88
Shopping in the retail stores in this mall helps you feel socially accepted	138	2.0	1.0
Shopping in the retail stores in this mall enhances the way you are perceived by others.	138	2.2	1.1
You like the ambience (i.e., music played, nice smell, temperature) of retail stores in this mall	138	1.8	.73
Average Score	138	1.9	.81

Source: Researcher(2017)

The table 4.9 a shows respondents agreed that; The retail stores in this mall carry reasonably priced products (M =2.5, SD =1.1) they also agreed that the service of retail stores in this mall is reliable and consistent (M =2.3, SD =.29), they also agreed that shopping in the retail stores in this mall enhances the way you are perceived by others(M =2.2, SD =1.1), they further agreed that the retail stores in this mall provide good products and services (M =2.2, SD =0.79), in addition they agreed that retail stores in this mall have competent employees (M =2.2, SD =0.99) and strongly agreed that employees of retail stores in this mall are courteous, polite, and respectful (M =1.9, SD =0.89).

The respondents further strongly agreed that they liked the ambience (i.e., music played, nice smell, temperature) of retail stores in the malls (M =1.8, SD =0.73). They also strongly agreed that the retail stores in this mall provide consistent quality of products (M =1.7, SD =0.71) and that they enjoy shopping in retail stores in this mall (M =1.7, SD =0.61), finally they also strongly agreed that retail stores in this mall provide consistent quality of shopping environment (M =1.6, SD =0.69), and the retail stores in this mall provide superior quality of products (M =1.4, SD =0.96).

4.6 Consumer Perception

The research sought to describe the respondents level of agreement or disagreement with the statements on table 4.10 below relating to the perception of the malls in East of Nairobi.

Table 4.10: Consumer Perception

Consumer Perception	Total	M	SD
The mall setting has a good sense of design harmony.	138	2.1	.96
It has been pleasant just being in this mall.	138	2.1	1.0
The mall setting is very attractive.	138	2.1	.95
This mall experience has let you imagine being someone else.	138	2.2	.97
Your choice to visit this mall was a wise one.	138	2.0	.83
The likelihood that you would shop in this mall again is very high.	138	2	.93
The probability that you would consider buying from retail stores in this mall is very high	138	1.9	.83
You would be willing to recommend this mall to your friends.	138	1.8	.83
The likelihood that you would purchase from retail stores in this mall is very high	138	1.8	.89
You frequently buy merchandise from retail stores in this mall	138	1.9	.94
Average Score	138	1.9	.83

Source: Researcher(2017)

The table 4.10 shows that this mall experience has let you imagine being someone else.(M=2.2, SD=0.97) to a moderate extent, it has been pleasant just being in this mall (M =2.1, SD =1.0) to moderate extent, the mall setting has a good sense of design harmony (M=2.1, SD=0.96) to a moderate extent, the mall setting is very attractive (M=2.1, SD =0.95) to a moderate extent, your choice to visit this mall was a wise one.(M =2.0, SD =0.83) to a moderate extent.

The likelihood that you would shop in this mall again is very high ($M=2$, $SD=0.83$) to a moderate extent, you frequently buy merchandise from retail stores in this mall ($M=1.9$, $SD =0.94$) to a large extent, the probability that you would consider buying from retail stores in this mall is very high ($M =1.9$, $SD =0.83$) to a large extent, the likelihood that you would purchase from retail stores in this mall is very high ($M=1.8$, $SD =0.89$) to large extent, you would be willing to recommend this mall to your friends. ($M=1.8$, $SD=0.83$) to a large extent.

Mall patrons in this sample selected either “to a large extent or to a moderate extent” across all the 10 questions assessing customers perceptions of store and non-store elements. Notably however, the respondents selected “to a large extent” in response to questions about the probability that they would consider buying from retail stores in the mall (42%), willingness to recommend the mall (48%), likelihood that they would purchase from retail stores in the mall (58%), and the frequency of buying merchandise from retail stores in this mall (49%). These results suggest that the participants in the study would recommend the malls and patronize them.

4.7 Regression Model

A multiple regression model was used to establish the influence of customer experience with store and non-store aspects on perceptions of mall patrons in East Nairobi County. The findings are presented in the table 4.11.

Table 4.11: Regression Model Summary

Model	R	R²	Adjusted R²	Std. Error of the Estimate
1	.400 ^a	.160	.147	4.93670

Source: Researcher(2017)

a. Predictors: (Constant), Experience with Non-store aspects, Experience with store-aspects

b. Dependent Variable: Perception of store and non-store elements

The two predictor variables that were studied explain 14.6% of the customers' perception of store and non-store elements. The results indicate that the model explains approximately 15% of the variance in perception of store and non-store aspects. This finding implies that other factors not included in the model contribute 85.3% in influencing the perceptions.

4.7.1 Analysis of variance

Table 4.12: Analysis of variance

Model	Sum of Squares	Df	Mean		
			Square	F	Sig.
1	Regression	621.330	2	310.665	0.001
	Residual	3265.721	134	24.371	
	Total	3887.051	136		

Source: Researcher(2017)

a. Dependent Variable: Perception of store and non-store elements

b. Predictors: (Constant), Experience with non-store aspects, Experience with store aspects

The study utilized ANOVA to describe the significance of the multiple regression model from which significant an f-value of p less than 0.05 was established ($p = 0.001$). This finding indicates that the regression model is statistically significant in predicting how customer experience with non-store aspects and customer experience with store aspects impact overall customer perceptions. Thus the results are unlikely to have occurred by chance.

Table 4.13: Regression Results - Store and Non-Store Aspects

Model	Unstandardized Coefficients		Standardized	t	Sig.
	β	Std. Error	Coefficients		
(Constant)	8.747	3.105		2.817	.006
Experience with non-store aspects	-.103	.108	-.075	-.950	.344
Experience with store aspects	.475	.094	.399	5.022	.000

Source: Researcher(2017)

a Dependent Variable: Perception of Store and Non-Store Aspects

The established regression model was

$$Y=8.747-0.103(OENSA)+0.475(OESA)+ \varepsilon$$

A standard multiple regression was used to predict the relationship between customer perception of store and non-store aspects and a composite score for overall experience with store elements and overall experience with non-store elements. The results indicate that only customer experience with store aspects ($p = .000$) significantly predicted perception of store and non-store aspects.

Thus, holding customer experience with non-store elements constant, a unit increase in customer experience with store elements will lead to a .475 ($p = 0.000$) increase in the perception of store and non-store elements.

To determine the overall patron experience with store and non-store components of the mall, aggregate scores were computed for each variable. As indicated in the survey, there were eight questions assessing patrons' experience with non-store aspects for a possible aggregate score of 40 points. The average score for patron perception of non-store aspects was 16.8 (SD 3.9). There were 14 questions assessing patrons' experience with store aspects for a possible aggregate score of 70 points. The average score for patron perception of store aspects was 27.8 (SD 4.4).

4.8 Discussion

The regression model indicated that holding customer experience with non-store elements constant, an increase in customer experience with store elements will lead to an increase in the customers' overall perception of store and non-store elements. This result is consistent with past research (Hosseini, 2014; Yu et al., 2005) that have described strong positive relationships between customer experiences with store elements and their perception.

Customer experience with store elements was measured based on 14 items covered in past literature. In particular, mall customers felt strongly about quality of service, products, shopping environment, and store ambiance. In addition, past research suggests that high quality service inspires positive patron behavioral intention to re-patronize, and in turn, influences perceptions. Other researchers have also linked quality of service to

repurchase goals and customer fidelity through patron perceived value (i.e. Yu et al., 2005). Contrary to previous research (Hosseini, 2014), the current study did not find a statistically significant relationship between customer experiences with non-store aspects.

It may well be that perceptions of mall patrons in East Nairobi are influenced by factors other than those examined in this study. Sadachar, (2014) has found that demographic characteristics are useful to establish distinctions between groups and help clarify patronage choices, experiences and perceptions (Malhotra, 2004). In particular, gender appears to be an important factor that influences mall patrons. For instance, Durakbaşa and Cindoğlu (2002) reported that shopping with the intention of browsing around and perceive shopping as a fun activity whereas men go shopping just to attend to basic needs.

The study further reveals that mall patrons in East Nairobi display demographic characteristics similar to samples captured in previous studies. For example, in the current study, there was an even distribution of participants across the two gender groups. This finding parallels the results of Rousseau and Venter (2014) and Narahari and Kuvad (2017). Similarly, the present study found that the majority of mall patrons in East Nairobi were young people. Sohail (2013) found similar results with mall patrons in Saudi Arabia. In addition, the mall patrons in East Nairobi were primarily, individuals with some type of a college education, identified as married, and employed.

These findings parallel those reported by Anning-Dorson (2013) and Makgopa (2016). A notable finding relates to the frequency of mall visits by customers in East Nairobi. Surprisingly, the current study found that very few patrons visit malls weekly or more than once a week. However, this finding is consistent with previous research (Makgopa, 2016) indicating that the frequency of visitation by consumers visiting the mall more than once a week was lower at 18.8%.

CHAPTER FIVE: SUMMARY OF FINDINGS CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

Chapter five describes a summary of the key results on the analysis of consumer perception and patronage towards malls in East of Nairobi, and concludes with recommendations and summary statements. The chapter is organized as follows: (a) summary of findings, (b) conclusions, (c) recommendations, (d) study limitations and areas of future studies.

5.2 Summary

The objective of study was to establish consumer patronage behavior and perception towards shopping malls in East of Nairobi. The mall patrons who participated in the study primarily constituted individuals who have acquired some type of a college degree or diploma. However, very few reported having a post-graduate degree. The findings suggests that a distinct majority of the respondents were employed either part- or full time. Surprisingly, the results indicated that only 15% of the patrons in this sample visit malls frequently; once a week or more or once every two weeks.

It may be that mall patrons in East Nairobi predominantly shop in places other than the mall including outdoor shopping outlets closer to customers' residences. Kim et al (2005), found that 76 % of customers still indicated they hold a strong preference for an outdoor shopping setting. Further, a much higher percentage of males from East Nairobi visit the malls once a month compared to females peers. Interestingly however, the

results indicate that a much higher proportion of females visit the mall to buy merchandize as compared to males. In fact, more males reported going to the mall to accomplish more than one goal as compared to females. Arentze et al. (2005) have reported that patrons are more likely to privilege centers that offer one-stop shopping because the patrons are increasingly engaging in multi-purpose shopping expeditions. This conclusion appears true in regards to males in East Nairobi. Additionally, it may well be that males in East Nairobi are drawn to the convenience of one stop shopping available in mall much more than their female peers. Anselmsson (2006) reported that that convenience served as the third most important stimulus over fulfillment and the fifth largest influence over mall-visit frequency.

Also, more males from East Nairobi reported going to the mall to just get away or pass time as compared to females. This finding is consistent with past research indicating the value of non-store aspects of shopping malls. Nicholls et al (2002) for example found that in the current times, mall patrons tend to be influenced by leisure than their peers in the early 1990s. In addition, Sit et al, (2003) found that entertainment is an important aspect in malls as it induces fun moments and motivates shopping and patronage.

The results further indicate that mall patrons agree with the statements describing customer experience with non-store aspects of the mall. In addition, no observable differences were noted between males and females in terms of experiences with store and non-store aspects. Mall patrons in this sample selected either “to a large extent or to a moderate extent” across all the 10 questions assessing customers perceptions of store and non-store elements. The participants further indicated that they would be willing to purchase merchandise from the malls and recommend the malls to their friends. The

results further indicate that only customer's experience with store elements and education level predicts their perceptions of store and non-store elements.

5.3 Conclusions

From the above finding the study identified similarities and differences in perceptions and patronage behavior among demographic groups in East Nairobi. Notably, the study concluded that males in East Nairobi appear to patronize malls more than their female peers. However, the females visit malls primarily to buy merchandize much more than their male counterparts. Thus the study concluded that gender may be an important factor to consider when investigating mall patronage in East Nairobi. Of note is the finding that even though female patrons visit malls less frequently, they tend to visit with the intention of spending at the malls.

Also, it is notable that store elements seem to have a significant impact on consumer perceptions much more than no-store elements. For mall developers in East Nairobi, this indicates that the resources invested in non-store elements of malls could be better used in improving store elements. On the contrary however, this finding may indicate that the non-store elements currently in place in East Nairobi malls may require overhaul beginning with the identification of non-store elements that best fits mall patrons in East Nairobi

5.4 Implications of Research Findings

While broad generalizations of findings may not be appropriate given the limitations and the descriptive nature of the study, two key implications are described below. First, there is a need for mall managers in East Nairobi to focus attention on store aspects of malls

when determining resource allocation. Due to limited budgets, mall managers are often forced to prioritize resource allocation when deciding improvements that lead to increased mall patronage.

The results suggest that financial recourses may be better spent on store aspects rather than non-store aspects in East Nairobi. Second, businesses located in malls should foreground products and services that meet the needs of young educated individuals. The demographic profile of mall patrons in East Nairobi indicate that frequent mall patrons appear to be young individuals who have some level of college education. On the contrary however, marketing departments in the malls may consider creative ways to attract populations that rarely frequent the mall perhaps through advertisement and creating mall spaces that are friendly to a wide variety of individuals.

5.5 Limitations of the Study

One notable disadvantage of convenience sampling is that it may introduce variability that is not controlled for primarily due to lack of a randomization. Therefore, the sample generated using a convenience strategy may not mirror the population of interest. Outliers could be associated with convenience sampling because of the potential for self-selection in non-probability sampling; the effect of outliers can be more impactful in this kind of sampling design. Also, neither biases nor their probabilities can be easily quantified in a convenience sample. No data on the participant income was also a limitation.

The study was descriptive and not experimental thus the design does not allow for causal claims to be established. For example, because the study is largely descriptive, it is not possible for the researcher to establish why customers had the perceptions described in

chapter 4. Such causal claims can only be made in studies that use experimental designs. Another limitation is that, the study used cross-sectional survey design which allowed data to be collected at a single point. It is likely that customers frequent malls at different times and days, therefore, collecting data at one time point only does not allow the researcher to more accurately capture mall audience. Such an activity may be best conducted using longitudinal data collection strategies.

The study was limited because only two sets of variables were included in the regression analysis. It is likely that more than two sets of factors (e.g., the gender, age and level of education) influence consumer perceptions. Thus, the findings of the current study should be interpreted in light of the limitations highlighted in this section.

5.6 Recommendations for Future Research

Future studies should be conducted including more independent variables to explore all possible results. The variables such as customer preferences, location, merchandise, service, or access to the malls, in-store climate, prices and promotion strategies and within-category brands would enhance the findings of the study. Future research should examine how the factors that contribute to consumer patronage interact and intersect to define consumer experiences.

Customer choices are influenced by the perception of variety within a collection, which in turn is contingent on more than just the number of unique products available. In addition, customers from East Nairobi are not homogeneous in terms of income levels. Therefore future research should distinguish between low-income earners and peers who identify as middle-income individuals. More importantly, future research should include

inferential statistics to provide a more nuanced picture of consumer patronage and perception. Such an undertaking may provide useful data regarding factors that predict consumer behavior.

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APPENDICES

APPENDIX I: QUESTIONNAIRE

Section A: Personal Background and demographic variables.

1. What is your gender? Male Female

2. What is your age range? 18-24 25-31

32-38 39-45

3. What is your marital status?

Single

Married

Other

4. What is your highest level of education?

High school

Tertiary college

Bachelor's degree

(college/technical/diploma)

Post-graduate degree (Masters/Ph.D.)

Other (Please describe) _____

5. What is your employment status?

Student

Part-time employed

Full-time employed

Homemaker

Other (Please describe) _____

6. How often do you visit this mall?

Once a week or more

Once every two weeks

Once a month

Four or five times a year

Rarely or first time

7. How often do you purchase merchandise from the retail stores in this mall?

Once a week or more

Once every two weeks

Once a month

Four or five times a year

Rarely or first time

8. How often do you make a purchase from the non-store elements of this mall?

Once a week or more

Once every two weeks

Once a month

Four or five times a year

Rarely or first time

9. Your purpose for visiting this mall was to: (Select as many as applicable to you)

Buy merchandise

Use the non-store aspects of mall.

Window shop or browse

Just get away/ pass time Meet friends/socialize other (please describe) _____

SECTION B

To answer this section of the questionnaire, please think about your **OVERALL EXPERIENCE** with **NON-STORE** aspects of this mall only. Select the number on the scale with 1 = Strongly agree; 2 = agree; 3 Neutral 4=Disagree5= Strongly Disagree to represent your level of agreement with each of the statements below.

	1	2	3	4	5
1. You enjoy visiting the non-store aspects of this mall.					
2. You regularly buy merchandise from retail stores in this mall					
3. You feel good because of the non-store aspects of this mall.					
4. The non-store aspects make you want to visit this mall.					
5. Visiting the non-store aspects of this mall helps you feel socially accepted					
6. You like the way this mall's non-store aspects look					
7. You like the ambience (i.e., music played, nice smell, temperature) of the non-store aspects in this mall.					
8. The probability of you buying from retail stores in this mall is very high.					

SECTION C. Overall Mall Shopping Experience To answer this section of the questionnaire; please think about your **OVERALL EXPERIENCE** with STORE 1 = Strongly agree; 2 = agree;3 Neutral 4=Disagree5= Strongly Disagree to represent your level of agreement with each of the statements below;

	1	2	3	4	5
1. The retail stores in this mall provide consistent quality of service.					
2. The retail stores in this mall provide consistent quality of shopping environment.					
3. The retail stores in this mall provide consistent quality of products.					
4. The retail stores in this mall provide superior quality of products.					
5. The retail stores in this mall carry reasonably priced products.					
6. The retail stores in this mall provide good products and services for the price.					
7. Retail stores in this mall have competent employees.					
8. Employees of retail stores in this mall are courteous, polite, and respectful.					
9. The service of retail stores in this mall is reliable and consistent.					
10. You enjoy shopping in retail stores in this mall.					
11. Retail stores in this mall make you want to visit them					
12. Shopping in the retail stores in this mall helps you feel socially accepted.					
13. Shopping in the retail stores in this mall enhances the way you are perceived by others.					
14. You like the ambience (i.e., music played, nice smell, temperature) of retail stores in this mall.					

Section D: To answer this section of the questionnaire, please think about your Perception on the store and non-store elements. Select the number on the scale with To an 5 To a Large Extent 4 To a Moderate Extent 3 To a Small Extent 2 To a Very Small Extent 1 To an Extremely Small Extent

	1	2	3	4	5
1. The mall setting has a good sense of design harmony.					
2. It has been pleasant just being in this mall.					
3. The mall setting is very attractive.					
4. This mall experience has let you imagine being someone else.					
5. Your choice to visit this mall was a wise one.					
6. The likelihood that you would shop in this mall again is very high.					
7. The probability that you would consider buying from retail stores in this mall is very high					
8. You would be willing to recommend this mall to your friends.					
9. The likelihood that you would purchase from retail stores in this mall is very high					
10. You frequently buy merchandise from retail stores in this mall					

Thank you for your cooperation.

APPENDIX II: LIST OF MALLS IN EAST OF NAIROBI

1. The point
2. Shujaa Mall
3. Gateway Mall
4. Greenspan Mall
5. K Mall
6. Panari Centre
7. Capital Centre