

**SHOPPING MALLS SERVICESCAPE AND SATISFACTION OF CUSTOMERS IN
WESTLANDS, NAIROBI**

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DECLARATION

This is my research project, and it has never been presented for academic purposes at the University of Nairobi or any other university.



Signature.....

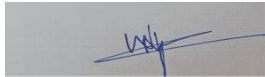
Date: 25th November, 2021

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This research project has been presented for examination with my approval as the University supervisor.

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ABSTRACT

There is an increased importance of customer satisfaction in service provision; thus, the study examined the influence of shopping malls servicescape on the satisfaction of shopping mall customers in Westland's, Kenya. The two theories that informed this study was; Stimulus-Organism-Response and Bitner's Theoretical Framework. It used a purposive sampling technique to sample shoppers at the malls. The data were analyzed through descriptive statistics such as the mean, standard deviation and frequencies. The inferential statistics which included correlation and regression analysis was used to assess the influence of shopping mall servicescape on customer satisfaction. The investigation found that shopping centers servicescape had a positive and huge relationship with consumer loyalty. The study focused on five shopping malls located in Nairobi, Kenya. The study recommended shopping malls to seek more knowledge on what physical settings or attributes attract customers. They should then make sure they make improvements on their servicescape by implementing this knowledge. The study also made the recommendation to the investors to continually monitor customer behavior in shopping malls to alter and encourage improvement on the shopping malls servicescape. Similar studies could be conducted among other shopping malls within and without Nairobi environs. More studies could also be conducted among other players in different sectors such as the financial sector, and other service industry players. Secondary data could also be collected from shopping malls owners and retail shop owners who have their shops in the malls. The study also suggests future studies to assess the relationship between servicescape and shopping malls performance other than customer satisfaction.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Lack of customer satisfaction takes a bigger toll on the bottom line of a firm's competition and hence factors that encourage customer satisfaction should be highly considered. One way to ensure high service quality is through business servicescape (Morkunas & Rudienė, 2020). According to Majumdar, Jayakumar, Sahu and Potoglou (2021), Zhong and Moon (2020) and Ogunmokun, Unverdi-Creig, Said, Avci and Eluwole, (2021), physical appearances is significantly improving the mental set up of customers towards satisfaction about the quality of a good or service. Customer's perception of the physical appearance considerably contributes to customer satisfaction (Tuncer, Unusan & Cobanoglu, 2021). According to Chesula, Kiriinya and Rintari (2021) physical appearances also impact customer emotions related to shopping in malls.

Various hypotheses have been created to clarify services cape and consumer loyalty. The two theories that informed this study were; Stimulus-Organism-Response (S-O-R) and Bitner's Theoretical Framework. Bitner (1992) in his developed framework, suggests that the tangible elements, that is, the physical environment dictate the customer's perceptions. He backs his suggestion with the argument that such elements will form the opinions of the services to be received even without the physical touch of the customer. In Mehrabian and Russell's (1974) Stimulus Organism Response, the argument of the environment stimuli is that it informs the approach and avoidance behaviors in a certain premise. Stimulus Organism response model

considers the emotional part of consumers, whereby the servicescape affects the customers' approach or avoidance reactions.

Shopping malls offer a wide range of commodities that customers choose from, have commodities that are of reasonable prices and also offer commodities that are not mostly found in other outlets (Saprikis, Avlogiaris & Katarachia, 2021). In Nairobi, there are 33 shopping malls but this study focused on those shopping malls located in Westland's. Nairobi hosts the topmost shopping malls in Eastern Africa. Shopping malls in Nairobi have state of the art facilities which go hand in hand with the best shopping malls in the world (Wanted in Africa 2019). Shopping malls in Nairobi have the advantage of hosting many retail shops in the same location; hence customers have the privilege of buying many items from the same roof without having to move from one location to another (Gichiri, 2020). The shopping malls in Nairobi also have the advantage of being more prestigious since they have many entertainment joints that make them not just a place for shopping but games and relaxation (Mohamud & Mwangi, 2021).

1.1.1 The Concept of Servicescape

The servicescape incorporates a physical environment where a service takes place (Adnan, Ahmad, Scholz, Khalique, Naveed & Han, 2021). It is where customers receive services or where customers and service provider meet and is composed of the facilities that act as facilitators to the service communication (Yeo, Moh & Low, 2021). The servicescape forms a consumer's first image of a store, and it is at this point, the customer creates an opinion about the service they will receive (Paendong, 2021). Servicescapes are the non-human elements of the service environment and can include the external environment such as the design, the landscape, parking, surrounding environment and signage (Morkunas & Rudienė, 2020). The internal

elements include the interior layout, design, signage, equipment, and ambiences, such as lighting, air quality, and temperature.

Tran, Van Dang and Tournois (2020) noted that services are abstract instead of products that are judged according to their abstract image. Services, therefore, cannot be tried before they are purchased and customers look for physical things that are connected to the service. Services production and consumption occur simultaneously; therefore, the service environment strongly affects the customer experience and perception (Slack & Singh, 2020). Most companies customize their servicescape to provide their customers with an experience that will affect their buying behavior (Heard, Bandekar, Vassar & Miller, 2019).

1.1.2 Customer Satisfaction

Customer satisfaction is a function of before the purchase of goods or service offered and the post-performance of the good or service. Fornell, et al (2016) describe customer satisfaction as the experience a customer has as he consumes over time for all the goods purchased. According to Rita, Oliveira and Farisa (2019) customer satisfaction is the evaluation of the goods and services received by customer against his expectations. Another definition of customer satisfaction was provided by Oliver (2017) who described customer fulfilment as providing pleasurable fulfilment and also an emotional response by the service.

The resulting comparisons thus form the determinant for the level of customer satisfaction. Hence, customer satisfaction forms a business strategy that enhances customer retention and repurchases decisions by the customer. Additionally, customer satisfaction is a measurement to predict the future behavior of the customer (Hill, Roche & Allen 2017). It is therefore of paramount importance to look for ways that can be put into action to satisfy customers (Oliver

2017). Customer satisfaction is a factor that determines a customer's decision to do a repurchase, for goodwill and also for customer loyalty. Customer satisfaction is measured by the perceived service quality which is a consequence of their expectation built on their experience of being served. The quality of service which is determined by a customer's expectation determines customer satisfaction (Zeithaml, Berry & Parasuraman, 2018).

1.1.3 Shopping Malls in Nairobi

Traditionally, shopping malls served venues for comfortable shopping experience but modern shopping malls have included such facilities as recreational and social halls (Kiriri, 2019). In Nairobi, there are 33 shopping malls that offer convenience to customers. The shopping malls in Nairobi are therefore favorites for many customers within and outside the city. Shopping malls in Nairobi offer many advantages over retail shops. Shopping malls in Nairobi have the advantage of hosting many retail shops in the same location hence customers have the privilege of buying many items from the same roof without having to move from one location to another (Gichiri, 2020). The shopping malls in Nairobi also have the advantage of being more prestigious since they have many entertainment joints that make them not just a place for shopping but for games and relaxing (Ndegwa, 2019).

The shopping malls also offer the ease and prestige of shopping, offering fascination for most customers. Nairobi's Westland hosts a number of shopping malls such as Westgate shopping mall, The mall and Sarit Centre (Kemei, 2019). It is also a prime shopping region for most middle income and higher earning Nairobians (Experience Kenya, 2020). There are 33 shopping malls in Nairobi County but only five are located in Westland's which include Mountain View Mall, Sarit center, Westgate Shopping Mall, The Mall and Ukay centre. Others are located in

Karen, Langata, Thika road, Kasarani, Waiyaki Way, Ngong road, Donholm, Eastleigh, Kasarani, Buruburu, Nairobi west, Gigiri, spine road, Ridgeway's and Lavington. This study focused on the five found in Westland's (Experience Kenya, 2020).

1.2 Research Problem

According to Zhong and Moon (2020), the physical appearance significantly improves the mental set up of customers towards satisfaction about the quality of a good or service. Customer's perception of physical appearance considerably contributes to customer satisfaction (Lin, Zhang & Gursoy, 2020). It was also reported by Chesula, Kiriinya and Rintari (2021) that physical appearances impact customer emotions related to shopping in malls. Shopping mall's linked value impacts customer emotions related to shopping, such as shopping pleasure or unhappiness, changing one's daily routine, purchasing exciting new products, and spending time in an engaging atmosphere (Ndegwa, 2019).

Based on the empirical studies, there was inadequate information to make inferences concerning the current research. For instance, a study was conducted by Pimpan and Khamphroh (2019) to examine the impact of servicescape on customer satisfaction at a Toyota customer service centre in Thailand's Nakhon Ratchasima Province. The study found that servicescape affected customer satisfaction and overall customer satisfaction. Moreover, Smith (2018) also looked at how airport servicescape affects passenger happiness in Georgia. The study discovered that cleanliness and physical improvements to the restroom servicescape, such as décor, hand sanitizer, music, and fragrance, had a substantial impact on passenger happiness and behavioral intentions, such as airport return visits.

Regionally, Dan-Jumbo Comfort (2019) conducted research on servicescape features and tourist satisfaction in Nigerian retail malls. According to the findings, servicescape characteristics (ambient condition, spatial arrangement, and cleanliness) have a substantial impact on tourist satisfaction. Iroham et al. (2019) studied the effect facilities had on patronage in Nigerian shopping malls, particularly in Ibadan. Customers' patronage was found to be affected by the servicescape of facilities, according to the study.

Locally job, (2020) examined the effect of tangible services on customer satisfaction at cascade restaurant in Thika Town Kiambu County. Findings revealed that the facility's exterior and interior significantly affect customer satisfaction. Further, a study was conducted by Kiunga, Maranga and Kamau (2019) to investigate the influence of customer cultural orientation on the expected quality of service. It was realized that a positive effect exist between customer cultural orientation and the expected quality of service. In addition, another study was conducted by Hussein ND Kanyanjua (2020) to examine the influence of servicescape on employee performance in commercial banks in Kenya by conducting a survey in Mombasa County. The study found out that commercial banks essentially put in place measures to ensure ambient working conditions and good spatial layout and adopted signage to a large extent. The study indicated there is a significant relationship between servicescape and employee performance. Thus, based on the few sampled studies conducted, it was evident that none of them examined the influence of shopping malls servicescape on the satisfaction of shopping malls customers in Westland, Nairobi. Thus, the question for which this study sought to answer was; what is the effect of shopping malls servicescape on customer satisfaction in shopping malls in Westland's Kenya?

1.3 Research Objective

The objective of the study was to determine the influence of shopping malls servicescape on satisfaction of shopping malls customers in Westland, Nairobi.

1.4 Value of the Study

It is expected that more information regarding the relationship between servicescape and customer satisfaction will be added to the existing one and will be helpful for future scholars. The study will also provide a list of recommendations for which future researchers could consider and use for their studies and compare and contrast their findings and make conclusions.

Secondly the shopping malls management will find value in the study findings since they will provide a discussion of how their individual attractiveness affects customer retention. Therefore, by adopting the recommendations that will be made, the shopping malls will be able to promote their performances through gaps identified in the customer satisfaction cascade. The shopping malls management will hence use the study findings to identify what is missing in their malls and hence apply the recommendations provided in solving the servicescape problems identified hence improve the performance.

The regulatory authorities that regulate the shopping malls will find these findings beneficial since they can adopt the recommendations to set guidelines that will help the shopping malls in terms of customer retention. The findings of the study will be used by the government to develop policies for shopping malls that will enable them function well in terms of servicescape.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

The focus of this section was a literature review related to servicescape and customer satisfaction is provided. First, the chapter discussed theories that formed the basis for the study. The chapter then provided a discussion concerning servicescape. An empirical literature review was then conducted.

2.2 Theoretical Literature Review

The theories that guided this research are listed below.

2.2.1 Bitner's Theoretical Framework

The servicescape, according to Bitner (1992), is made up of all the physical components that are at the service provider's doorstep in order to adjust and maximize its influence on consumer and employee behavior. The holistic angle of the internal environment in its relation to the perception of the servicescape is also captured by the model. Bitner (1992) in his developed framework suggests that the tangible elements, that is, the physical environment will dictate the customer's perceptions. He backs his suggestion with the argument that such elements will form the opinions of the services to be received even without the physical touch of the customer. He also suggests that the environment in which an organization offer its services is a key determinant on the customer's perception on the service they will likely experience, (Bitner, 1992).

The customer end result in term of satisfaction with services offered is speculated to be influenced by the physical environment (Bitner, 1992). Some assumptions are made by the model: Employees and customers react to the physical environment in one of three ways: emotionally, cognitively, or physically; these reactions influence customer behavior; and the servicescape is considered as a non-formal communication tool that develops meaning through the aspects of the environment. According Bitner (1992), the servicescape may lead to cognitive responses and it may also assist in organizing the service mentally. Physical elements therefore dictate the categorization process in the mind of a customer. Bitner (1992) with a close dependence on Shostack (1977) and Zeithaml (1988) posit that because of the high insubstantiality and inseparability the final result of achieving intrinsic cues that can be used to tell about the service quality is not promising. And thus it only leaves the customer with the servicescape option to deduce about quality.

Primarily the assumption of this framework is that the customer's consumption and fulfillment is dictated by the physical elements in the vicinity of the business (Muhammad et al., 2014). A discovery is made by the framework that there are unique features of services. They are heterogeneity, perishability, inseparability, and insubstantiality. As a result of these unique features then the physical environment can dictate the perception a customer has after the service is delivered to him. Before service delivery customers are always on the look out of a firm's capability to offer good and quality service (Kisang & Heesup, 2010; Mill, 2013). The finding that the physical environment has an impact on consumers leads to the planning and construction of a specific design in a corporate context. From the word go, customers come to an organization with a particular mindset which can either be supported or discouraged by the setting of the business. And of course every firm wants a flow of events, from the goal in the mind of the

customer to their setting design which ultimately influence the customer approach and favorable responses (Bitner, 1992). A good basis is achieved by this theory in informing the association between servicescape and customer satisfaction. It was therefore helpful to understand how shopping malls servicescape affect customer satisfaction.

2.2.2 Stimulus-Organism-Response

Stimulus Organism response posits that the environment stimuli affect either the approach or avoidance behaviors of consumers, (Mehrabian & Russell, 1974). This model is guided by a paradigm: It is based on the Stimulus (S) which is the environment stimulus; Organism (O) which stands for the emotional reactions and Response (R) which stands for the resultant responses. The argument stands that the S component affects the O component which entails pleasure and excitement and in turn this component dictates the R component (approach and avoidance reactions) (Aubert-Gamet 1996). Model shows that the servicescape influence the emotional part of the consumer which finally rules the resultant response of the consumer. These responses are categorized as either the approach taken by the customer or the avoidance behavior (Mehrabian& Russell, 1974). This classification is also seen in studies by Bitner (1992) and Hoffman and Turley (2002). The second desire can be explained by the behavior of sticking around in the environment (approach) and interact with it or either remain in the setting and not interact with it, in short avoid. The third urge is to remain in the setting and interact with the people in that particular environment. This is opposed to the behavior of restraining (avoiding) communication with other people in the environment.

2.3 Dimensions of Servicescape

Servicescape is the man-made designs that make up with physical environment: With an exclusion of the natural environment (Bitner, 1982). Servicescape is comprised of three main aspects which are spatial design and functionality; symbols, artifacts and signs. Spatial design is the arrangement of the machinery if available, equipment and furnishings. It is also how these things relate among themselves in terms of spacing. The sizes and shapes of these items also explain the spatial design. The term functionality explains the ability of the facilities available in the business to meet the consumers want. How well they do it. These two aspects are very important especially where customers do self-service and do not depend on employees or any person to help them. Spatial layout and functionality influences customer satisfaction, consumer search behavior, emotional responses and store performance. With these, the customer mindset on the quality of service he should expect is inferred.

Signs, Symbols, and Artifacts serve as explicit or implicit communicators. Signs include company names, departmental name labels on entrances and exits and those that communicate rules of behavior such as no smoking. Signs, if they are adequate help reduce stress and crowding. Symbols and artifacts provide implicit information about the norms and behavior expectations for customers and employees. Symbols and artifacts have meanings that are culturally embedded. The material used in the construction of artifacts and in symbols also provide and overall impression. These may include floor coverings, artwork, wall photographs and personal objects. Signs, symbols and artifacts form a first impression and communicate new concepts about the service. If a customer is not familiar with a service, they look at the environment and this provides them with information about the service.

Ambient features normally are the facets found in the background of the environment. This includes aspects like lighting, scent, temperature, color and alarming sounds. Ambience affects the way the sensation of customers, their direction of thinking and response he gives to the service provider. Music makes customers feel they have spent less time shopping than when no music is played. Scent as well reduces perceptions about item spent while shopping as well as the evaluation of the store. Scents also makes customers use time to think about their product decisions. Ambiences affect the five senses and are most noticeable when they are severe; affecting the amount of time a consumer spends shopping and also assisting in the resolution of problems.

2.4 Empirical Literature Review and Knowledge Gaps

Globally, Hamzah et al. (2020) noted that ambient, spatial layout /functionality, signs/symbols/artefacts and cleanliness are critical components of servicescape and affect customer satisfaction. Moreover, Morkunas et al. (2020) indicated that a positive relationship exists between social servicescape factors, customer satisfaction and repurchase intentions among the restaurants in the Baltic States

With frequent visits by customers in Enugu metropolis malls in Nigeria, a study by Okoro, Okolo and Mmamel (2019) was conducted with an aim to establish the facets that caused them to shop in the malls. Convenience as a factor that influences their consuming habit was studied. The target of the study was people with eighteen years and above. Survey was used as the predominant research design. The study's report proved that convenience was a significant facet in the patronage of consumers in shopping malls.

Another study was conducted by Makgopa (2016) to determine customers' primary aim of visiting shopping malls in South Africa. Here, data was acquired utilizing an interviewer-administered questionnaire and a quantitative technique and descriptive study design. Data was collected from regional retail malls in Pretoria, South Africa, and descriptive statistics were used to examine the results. Customers were drawn to shopping malls for a variety of reasons, one of which was entertainment.

Locally Job, (2020) examined the effect of tangible services on customer satisfaction at cascade restaurant in Thika Town Kiambu County. Findings revealed that the facility's exterior and interior significantly affect customer satisfaction. The study showed that the service environment and its relation to customer satisfaction covered cleanliness of the restaurant, uniforms worn by the employees and availability of space. In addition, another study was conducted by Hussein and Kanyanjua (2020) examined the influence of servicescape on employee performance in commercial banks in Kenya. The target population of the study comprised of individuals in employment with commercial banks based in Mombasa County. Random sampling was employed in constituting the sample since it enables the inclusion of all the categories of commercial banks. A sample size consisting of 150 respondents was selected who were drawn from all the three bank tiers and from various departments of their respective bank including operations, customer service, relationship, cash, sales, credit, cards, treasury and trade finance department. The study found out that commercial banks largely put in place measures to ensure ambient working conditions, good spatial layout and adopted the use of signage to a large extent. The researcher recommended that the commercial banks should understand the need to create effective servicescape elements such as ambient condition, space function, sign, symbols and artefacts.

Kamau (2017) assessed the servicescape on customer satisfaction in restaurants. The target restaurants used were 25 and the research design in the research. Systematic sampling was used to get 384 customers. The study also applied purposive sampling to get 22 restaurant managers. In the gathering of the data needed from this selection, interview guides, questionnaires and observation checklists were used. In the examination of the acquired data, descriptive statistics and Pearson's moment were applied. In addition, multiple regression analysis was used. Consumers were delighted and fulfilled with the ambient components in the eateries, according to the study. The cleanliness in the restaurants also appealed the consumers. It was discovered that the ambient elements plus cleanliness were productively related with the customers' fulfilment.

Kiunga, Maranga and Kamau (2019) investigated the influence of customer cultural orientation on the expected quality of service. This was conducted among Kenyan three-five stars' hotels in Nairobi County. With 1,220 customers, 72 supervisors and 12 managers, the study was ready to be conducted. A sample size of 301 customers and 61 supervisors was arrived at by use of the Yamane formula. Purposive sampling was also put into action in choosing 12 hotel managers. The study found questionnaires to be an appropriate way of collecting data. Data was realized that both a positive and productive correlation was in existence between customer cultural orientation and the expected quality of service.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter discusses the research design, target population, sample size and sampling strategy, data collection instrument, and data analysis methodologies.

3.2 Research Design

A cross sectional research design was used which involves measuring data at a particular time. A descriptive design defines a population phenomenon at a specific point in time. In this design, the researcher does not manipulate the study variables but only observes and measures the responses provided. It involves selection of study participants based on the variables of interest (Kendra 2019). This study used a descriptive cross-sectional research strategy since it collected data on the phenomenon of mall attractiveness but did not modify the results in any manner.

3.3 Population of the Study

The study's target population consisted of customers in 33 shopping centers in Nairobi. The total number of participants from which the sample is drawn is referred to as the target population. There were 33 shopping malls in Kenya but only five were located in Westland's shopping mall. Only five of the 33 shopping centres were in Westlands, with the majority of people living in the town of Westland which included, Mountain View mall, Sarit center, Westgate Shopping Mall, The Mall and Ukay centre. Others are located in Karen, Langata, Thika road, Kasarani, Waiyaki Way, Ngong road, Donholm, Eastleigh, Kasarani, Buruburu, Nairobi west, Gigiri, spine road, Ridgeways and Lavington. This study focused on the five malls found in Westland's (Experience

Kenya, 2020) due to the ease of access of Westland’s. The study sampled customers who visited these shopping malls. The study participants were customer found shopping in the shops in the shopping malls. They were assumed to be regular visitors of the malls. Approximately, 2500 customers visit the shopping malls in Nairobi daily (Experience Kenya, 2020). We targeted a sample size of 100 participants with at least 20 from each mall visited.

3.4 Sample Size and Sampling Technique

The study adopted a purposive sampling technique to identify the five malls in Westland's region. Simple random sampling was used to sample out individual customers in the five shopping malls. Westland is one of the largest shopping centres in the country, with more than million people living in the area. Every second customer was approached until a target number was achieved. Each of the five shopping malls receives approximately 2500 customers a day (Experience Kenya, 2020). Simple random sampling was used to pick 100 customers who responded to the questionnaire as illustrated in Table 3.1

Table 3.1: Sample Size

Shopping Mall	Number of customers	Sample Size
Mountain View Mall	2500	20
The Mall	2500	20
Westgate shopping mall	2500	20
Ukay	2500	20
Sarit Centre	2500	20
Total		100

Source: Experience Kenya (2020)

3.5 Data Collection

A questionnaire was used to get primary data on how much respondent agreed with the survey items. Questionnaires are useful to utilize since they are simple to administer, straightforward to interpret, and can collect data from a big sample at a cheap cost. Respondents were questioned about their age, education level, and gender in the initial phase of the survey. The second component of the survey consisted of questions about shopping mall servicescapes, which were organized on a Likert scale. The final segment focused on customer happiness at shopping malls and was organized in the form of a questionnaire. The data collection process adhered to the ministry of health's Covid-19 protection requirements.

3.6 Data Management and Analysis

Every day, all completed questions were collected and quality-checked. The data was cleaned and imported into Excel before descriptive statistics was used to evaluate it. The relationship between shopping mall services and consumer happiness was investigated using inferential statistics. The significance value was selected to be $p=0.05$.

CHAPTER FOUR

DATA ANALYSIS AND PRESENTATION

4.1 Introduction

This chapter outlines the results of a survey-based analysis of data collected from customers in Westland shopping malls. We looked at the response rate and then looked at the demographic data of the people who responded. In the next sections, the findings of the descriptive, correlation, and regression analyses were presented.

4.2 Response Rate

As part of the study, 100 questionnaires were given to sampled customers in shopping malls. We had one trained data assistant. Participants were identified at the parking mall, as they entered and exit the mall. There were 91 surveys in total that were completed and returned. This resulted in a 91 percent response rate as evident from Table 4.1

Table 4.1: Response Rate

Questionnaires	Frequency	Percent
Returned	91	91
Not properly filled	9	9
Total	100	100

It was found that 91 of the 100 questionnaires were filled out completely and returned. The other 9 questionnaires were not properly filled even after subsequent follow-up. Some customers did not fully fill the forms even with assistance during the administration of questionnaires. The response rate for the study hence was 91%.

4.3 Demographics

The gender, age bracket and level of education of the respondents is summarized in this section. Each of the sections is comprehensively presented.

4.3.1 Respondents' Gender

The gender of the respondents was examined and the outcome is portrayed in Figure 4.1

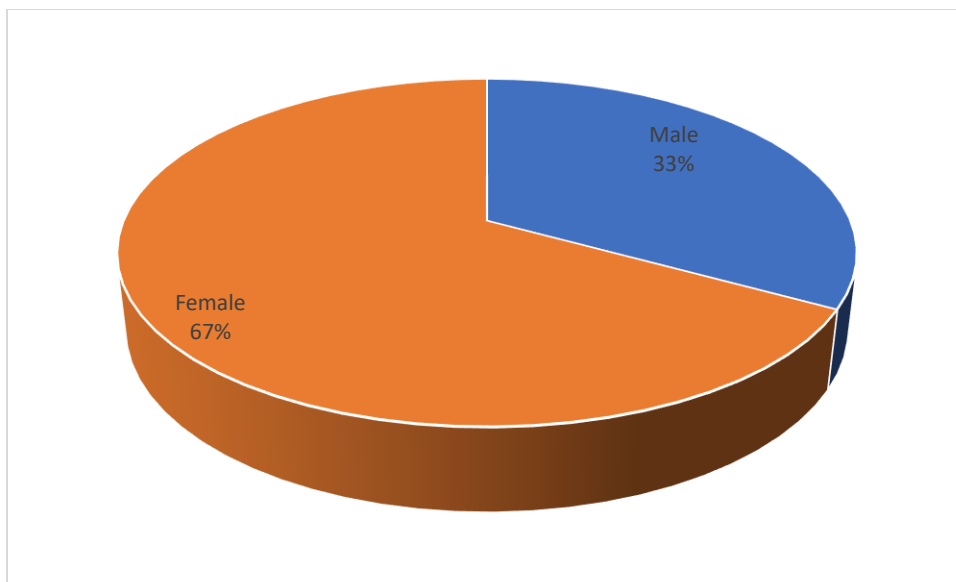


Figure 4.1: Respondents' Gender

From Figure 4.1 it is clear that sixty seven percent of the respondents who responded to a questionnaire on servicescape and customer satisfaction were female. This implied that most of the people who visit shopping malls are females. Only thirty three percent of those surveyed were males, suggesting that women make up the majority of shoppers at shopping malls.

4.3.2 Respondents' Ages

The age of the respondents is presented in Figure 4.2

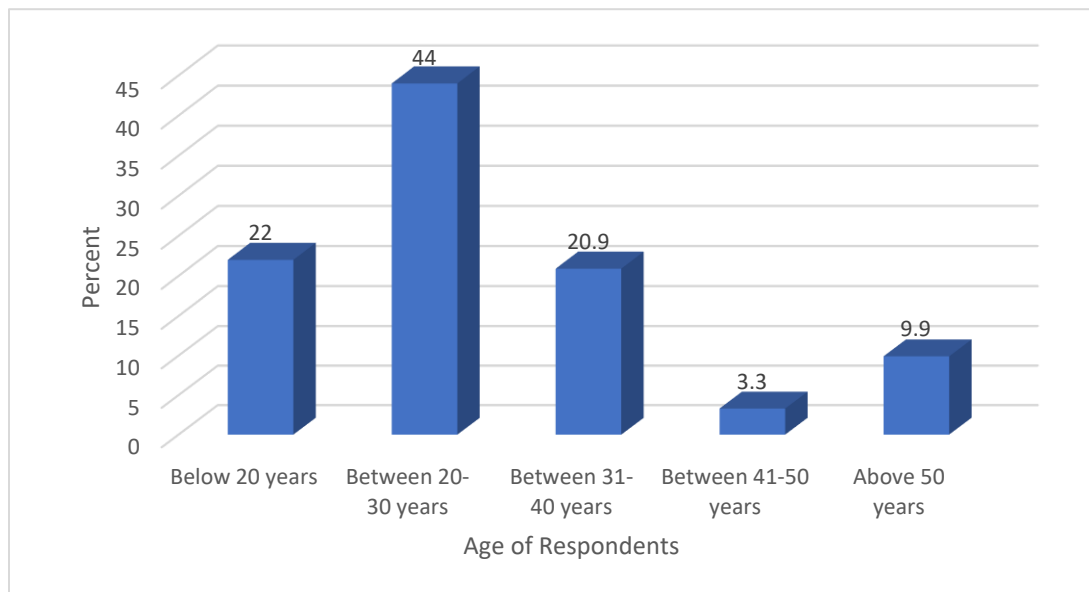


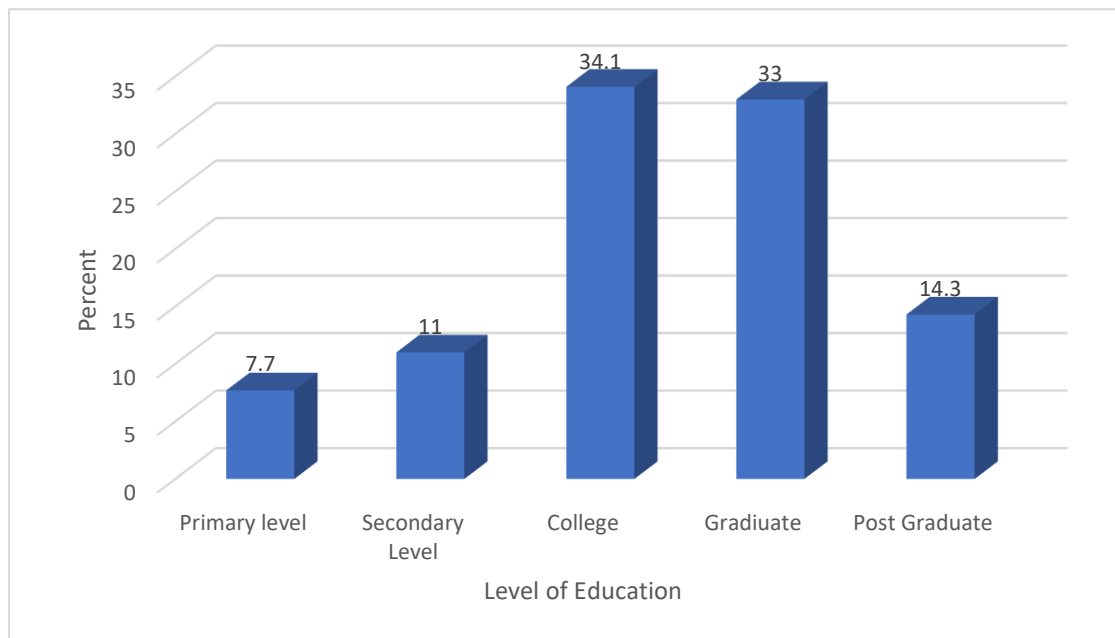
Figure 4.2: Respondents' Ages

From Figure 4.2 it is clear that the majority of people that visit shopping malls in Nairobi's Westlands are quite young within the age bracket of 20-40 years. Highest number were between the ages of 20 and 30, accounting for forty four percent followed by those between 31 and 40 accounting for twenty point nine percent. Those between 41 and 50 were the least with three point three percent.

4.3.3 Respondents' Education Level

The highest academic qualification of the support staff was determined and the results are depicted in Figure 4.3 below:

Figure 4.3: Respondents' Education Level



From Figure 4.3 it is clear that most of the respondents had attained college education as their level of education representing thirty four point one percent. Graduates followed at thirty three percent while those who had only acquired primary level of education were the least representing seven point seven percent. This implied that most customers who visit shopping malls in Nairobi's Westland's have attained a post-secondary school education hence were educated customers able to read and understand the questions in the questionnaires.

4.4 Descriptive Statistics

The descriptive statistics for shopping malls servicescape and customer satisfaction is depicted in Table 4.2

4.4.1 Descriptive Statistics for Shopping Malls Servicescape

The descriptive statistics for shopping malls servicescape is depicted in Table 4.2

Table 4.2: Descriptive Statistics for Shopping Malls Servicescape

	N	Mean	Std. Dev
The malls surrounding environment is clean	91	4.33	0.93
The shopping mall is cool that boosts the shopping morale	91	4.19	0.92
The malls interior design is attractive	91	4.16	0.99
The shopping mall maintains quality air which makes me continue shopping for long time	91	4.1	1.07
The shopping malls signage are attractive	91	4.09	1.16
I am attracted to the shopping mall due to the landscape	91	4.03	0.99
The mall is very organized	91	3.96	1.27
I am attracted to the shopping mall due to the beautiful lightings	91	3.96	1.27
I love the shopping malls exterior design	91	3.82	1.21
The parking space in the mall is adequate and well organized	91	2.91	1.5
Average		3.96	1.13

The statement "The malls surrounding environment is clean" received the highest mean of four point three three, hence the importance of cleanliness of the mall was an important factor in servicescape. The statement "Parking space in the mall is adequate and well organized" had the least mean at two point nine one. Overall, the statement about shopping mall servicescape averaged three point nine six, suggesting that most customers agreed with the majority of the statements.

4.4.2 Descriptive Statistics for Customer Satisfaction

The descriptive statistics for customer satisfaction is presented in Table 4.3

Table 4.3: Descriptive Statistics for Customer Satisfaction

	N	Mean	Std. Dev
The offerings in this mall are better than I expected	91	4.21	0.86
I like what this mall has to offer.	91	4.16	0.83
I always leave the shopping mall happy	91	4.12	0.94
I would spend more time shopping in the mall than I planned	91	4.09	0.89
I cannot wait to visit this shopping mall again	91	4.09	0.94
The shopping mall I shop in meets my needs and expectations	91	3.98	1.09
I love spending my time in this mall even when I want to relax	91	3.95	1.02
This shopping mall comes highly recommended by me.	91	3.93	1.07
In the future, I will shop at this mall.	91	3.87	1.16
This mall is where I do the majority of my shopping.	91	3.78	1.1
Average		4.02	0.99

The majority of customers agreed that the mall's offerings are better than they expected, with the highest mean of four point two one. The statement, "I do most of my shopping in this mall" had the least mean of three point seven eight indicating that majority of respondents studied across the mall do their shopping in the same mall. The results as presented in Table 4.3 indicated variability was minimal amongst the respondents.

The statement "I will shop in this shopping mall in future" had the lowest standard deviation of 0.83 meaning majority of the customers were satisfied with the choice of the mall and were ready to do repeat shopping at the particular mall. The statement "I am satisfied with what this mall offers" had the highest standard deviation of one point one six indicating that there was slight variance in satisfaction with the particular mall but majority of the consumers were satisfied.

4.5 Correlation Analysis

The association of shopping mall servicescape and customer satisfaction was tested using correlation analysis and the results are illustrated in Table 4.4

Table 4.4: Correlation Matrix

		Customer Satisfaction	Shopping Malls Servicescape
Customer Satisfaction	Pearson Correlation	1.000	
	Sig. (2-tailed)		
Shopping Malls Servicescape	Pearson Correlation	.405**	1.000
	Sig. (2-tailed)	0.000	

Correlation results revealed that shopping malls servicescape positively and significantly associated with customer satisfaction (Rho=0.405, p=0.000). The positive relations notably shows that when the servicescape increase, customer satisfaction will also increase and in case the servicescape decrease, customer satisfaction will also decrease.

4.6 Regression Analysis

The results of the model fitness is presented in Table 4.5

Table 4.5: Model Fitness

R	R Square	Adjusted R Square	Std. Error of the Estimate
.405a	0.164	0.154	0.218295

Results revealed that the R square was 0.164 which implied that the variable shopping malls servicescape explained 16.4% of customer satisfaction. This was because there were other factors not in the study that could explain customer satisfaction which would explain 83.7%.

The results of the analysis of variance (ANOVA) is depicted in Table 4.6

Table 4.6: ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Regression	0.831	1	0.831	17.434	0.000
Residual	4.241	89	0.048		
Total	5.072	90			

The whole estimated model was found to be statistically significant at 95% confidence interval ($p=0.000$). Thus, the independent variable (servicescape) is significant in predicting customer satisfaction.

The study results on regressions of coefficients is depicted in Table 4.7

Table 4.7: Regression Coefficients

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.041	0.474		4.305	0.000
Shopping Malls Service Scape	0.5	0.12	0.405	4.175	0.000

The regression coefficients results revealed that shopping malls servicescape and customer satisfaction had a positive and significant relationship ($\beta=0.5$, $p=0.000$). This implied a unitary enhancement in shopping malls service scape would lead to an increase in customer satisfaction by 0.5 units when other factors are held constant. This findings matched those of Kamau (2017), who discovered that environmental factors and cleanliness were positively connected to consumer satisfaction.

The regression model was therefore illustrated as:

$$Y = 2.041 + 0.5X \text{ where}$$

Y= Customer Satisfaction

X= Shopping Malls Servicescape

4.7 Discussion of Findings

The data demonstrated that the majority of respondents agreed with the assertions about shopping mall servicescape, with the mean score for the statements exceeding 3. This implied that for most of the respondents the shopping malls interior and exterior design are attractive they are attracted to the shopping mall due to the landscape malls, surrounding environment is clean, mall is well organized, has beautiful lightings, shopping mall is cool hence boosts the shopping morale. We also found that shopping mall must have an environment that maintains quality air which makes customers continue shopping for long time. However, with the exception of one answer, the statement that the parking space at the mall is adequate and well-arranged averaged 2.91 and deviated by 1.5. Hence parking space was a moderate factor in servicescape. The overall mean score for the statements was also 3.96 which further supported the findings that most agree with the statements. Results also agreed with Ahmad (2012) and Kothapalle (2017) who found that that aesthetics was one of the factors based on attraction that influenced customers' fulfillment, their loyalty and the customers' word of mouth.

The data also found that the majority of respondents agreed with claims about customer satisfaction, with the mean of the statements above 3. This implied that most of the customers were satisfied with the shopping malls. For most of the customers, shopping malls meet their needs and expectations and even go beyond their expectations, they were satisfied with what the malls offer. Most of the respondents did most of their shopping in the respective shopping malls, were willing to spend more time shopping in the mall than planned and left the shopping mall

happy. The respondents were willing to shop in the malls again and even recommend to others. The overall mean was 4.02.

Further, findings revealed that shopping malls servicescape has a positive correlation. The findings further indicated that shopping malls servicescape positively and statistically significantly influenced customer satisfaction. This was supported by a positive beta coefficient of 0.5 and a significance level of 0.00 which was less than 0.05 which was tested at 95% confidence interval in the regression analysis. These findings matched those of Kamau (2017), who discovered that environmental factors and cleanliness were positively connected to consumer satisfaction. Results also agreed with Ahmad (2012) and Kothapalle (2017) who found that that aesthetics was one of the factors based on attraction that influenced customers' fulfillment, their loyalty and the customers' word of mouth.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

The goal of the study was to see how the servicescape of retail malls affected consumer satisfaction in Westland's, Nairobi. Data was gathered from customers who completed a likert scale survey. This section makes conclusion and recommends for practice while also summarizing the results.

5.2 Summary

The majority of the customers who visited shopping malls in Westland's loved the shopping malls design and were attracted by the shopping malls interior design, signage, beautiful lightings as well as landscape, as per the findings. Further according to the results, it was evident that the shopping malls were generally organized with adequate parking space that was well organized. The shopping malls also had clean environment that is cool and also with quality air that boosted customers shopping morale.

The findings also revealed that most of the customers at the shopping malls in Westland's, Nairobi were generally satisfied. Most of the customers had their needs and expectations met by the shopping malls and even exceeded the expectations. The customers left the shopping malls happy and were always eager to visit the malls again. The customers were also willing to spend time in the shopping malls in the future in order to have a time to relax as well as recommend the shopping malls to others.

Shopping malls servicescape had a positive and significant correlation. Regression analysis also revealed a positive relationship between shopping malls servicescapes and customer satisfaction at the same time. These findings matched those of Kamau (2017), who discovered that environmental factors and cleanliness were positively connected to consumer satisfaction. Results also agreed with Ahmad (2012) and Kothapalle (2017) who found that that aesthetics was one of the factors based on attraction that influenced customers' fulfillment, their loyalty and the customers' word of mouth.

5.3 Conclusion

According to the study's findings, customers in Westland's retail malls are drawn in by the malls' outside and interior design, as well as the malls' clean environment and lighting. The quality air in the malls as well as proper organization is a factor that attracts customers to the malls which also boost their morale to shop. Moreover, it was concluded that customers in the shopping malls are satisfied with the malls since the malls meet their needs and expectations, and even go beyond the expectations. This makes the customers willing to do shopping in the malls again and even recommend others to the malls.

This study also concluded that shopping malls in Nairobi's Westland's have proper physical settings that attract customers for shopping. The study also concluded that shopping malls servicescape has a positive and significant influence on customers' satisfaction. The settings act as customers' first impression that customers use to connect with the services they receive. Hence, customers buying behavior among these shopping malls are determined by the physical setting and consequently lead to customers' satisfaction. Improvement on the servicescape among shopping malls would result in increased customer satisfaction.

5.4 Recommendations

We recommend that the shopping malls do more research on what particular physical settings attract customers. They should then make sure they make improvements on their servicescape by implementing this knowledge. The malls should aspire to ensure a clean environment which was found to be a key factor in servicescape. The degree of coolness and warmth of a mall and also the air quality should be constantly maintained all the time. The shopping malls should also be organized and with enough space for parking that is also well organized.

5.5 Suggestions for Further Research

The study examined the impact of shopping mall servicescape on customer satisfaction at Westland's, Nairobi. Because the settings differ, similar research might be undertaken in other retail malls outside of Nairobi, such as Mombasa, Nakuru, Kisumu, Naivasha, and other significant cities in Kenya.

Other studies could consider collecting secondary data or even collect primary data from shopping malls owners and retail shop owners who have their shops in the malls. Other methods of data analysis other than correlation and regression could be used such as factor analysis or chi square test. The study also suggests future studies to assess the relationship between servicescape and shopping malls performance other than customer satisfaction.

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Appendix I: Introductory Letter

I am a University of Nairobi master's student. I'm doing research on the impact of shopping mall servicescape on shopping mall consumer satisfaction. Please complete and return this form. Any data collected will not be revealed to any other party. Your participation is highly appreciated.

Thank you.

Yours' faithfully

Faith Mogaka

Appendix II: Questionnaire

The purpose of this survey is to determine the impact of shopping mall servicescape on customer happiness in Westlands, Nairobi. Please answer the questions truthfully and carefully, following the directions provided. The responses you provide will be kept in strictest confidence.

Part 1: Demographic Information

1. What gender are you?

a) Male b) Female

2. What is your age?

a) Below 20 years

b) 20-30 years

c) 31-40 years

d) 40-50 years

e) Above 50 years

3. Level of education?

a) No formal schooling

b) Primary

c) Secondary

d) College

e) Graduate

f) Post Graduate

Section A: Shopping Malls Servicescape

Please check the box that best expresses your agreement or disagreement with each of the following statements with a tick (✓).

Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
	1	2	3	4	5
I love the shopping malls exterior design					
I am attracted to the shopping mall due to the landscape					
The parking space in the mall is adequate and well organized					
The malls surrounding environment is clean					
The malls interior design is attractive					
The mall is very organized					
The shopping malls signage are attractive					
I am attracted to the shopping mall due to the beautiful lightings					
The shopping mall is cool that boosts the shopping morale					
The shopping mall maintains quality air which makes me continue shopping for long time					

Section E: Customer Satisfaction

Please check the box that best expresses your agreement or disagreement with each of the following statements with a tick (✓).

Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
	1	2	3	4	5
The shopping mall I shop in meets my needs and expectations					
I like what this mall has to offer.					
The offerings in this mall are better than I expected					
I do most of my shopping in this mall					
I would spend more time shopping in the mall than I planned					
I always leave the shopping mall happy					
I cannot wait to visit this shopping mall again					
I love spending my time in this mall even when I want to relax					
This shopping mall comes highly recommended by me.					
In the future, I will shop at this mall.					

Thank You

Appendix III: List of shopping malls in Nairobi

1. Mountain View Mall
2. The Waterfront
3. The Junction Shopping Center
4. Kasarani[TRM - Thika Road Mall
5. Nyang Digital Inc.,
6. Mombasa Road - Capital Centre
7. Eastleigh, Nairobi's Comesa Mall (under construction
8. Karen's Crossroads Mall
9. Karen-Langata Road Galleria Mall
10. Kasarani Garden City Shopping Complex
11. The Gift Shoppe
12. Ngong Road's Greenhouse Mall
13. Donholm's Greenspan Mall
14. Mombasa Road Highway Mall
15. Karen Shopping Centre
16. Nairobi's The Hub Karen Mall
17. The Mall
18. Kasarani Mountain Mall
19. Nakumatt lifestyle
20. Point
21. Ngong Road Prestige Plaza
22. Sarit Centre - Westlands
23. Shujaa Mall - Spine Road
24. Komarock - K-Mall
25. T-Mall - Nairobi West
26. Gigiri Village Market
27. Mombasa Road's Nextgen Mall
28. Westgate Shopping Mall
29. Yaya Centre - Kilimani
30. The Lavington Mall I
31. Embakasi in the Southfield Mall
32. Ridgeways' Ciata City Mall