

**THE IMPACT OF RETAIL DESIGN ON CUSTOMER PURCHASE DECISIONS: A  
CASE OF TWO RIVERS MALL, NAIROBI COUNTY - KENYA**

**CHERUIYOT JACKSON**

**A Research Project Submitted in Partial Fulfillment for the Award of The Master of Arts  
Degree in Valuation and Property Management, School of the Built Environment, University  
of Nairobi.**

**2023**

## STATEMENT OF DECLARATION

This dissertation is my original work and has not been presented for an award of a Degree in this institution or any other University.

**Cheruiyot Jackson**

B92/34723/2019

Signature:



Date:

24/10/2023

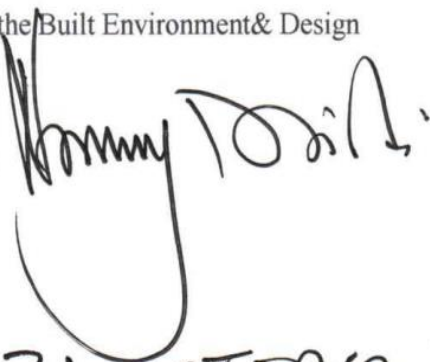
This dissertation has been submitted for examination with my approval as University Supervisor.

**NickyM. Nzioki**

Senior Lecturer, University of Nairobi

School of the Built Environment & Design

Signature:



Date:

31 OCTOBER 2023.

## **ACKNOWLEDGEMENT**

I acknowledge the grace of our LORD and SAVIOUR, JESUS CHRIST. I am grateful for the undeserved favour and ability HE gave me throughout the writing of the project.

I am also very much indebted to my supervisor Nicky M. Nzioki. He always took time out of his busy schedule to ensure that I did this project the right way. His insistence on quality output pushed me to study broader and deeper for the project. May GOD keep you and allow you to guide many in the academic world.

Likewise, I am thankful for the management, the staff, and the customers of Two Rivers Mall, whose support and cooperation helped me accomplish this study. Also to the Two Rivers Mall's interior designers for their input in the project.

I appreciate the All Counted.com team for allowing me to use their web tool to collect and analyse data.

Many other people supported me in one way or another. Not being mentioned by name does not mean you are lesser. Your support was beneficial in the accomplishment of this project. Thank you so much.

## **DEDICATION**

To my dear wife, Carent Chelangat Cheruiyot, for emotional and moral support. Also, to my children, Emmanuel Kiplangat and Joash Kiprop Cheruiyot. Further, to my parents, Michael Teituk and Mary Teituk, for taking care of me from childhood till I could stand on my own. Not forgetting my step-mum Rose Teituk. I love you all so much.

## **ACRONYMS AND ABBREVIATIONS**

ACS:	Access Control System
APA:	American Planning Association
CE:	Customer experience
CPD:	Customer Purchase Decisions
DPC:	Draft Public Consultation
EMCA:	Environmental Management and Coordination Act
LPR:	License Plate Recognition
MC:	The Mall's colour scheme
ML:	The Mall's lighting system
MLY:	Mall's layout
MP:	Mall's parking
NEMA:	National Environmental Management Authority
PD1:	Purchase decision 1 (Mall's preference)
PD2:	Purchase decision 2 (More purchases)
PD3:	Purchase decision 3 (Repeat purchase)
RD:	Retail design
RM:	Retail modernisation
RP:	Repeat purchase
TRM:	Two Rivers Mall
UPSG:	Unpolished Sealed and glazed
WD:	Window display

## **ABSTRACT**

The retail industry in Kenya is facing stiff challenges with many renowned outlets closing or exiting the market. Studies have shown that the growth of online retailing has detrimental effects on the performance of offline retailing. Unless experiential shopping is enhanced, offline retailing in the country will continue to decline. Recent studies about retailing in Kenya show that customers desire experiential shopping. However, there are hardly any studies on retail design in the country. This is despite the retail design having been identified as the best subject to enhance experiential shopping. There is still a gap in understanding the impact of retail design on purchase decisions. This research project aimed to bridge the gap by determining the impact of retail design on customer purchase decisions in Two Rivers Mall, Kenya. Retail design variables were identified through a deductive research approach. A sample size of 386 respondents with a confidence level of 95% and a margin error of 4% identified through convenience sampling was used to achieve the results. The primary data collection tool was a structured questionnaire with a 7-tier Likert scale administered through a web link to the customers in the mall during the study period. SPSS version 26 was used to analyse data. A mixed-method research approach was used for the study. The findings provided evidence that there is a statistically significant relationship between retail design and customer purchase decisions at Two Rivers Mall; therefore, the null hypothesis was rejected. The findings build on the existing evidence of the role of retail design in the retail sector. The shopping experience in Kenya will be enhanced through the application of the findings of the study. The findings of the study will also contribute to the existing limited literature on retail design, especially in the context of Kenya. The study was delimited geographically because it only dealt with Two Rivers Mall, Kenya, and its stakeholders. The study is limited because it did not consider intervening variables that can affect the influence of retail design on purchase decisions. Therefore, future studies can factor in the effect of intervening variables on similar studies. The study concludes that retail design significantly impacts customer purchase decisions and recommends that sustainable retail design be given due consideration in the design of retail malls.

## TABLE OF CONTENTS

STATEMENT OF DECLARATION .....	ii
ACKNOWLEDGEMENT .....	iii
DEDICATION .....	iv
ACRONYMS AND ABBREVIATIONS.....	v
ABSTRACT .....	vi
TABLE OF CONTENTS .....	vii
LIST OF TABLES .....	xi
LIST OF FIGURES .....	xii
1. CHAPTER ONE: INTRODUCTION .....	1
1.1. Introduction .....	1
1.2. Background to the Research.....	1
1.2.1. The Rationale of the Study .....	3
1.3. Statement of the Study Problem.....	4
1.4. Purpose of the Research .....	5
1.5. Research Objectives: .....	5
1.6. Research Questions .....	5
1.7. Statement of the Hypothesis.....	5
1.8. Scope of the Study.....	6
1.9. Significance of the Study .....	6
1.10. Limitations of the Study .....	6
1.11. Delimitation of the Study .....	7
1.12. Operational Definition of Terms .....	7
1.13. Summary of the Introduction.....	9
2. CHAPTER TWO: REVIEW OF LITERATURE .....	10
2.1. Introduction .....	10
2.2. Retail Design .....	10

2.2.1.	The Exterior Atmospherics .....	11
2.2.2.	Interior Atmospherics .....	14
2.2.3.	Lighting.....	15
2.2.4.	Colour .....	15
2.2.5.	Acoustics.....	16
2.2.6.	Store Layout.....	17
2.2.7.	Entertainment.....	18
2.3.	Sustainability in Retail Design.....	19
2.3.1.	Interior Floor Design.....	19
2.3.2.	Interior Wall Design .....	19
2.3.3.	Ceiling Design .....	20
2.4.	Customer Experience (CE).....	20
2.5.	Customer Purchase Decision (CPD) .....	21
2.6.	Legal Framework and Best Practice of Mall Design .....	22
2.6.1.	Legal Framework and Best Practices of Mall Design in Kenya.....	23
2.6.2.	Legal Framework and Best Practices of Mall Design in the USA .....	23
2.6.3.	Legal Framework and Best Practices of Mall Design in the Middle East .....	23
2.7.	Theoretical Framework .....	24
2.8.	Summary of Reviewed Literature .....	26
3.	<b>CHAPTER THREE: RESEARCH METHODOLOGY .....</b>	<b>28</b>
3.1.	Introduction .....	28
3.2.	Research Approach .....	28
3.3.	Research Design.....	28
3.4.	The population of the Study .....	29
3.5.	Sample Size and Sampling Techniques .....	29
3.6.	Data Collection Instruments.....	30
3.6.1.	Piloting the Instruments .....	31



3.6.2.	Validity and Reliability of the Instruments.....	32
3.7.	Data Collection Procedure .....	33
3.8.	Methods of Data Analysis and Presentation .....	34
3.9.	Ethical Considerations.....	35
3.10.	Methodology Matrix.....	36
4.	CHAPTER FOUR .....	37
	DATA PRESENTATION AND INTERPRETATION OF THE STUDY .....	37
4.1.	Introduction .....	37
4.2.	Response Rate .....	37
4.3.	Demographic Characteristics .....	37
4.4.	Variables.....	38
4.4.1.	Lighting.....	38
4.4.2.	Colour Scheme.....	41
4.4.3.	Layout .....	43
4.4.4.	Mall’s Parking.....	46
4.4.5.	Window Display .....	48
4.4.6.	Entertainment.....	51
4.4.7.	Acoustics.....	52
4.5.	Purchase Decisions.....	54
4.5.1.	The mall’s preference .....	54
4.5.2.	Increase in Purchase.....	54
4.5.3.	Repeat Purchase .....	55
4.6.	Correlation Analysis.....	56
4.7.	Regression Analysis .....	57
4.8.	Summary .....	60
5.	CHAPTER FIVE .....	62
	SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS.....	62

5.1. Introduction .....	62
5.2. Summary of the Findings .....	62
5.3. Conclusion.....	64
5.4. Implications.....	66
5.5. Recommendations .....	67
5.6. Areas of Further Research.....	68
REFERENCES .....	69
APPENDICES .....	77
Appendix A: Survey Form .....	77
Appendix B: Requisition Letter.....	83
Appendix C: Permit for Study .....	84
Appendix D: Semi-Structured Interview .....	85
Appendix E: Photos Taken at Two Rivers Mall, Kenya. ....	86

## LIST OF TABLES

Table 2.1: Retail Design Variables .....	25
Table 4.1: Demographics Characteristics of the Respondents.....	38
Table 4.2: Two Rivers Mall’s Lighting .....	40
Table 4.3: The Color Scheme of Two Rivers Mall.....	42
Table 4.4: Two Rivers Mall’s Layout Plan Response .....	45
Table 4.5: Window Displays at Two Rivers Mall .....	50
Table 4.6: Entertainment Features of Two Rivers Mall .....	52
Table 4.7: Acoustics at Two Rivers Mall .....	53
Table 4.8: Purchase Decisions at Two Rivers Mall.....	55
Table 4. 9: Pearson’s Correlation Coefficient.....	56
Table 4.10: Model Summary for the Dependent Variable Mall Preference (PD1) .....	57
Table 4. 11: Coefficients for the Dependent Variable Mall Preference (PD1).....	58
Table 4. 12: Model Summary for the Dependent Variable More purchases (PD2) .....	58
Table 4. 13: Coefficients for the Dependent Variable More Purchase (PD2) .....	59
Table 4. 14: Model Summary for the Dependent Variable Repeat Purchase (PD3) .....	59
Table 4. 15: Coefficients for the Dependent Variable Repeat Purchase (PD3).....	60

## LIST OF FIGURES

Figure 2.1: Galleria Centre City Exterior Wall Design .....	13
Figure 2.2: Consumer Purchase Decisions .....	22
Figure 2. 3: Theoretical Model .....	26
Figure 4.1: Lighting Effects on Shopping Comfort .....	40
Figure 4.2: Preference of the Stores at TRM Based on Attractive Color Scheme.....	42
Figure 4.3: Two Rivers Mall’s Layout Response .....	45
Figure 4.4: Two Rivers Mall’s Parking .....	47
Figure 4.5: Response to the Convenience of Two Rivers Mall’s Parking.....	48
Figure 4. 6: Relationship between Window Display and Attraction to the Stores .....	50

# **1. CHAPTER ONE: INTRODUCTION**

## **1.1. Introduction**

The chapter introduces the study. Retail design and retailing are briefly discussed. The chapter also describes the connection between retail design and real estate. The gaps in the topic are highlighted and the objectives of the study are stated. The chapter also demonstrates the benefits of the study. The sections under this chapter include the introduction, background to the research, purpose of the research, research questions, research objectives, significance of the study, limitations, delimitations of the study, and operational definitions of terms.

## **1.2. Background to the Research**

Retail involves the selling of products and or services to a customer for end use. The process takes place online or in physical stores. Physical stores can be in isolated stores, or a shopping mall. A shopping mall constitutes several retailers selling different products and services in different stores interconnected through walkways. Retailers and retail real estate owners existed distinctly only brought together through leasehold relationships (Nicolaus, 2020) but the impact of Covid 19 on the retail sector calls for a partnership relationship between the two to help transform the shopping malls to meet the post-Covid 19 demands of the customers.

The retail sector is more developed in first-world countries than in emerging economies. The retail sector in Kenya is facing the challenges of poor road networks, high land costs, high retail development financing costs, unclear zoning regulations, insecurity issues, and lack of Government support (Wangari, 2017). The challenges are similar across developing countries.

Africa's retail sector has seen a huge influx of foreign retailers in the recent past (Nsimbi et al., 2015). The influx is shaping the retail sector in the continent. However, there is a delay in embracing retail modernization (RM) in developing countries mainly because of its extensive impact on different sectors (Altenburg et al., 2016). They point out that retail modernization affects the agricultural sector, urban planning, and consumer protection. Even so, they warn that delay in embracing RM will be detrimental to developing countries soon.

Kenya's retail market is the second most developed in Africa after South Africa. It is the fastest growing in the continent (Kimotheo, 2017). However, the industry has not been

without challenges, several retail outlets have collapsed in the recent past. Tuskys alone closed fourteen outlets in the year 2020 (Cyttonn Investments, 2020).

The retail sector in developed economies is more advanced. Dubai has one of the most developed retail tourism in the world (Ivypanda, 2020). The success of retail in developed economies is attributed to good infrastructure development, Government support, and a well-established economy (Altenburg et al., 2016).

Interior design and real estate have worked together for a long period. However, the relationship has strengthened in the recent past, especially in the developed world where interior design is reshaping real estate (Nicolaus, 2020). Design enhances customer experience in real estate. Petermans et al. (2013) describe Customer Experience as an impact of the retail environment on customer conduct. They say that despite its importance, there are few studies on the subject. Retail design is used by retailers to influence Customer Experience (CE) and determine customer purchase decisions in shopping malls (Cordova et al., 2020).

There is no consensus on the definition of retail design because it keeps changing with customers' needs. It involves the strategies used by retailers in retail spaces to achieve the retail outlets' aesthetics, functionality, and sustainability to enhance experiential shopping, influence customers' purchase decisions and achieve retail business growth.

Retail design has evolved. 'The history of retail design is the history of society with its rules and human relationships.' (Murialdo, 2017, p. 191). It started as a result of competition in the retail sector. Retailers may have similar goods and services, but the retail design makes a difference (Petermans & Kent, 2016). According to Fitch & Knobel (1990), it started with signs and symbols to direct customers to retail outlets. It later advanced into simple interior decorations such as the proper arrangement of products, paintworks, and lighting. Retail design was in its early stages in the 1960s (Kent, 2003). It was greatly influenced by the emergence of interior design and increased retail competition in the 20<sup>th</sup> century (Fitch & Knobel, 1990). Since then, retail design has become a complicated multidisciplinary subject (Chiaradia & Campello, 2018; Claes et al., 2017; Quartier et al., 2017).

There is a need for more studies to add to the little existing literature on retail design (Chiaradia & Campello, 2018). There remains a gap in understanding its impact on customer purchase decisions. Two Rivers Mall was identified as a sample for this study to bridge the

gap. It is the largest mall in Sub-Saharan Africa, with over 200 retail stores anchored by local and international retailers.

### **1.2.1. The Rationale of the Study**

Kenya's retail market is the second most developed in Africa and the fastest growing in the continent (Kimotho, 2017). However, the industry is facing several challenges. Many retail outlets have collapsed or exited the market in the recent past. Tusksys alone closed fourteen outlets in 2020 (Cytonn Investments, 2020). The other major recently collapsed retailers include Ukwala, NSE-listed fashion retailer Deacons, Uchumi, and Nakumatt. With Choppies and Shoprite exiting the Kenyan market, foreign retailers have not been spared.

The Government had purposed to raise the sector's growth rate from 5% in 2007 to 30% by 2012 to improve the GDP by Kenya Shillings 50 billion. However, according to a study conducted by the Ministry of Industry, Trade, and Cooperatives in 2017, the growth rate of the retail sector does not meet the projected target. The growth rate was below 4% in 2016 (Cytonn Investments, 2020).

One of the significant threats facing the retail sector in Kenya is online retailing. Many customers have resorted to online shopping in the recent past (Chesula & Nkobe, 2018). Online shopping is more convenient, but it cannot entirely replace offline shopping. Online Customers have lost their money through swindles, faulty products, and other cyber and digital threats. Online customers also miss the experience of physical shopping. There is a need to enhance RD to attract more customers to the physical stores to create a balance between the two forms of shopping. A key aspect to counter the threat of online shopping on physical shopping is enhancing offline retail space through retail design. Emerging malls, including Two Rivers Mall, have invested heavily in this aspect to differentiate themselves from other retail outlets. Technological advancement and the emergence of informed customers have raised the bar in the retail sector (Quartier et al., 2017). The change calls for research-based retail design to understand the impact of retail design on customer purchase decisions (Quartier et al., 2018). Retail consumers have become highly unpredictable, posing a significant challenge to retail designers. Today's customers would rather shop online than spend time in physical stores without achieving the desired experience. It is, therefore, essential to understanding how retail design influences customer purchase decisions to guide retail designers and property managers.

### **1.3. Statement of the Study Problem**

According to Kenya's Vision 2030, the retail sector is one of the six sectors projected to influence the country's economy significantly. The sector is deemed to contribute up to 50% of the formal employment in the country. Nevertheless, the sector is not doing well (Chesula & Nkobe, 2018). Online retailing is gaining the upper hand threatening offline retailing and job security (Chesula & Nkobe, 2018; Cyttonn Investments, 2020; Mwololo, 2018).

The challenges experienced by the retail sector in Kenya have attracted several scholars. The studies observed that customers have changed and now need experiential retailing (Mwololo, 2018; Njoki et al., 2017; Ogutu & Oundo, 2017). Nevertheless, though all the studies point to the importance of experiential retailing, no study has investigated the aspects of retail design and their impact on customer purchase decisions in the country. This is even though Retail Design is a crucial component in realizing experiential retailing. Achieving experiential retailing in the country will spearhead the pillar of retail business and boost the realization of Vision 2030. It will also salvage offline shopping from the threat of ever-expanding online retailing.

Though the retail sector has been facing stiff challenges due to changing customer preferences, the COVID-19 pandemic has worsened the situation (Rogers & Eckenrode, 2021). According to research by UNCTAD (2021), the onset of coronavirus increased online consumers by 6 to 10 percent. The study further indicates that developing countries are the most affected. Without effective retail design, offline retailing will continue to deteriorate. According to (Rogers & Eckenrode, 2021) Covid 19 led to more than 50 retailers exiting the market in the United States of America. The impact adversely affected the retail property values. Studies show that online shopping increased 5 times after the onset of Coronavirus disease in 2019, but recent findings show that there is a return to pre-pandemic status (Shaw et al., 2022; Young et al., 2022). They reiterate that though there is an indication of a return to pre-pandemic status, solutions to stop the impending exodus should be embraced. One of the solutions is to understand the impact of retail design on purchase decisions to guide the design. Rogers & Eckenrode (2021) agree and say that COVID-19 has changed customer anticipation in shopping malls. They add that malls should be redesigned to attract and keep customers in the malls.



Therefore this study aims to understand the impact of retail design on customer purchase decisions at Two Rivers Mall. A deductive research approach is used to identify retail design variables. The variables will then be examined and analyzed to ascertain their impact on the customer purchase decision. The results will help property managers improve retail performance in Kenya to salvage the current situation and boost the economy. The findings will also contribute to the limited retail design literature, especially in the context of Kenya.

#### **1.4. Purpose of the Research**

This study aims to determine the impact of Retail Design on Customer purchase decisions at Two Rivers Mall. The study's purpose is to assess the various aspects of retail design and whether they influence the purchase decisions at TRM. The findings will help the property managers to expand their innovation in the marketing and maintenance of retail outlets.

#### **1.5. Research Objectives:**

- i. To determine the retail design strategies of Two Rivers Mall that influence customer purchase decisions.
- ii. To assess the impact of retail design on the customer purchase decisions at Two Rivers Mall.
- iii. To assess customer experience that relates to the retail design of Two Rivers Mall.
- iv. To recommend retail design strategies for Two Rivers Mall, Kenya

#### **1.6. Research Questions**

- i. Which Two Rivers Mall retail design strategies influence customer purchase decisions?
- ii. What is the impact of retail design on customer purchase decisions at Two Rivers Mall?
- iii. What is the customer experience that relates to the retail design of Two Rivers Mall?
- iv. What are the recommendations for Two Rivers Mall regarding its retail design?

#### **1.7. Statement of the Hypothesis**

H<sub>0</sub>: There is no statistically significant relationship between Retail design and Customer Purchase Decisions at Two Rivers Mall.

H<sub>a</sub>: There is a statistically significant relationship between Retail Design and Customer Purchase Decisions at Two Rivers Mall.

### **1.8. Scope of the Study**

Retail Design is too broad and involves both online and offline retail design. For this study, the research focuses only on offline retailing. The study is also conducted only on Two Rivers Mall and its customers. Furthermore, the study focuses only on purchase decisions of mall preference, more spending, and repeat purchases.

### **1.9. Significance of the Study**

It is expected that the findings of the study will inform Retail real estate investors and managers to better understand the influence of retail design on customer purchase decisions. This understanding will help them expand their marketing and maintenance innovation to achieve sustainable experiential shopping. They will be able to identify the critical aspects of retail design and be in a better position to determine customer purchase decisions to increase their performance. Likewise, the scholars and the design practitioners will benefit from the literature that will emerge from the study. The application of the findings will also help the Government in realizing Vision 2030. The study findings will contribute to policy direction in the Ministry of Trade and Tourism, Urban Planning and Development, and other related sectors. The findings will also add to the existing limited retail design literature in the built environment, especially in the context of Kenya.

### **1.10. Limitations of the Study**

The study did not consider intervening variables that can affect retail design's influence on purchase decisions. Some of the intervening variables that could have been considered include the geographical location of the participants and the existence of commercial offices within the mall. However, it did not hinder the study from achieving its goal of determining the impact of retail design on purchase decisions. The objectives of the study are not dependent on the intervening variables.

### **1.11. Delimitation of the Study**

This study aims to determine the impact of retail design in the Two Rivers Mall. Therefore the study was done within Two Rivers Mall. The Mall was chosen because of its features and size. It is the largest in the region and hosts the most varied retailers compared to other malls in the country. In terms of methodology, a correlational survey design was used because the study's purpose is to determine the relationship between independent variables of retail design and customer purchase decisions. Retail design variables discussed are delimited to the colour scheme, lighting, layout, parking, acoustics, and entertainment. The customer purchase decision aspects covered in the study are repeat purchases, more purchases, and the mall's preference.

### **1.12. Operational Definition of Terms**

#### **Acoustics**

Sound artworks used in retail stores. It includes artificial sounds, such as background music and natural sounds.

#### **Colour scheme**

Colour choices, design, and applications at a retail mall

#### **Customer experience**

Consumers' feelings result from influential factors of retail design that make them either excited or indifferent.

#### **Entertainment:**

Ways of pleasing customers to attract them to retail store

#### **Exterior atmospherics:**

Retail design features outside the retail store, such as landscaping, window display, and parking

#### **Interior atmospherics:**

Retail design features inside the retail store.

#### **Lighting:**

Illumination of the retail interior by both natural and artificial sources

**Mall preference:**

The act of choosing Two Rivers Mall over other malls offering the same goods and services

**More purchases:**

Influence by retail design to buy more than what a customer had purposed

**Parking:**

It is a place where vehicles are parked by customers as they go shopping in malls. It also includes the walking areas in that place.

**Purchase decision**

An act of choosing to buy or not to buy a product and or service

**Repeat purchase**

The act of a customer going to buy again and again from Two Rivers Mall

**Retail design**

Aesthetically and functionally designing retail space to enhance the customer experience in the stores and influence their purchase decisions to achieve business growth by improving sales.

**Store Layout:**

Retail outlet arrangement that enables a customer to move around and shop. It includes flooring, walkways, and display arrangement.

**Sustainability:**

The design of a mall such that it adds value to the environment positively impacts the social life of its users and is economically viable.

**Window display:**

A design of product displays in retail stores facing the walkways to capture the attention of customers.

### **1.13. Summary of the Introduction**

The introduction reveals the need for the study to understand the effect of RD on CPD in Kenya.

- There are scanty studies of retail design despite its crucial role in the retail sector.
- There is a gap in solving the rising customer expectations in the retail sector.
- There is no conclusive information on the struggling retail sector in Kenya.

It is underscored that part of the solution to the many challenges faced by the retail sector in Kenya is retail design, as it enhances experiential shopping. Therefore finding out the effect of mall's design on customer decisions is vital in addressing the challenges. The findings of the study will benefit retail managers, scholars in the built environment, the Government of Kenya, and Real Estate investors by assessing the impact of retail design on customer purchase decisions.

## **2. CHAPTER TWO: REVIEW OF LITERATURE**

### **2.1. Introduction**

The chapter discusses the review of the related literature. The aspects of retail design and purchase decisions are discussed as per the objectives of the study. The chapter reviews studies on sustainability in the application of retail design. Global and local legal and good practices of mall design are also reviewed in this chapter. The chapter concludes by giving a summary of the review of the literature. The sections in the chapter are the introduction, retail design, exterior atmospherics, interior atmospherics, lighting, colour, acoustics, store layout, entertainment, sustainability in retail design, interior floor design, interior wall design, interior ceiling design, customer experience, customer purchase decisions, Legal framework and best practices of mall design in Kenya, Legal framework and best practices of mall design in USA, legal framework and best practices of mall design in the Middle East, Theoretical Framework, and Summary of reviewed literature.

### **2.2. Retail Design**

Retail design involves the sustainable strategies used in retail spaces to enhance experiential shopping to attain customer satisfaction and improve business performance. Several scholars in the field have reiterated that it is a subject that is still being assembled (Chiaradia & Campello, 2018; Claes et al., 2017; Quartier et al., 2018). They say that disciplines such as interior design, architecture, psychology, merchandising, product design, graphic design, social sciences, communication, branding, and marketing, among others, are involved in its development. Chiaradia & Campello (2018) argue that gaps exist in retail design studies.

Retail design helps retail managers influence customer purchase decisions and sustain retail businesses (Quartier et al., 2017). Retail consumers' expectations have risen considerably in the recent past. They do shopping as an event, not an activity (Nsimbi et al., 2015; Petermans et al., 2013; Quartier et al., 2018). Retailers need marketing innovation beyond traditional marketing to sustain their businesses. According to (Adams & Katelijn, 2018; Janssens et al., 2018; Mittal & Gupta, 2012), retail design is fundamental to the success of retailers.

Cordova et al. (2020) established that retail design significantly impacts consumers' purchase decisions. Using a Non-experimental –transversal- descriptive research design with the theory of cultural, social, personal, and psychological criteria of the purchase decision, they found out that retail design influences not only personal but also cultural, and social purchase

decisions. The findings are significant in understanding the impact of visual merchandising on the purchase decision. However, the study is delimited geographically as it was done in the framework of Peru. They recommend similar studies in other regions to bridge the gap. The study also failed to capture critical aspects of retail design as it was done in the context of visual merchandising.

### **2.2.1. The Exterior Atmospherics**

The exterior atmospherics is one of the main components of retail design. It includes the store window display and entrances (Cordova et al., 2020), storefront, facade, entrances, window display, signboard, parking, and adjoining stores (Parveen & Kumar, 2017), landscaping and window display (Mower et al., 2012).

According to (Mower et al., 2012), exterior aspects of retail design are critical determinants of success in the retail business as it is the first encounter with the consumer. They found that window displays and landscaping do not affect customer experience but influence consumer purchase decisions. Nevertheless, their study was delimited to college students because they wanted to understand the influence of the retail aspects on the students.

Mower et al. (2012) agree with Varsha et al. (2014) that exterior atmospherics influence purchase decisions. However, they disagree on its effect on customer experience. Whereas Varsha et al. (2014) argue that window displays affect CE, Mower et al. (2012) have a contrary opinion. Using the theory of the S.O.R Framework, they were able to demonstrate that window displays affect consumers' purchase intentions. However, their study was limited in that the study subjects were exposed to the images of various window displays instead of actual store window displays. Even so, images enabled the research to be carried out in a wide area that could be practically impossible physically. They suggest that window displays should be aesthetic and able to communicate and identify with consumer needs and current trends. They recommend future studies include other aspects of retail design to showcase how they work together with a window display to influence purchase decisions.

Parveen & Kumar (2017) agree with Mower et al. (2012) that the exterior aspects of retail design draw consumers to a retail store. They found out that the store's facade was the most influential aspect to consumers compared to other aspects of window display, dummies, advertising signage, and the theme on posters. However, preferences on retail design aspects often vary depending on the design effort put into each aspect and the consumers' personalities.

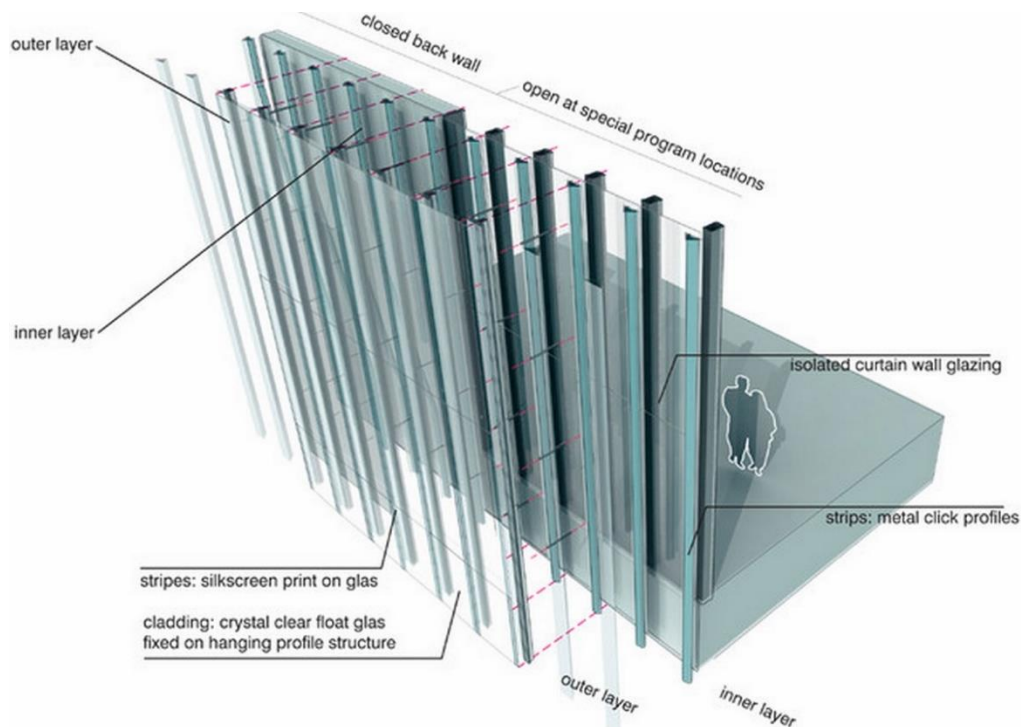
Through the study of eye-tracking recordings, Janssens et al. (2018) found that the choice to enter a retail store depends on the exterior atmospherics. However, they argue that having a window display is not enough to win consumers. They recommend creative application and use by understanding the target market. This is in agreement with the findings that what seems good to a retail designer may not always work to positively influence consumers (Petermans et al., 2013). They gave an example of a subject who, through an ethnographic interview, was found to be sidetracked by the entrance design to a retail store. The design was meant to enhance the consumer experience. This finding is in agreement with the verdicts that there are instances where retailers fail to communicate their brands to consumers effectively (Adams and Katelijn, 2018).

According to (Mower et al., 2012), effective window displays should be in line with the store image, identify with the consumers, give an idea of the goods offered, be attractive and customized, and should resonate with the retail theme. They added that landscaping should be creatively executed to add elegance, enhance the retail theme, and positively influence consumers' purchase decisions. However, Akter's findings are contrary. He concluded that store image is insignificant in influencing purchase decisions. He argues that product assessment and contentment are the only significant aspects of purchase decisions (Akter, 2016). This is not in agreement with the findings of Petermans and Van Cleempoel (2010), who concluded that store image is more influential than perceived value though both are statistically significant in purchase decisions.

Shah (2020) agrees with Janssens et al. (2018) that exterior atmospherics should be aesthetic and functional. She adds that good design should attract customers and help enhance shopping in one way or another. Galleria Centre City Mall in South Korea is an excellent example of a sophisticated and functional exterior wall. As shown in Figure 2.1, the exterior wall is aesthetic as it creates elegant three-dimensional views that change with viewing positions. At the same time, the wall enhances ventilation and contributes to the sustainability of the building because of filtered natural light. The filtered light lit the mall without glaring the eyes of the customers.



**Figure 2.1: Galleria Centre City Exterior Wall Design**



Source: (Shah, 2020). It shows the exterior wall of Galleria Centre City in South Korea. It has a double-layer glass façade, an outer shell, and an inner layer in linear patterns from vertical mullions.

Parking is another critical aspect of exterior atmospherics. It is widely believed that convenient parking attracts customers to a mall and affects purchase decisions. However, (Ivypananda, 2020) found out that parking, open areas and atrium were not significant in influencing purchase decisions in malls in Dubai. The study also found that customers in Dubai did not care about the utilities and layout. The strange finding was attributed to the customers being used to the high-quality infrastructure in the country. The customers are more interested in spacious interiors than the quality of other retail design aspects in the mall. According to (Astria, 2022), parking design should enable ease in locating parking spaces. Astria points out that there is a need for a parking system that enables incoming drivers to know the available parking. This can be achieved by placing sensors on the parking spaces to update the parking status or through mobile apps that enable drivers to request an update on vacant spots.

Astria further identifies security as another critical issue in the mall's parking. Malls have high footfalls congregated at the same time. Therefore, it is a key terrorist target. The mall

attack happened in Westgate Mall, Kenya in 2013. Parking plays a critical role in the security of a mall. It should provide precise security surveillance and screening. License Plate Recognition (LPR) should be integrated into the Access Control System (ACS) for monitoring vehicles at the parking. However, safety and security are not a concern to customers in Dubai (Ivypanda, 2020).

Payment of parking charges should be flexible and accessible. The system should be able to accept cash, card, or mobile payment systems such as Mpesa. Another critical feature is the ability of the parking system to monitor and understand customer behaviour in the parking (Astria, 2022). The system should be programmed to analyze and report the status of the machines and when repairs are due.

Shah (2020) suggests that parking should be planned so that pedestrians' and vehicles' movements are in the same direction. Giving an example of Bella Terra Mall's parking in California, she says the landscape islands, the medians, and the pedestrian pathways should be interconnected.

### **2.2.2. Interior Atmospherics**

Exterior atmospherics are essential in customer purchase decisions because they are the first happenstance with the outside world. However, interior atmospherics are equally important as they determine customer experience in the store and affect purchase decisions (Peng et al., 2018). Exterior atmospherics attract consumers to the store, whereas interior atmospherics prolong their stay in the store. Interior aspects of the retail design include lighting, flooring, layout, colours, scents, music, fixtures, temperature, merchandise, and cleanliness, among others (Cordova et al., 2020; Grewal et al., 2014; Kim & Zauberman, 2019; Kwahk & Kim, 2017; North et al., 2016; Schielke & Leudesdorff, 2015, 2015).

Consumer reaction to interior atmospherics varies because every target market is heterogeneous. Therefore, there is a need to understand the target market when planning retail design (Mittal & Gupta, 2012). Adams & Katelijn (2018) agree and say that there are instances where interior atmospherics have failed to influence consumer purchase decisions as expected. What worked well in one culture may have a different influence in another. This shows that retail designers should not solely rely on their expertise in designing retail spaces but should understand the impact of their work on the target market to guide them further. Shah (2020) agrees and says that the environs of a mall should be considered when planning for retail design.

### 2.2.3. Lighting

Lighting is very critical to the functioning of any mall. What constitutes a good lighting design has attracted intense debate. Contrary to popular belief, (Safial et al., 2017) found that the brightest and the most colourful lighting constitutes good lighting design. A qualitative approach in a case study of M Mall 020 George Town, Penang Island, concluded that good lighting should be bright enough to light the mall and enhance all the interior design aspects. They add that lighting in the malls can enhance interior feeling by bringing in the design elements of contrast and colour temperatures. Good lighting also takes care of the well-being of customers. The lighting design should be attractive and functional. Customers can walk around the mall and identify products courtesy of good lighting. Lighting, air conditioning, music, hygiene, and interior space influence customer experience in the malls and affect customer purchase decisions (Ivypanda, 2020).

Pointing to the findings that 35% of the energy used in malls is for lighting, Aktas (2012) suggests that energy consumption in malls can be reduced by using natural lighting. However, he cautions that care should be taken to control direct glare, reflected glare, the greenhouse effect, and the increase of heat in the interiors. However, Mayhoub & Rabboh (2022) have contrary findings that customers prefer artificial lighting to natural lighting. Their findings support the emerging trend that daylighting role in influencing purchase decisions supersedes saving energy. They further highlighted that the source was secondary to quality in lighting perception.

### 2.2.4. Colour

Colour is one of the critical aspects of interior atmospherics. It contributes significantly to store aesthetics. Colour cannot be perceived in darkness. Therefore colours work with light to complement each other. Using a case study approach, Kutlu et al. (2013) found that colour strongly influences consumer behaviour. Using the square method and regression analysis, they concluded that cool colours and achromatic colour schemes are favourites amongst consumers. They agree with past studies that cool colours keep customers in the stores for a long time. Juwaheer & Sahye (2019) agree with the findings and add that attractive colour schemes influence customer purchase decisions. They say that colours affect human beings physically and psychologically.

Recent findings, however, show that more studies need to be done to understand the use of colour as an aspect of interior design in influencing customer purchase decisions. Cho and

Suh (2020) argue that, unlike as concluded before, it is not the type of colours that influence consumer purchase decisions, but it is how the colours are applied. They recommend that future studies focus on the impact of using different colour combinations in retail interiors. Contrary to common belief, they found that deep colour contrast tends to keep customers in stores for a more extended period compared to applying little colour contrast.

Juwaheer & Sahye (2019) found out that colours in stores attract both males and females. They concluded that attractive colours keep customers in the malls and affect their purchase decisions regardless of gender.

### 2.2.5. Acoustics

Acoustics refers to the use of audio art in the retail environment to enhance customer satisfaction and influence customer purchase decisions. It involves background and foreground music, water fountains, escalator sounds, and the natural sounds of birds and animals. Yi & Kang (2019) found that music motivates customers in a mall. An experimental study on subjects exposed to audio and photos recorded in malls found that older people are less sensitive to music than young customers. They further found that men have a higher level of satisfaction than women. Kanev (2021) agrees with the findings and adds that the perception of music differs from one individual to another. They further found that classical music is associated with expensive and sophisticated products.

Through experimental research design, Kim & Zauberman (2019) realized that fast music makes customers impatient in shopping malls. This agrees with the findings of Rodgers et al. (2021). They found out through a five-day experiment with different types of music on 386 participants that music tempo affects the mood and, consequently, the participants' intention. Kim & Zauberman's (2019) study was based on actual store purchases in an electronic product store outlet. On the other hand, the Rodgers et al. (2021) study was based on intention and not on actual purchasing. Music, light, and scent make customers stay longer in stores and influence purchase decisions (Parveen & Kumar, 2017).

Kanev (2021), in a study to find out the improvement of acoustic conditions in malls, found that discomfort in acoustics was caused by long reverberation. Kanev suggested that sound-absorbing materials be used in shopping malls to control acoustics and enhance customer satisfaction. They concluded that good acoustics enhance comfort and positively influence customer purchase decisions.

### 2.2.6. Store Layout

The store layout involves entrances, flooring, product arrangement, orientation, and movement areas. The interior layout should enhance the experience and benefit the target market (Petermans et al., 2013). Garaus et al. (2015) agree and add that depending on its creative use, it can make consumers comfortable in the store or vice versa. Pattanaik (2018) adds that a store layout that complements the convenience of purchasing is paramount in influencing purchase decisions.

Justin et al. (2016) point out that a good layout should be memorable to achieve positive customer purchase decisions. They suggest that the products should not be placed too high on the displays and that creativity is vital. They reiterate that 'traditional display' should be avoided as they found out they are not attractive to consumers. They further point out that uniqueness enhances positive customer purchase decisions in layout design. However, creativity does not always achieve the desired goals if the target market is not studied (Adams & Katelijn, 2018; Petermans et al., 2013). A good layout should enhance convenience for the customers. Peng et al. (2018) found that store arrangement, attractiveness, and convenience are vital attributes influencing customer purchase decisions. Using a convenient sampling of customers identified through store interception, they concluded that retail design is paramount in determining the success of retail businesses. They recommend hefty investment in retail design.

Shah (2020) agrees with (Justin et al., 2016) that the mall's layout is key to customers' purchase decision and should be well-planned. Shah points out that a Mall's layout should be based on market analysis. There is a need to understand the target market to know if they will be able to support the mall. The findings help plan layout landmarks and the type of retailers to be involved. Shah adds that the plan should consider orientation, circulation, landscaping, water supply, drainage, walkways, and parking. The design should be aesthetic, creative, and functional. Prominent layouts should be avoided because they are not memorable. The movement to and between the stores should be easy and outstanding, such as the Dubai Mall's underwater aquarium tunnel that leads customers to the stores and is a feature to behold.

The layout starts right from the entrance. The first encounter with a mall should be remarkable to capture the attention of customers (Mower et al., 2012). Shah (2020) agrees and suggests a grand and memorable entrance. The entrance should be inviting to the outside

world and leave the customers wanting to come back as they leave. The kaleidoscopic entrance tube in Tokyu Plaza Omo te Sando in Tokyo, Japan is a good case study of a grand entrance.

In addition, Nsimbi et al. (2015), Petermans et al. (2013) and Quartier et al. (2018) agree with Justin (2017), Peng et al. (2018), and Shah (2020) that the layout plan should be exciting and unforgettable. They say that customers' demands and expectations have risen, and shopping is no longer an activity but an event involving several decisions. The layout should have a variety of attractive spots such as play areas, water features, theme parks, and casinos. Murialdo (2017) agree with them and adds that malls have evolved into relational spaces. Therefore mall's layout should achieve relational aspects of shopping.

Aktas (2012) points out the importance of sustainability in designing malls. He reiterates that malls should maximize natural daylight and use environment-friendly interior finishing materials. Shah (2020) agrees and adds that malls need lots of energy to manage lighting, air conditioning, and ventilation. A good layout should plan for minimizing carbon emissions by using natural ventilation, green roofs, and low-carbon building materials.

#### **2.2.7. Entertainment**

Entertainment is another emerging element of the retail interior atmosphere. Ram (2017) says customers, especially the young generation, value entertainment in selecting the mall's preference. Parveen & Kumar (2017) agree that entertainment keeps customers in retail stores and influences their purchase decisions. In their study to understand the impulse buying behaviour of college students in Haryana, they concluded that sight, sound, and smell affect the mood of customers and influence their PD.

Traditionally, it was assumed that service quality gives retailers an upper hand. However, recent studies point to the contrary (Justin, 2017). In his study on the determinants of mall selections in emerging markets, Justin concluded that service quality is not a critical factor in determining a mall's preference amongst young people. He found that brand and price discounts were crucial determinants. Entertainment should be planned to enhance the brand of a mall. Swamynathan et al. (2013) agree with Justin (2017), Parveen and Kumar (2017), and Ram (2017) that customers, especially young people prefer malls with outstanding entertainment provisions.

### **2.3. Sustainability in Retail Design**

Aktas (2012) highlights the importance of sustainability in retail design. Malls are public places with high footfalls. Aktas points out that malls should be designed to benefit from the natural environment and to utilize and preserve natural energy sources. He adds that malls should aim to improve their neighbouring environment. Three areas where retail design can contribute to sustainability and positively influence purchase decisions include interior floor design, wall design and ceiling design.

#### **2.3.1. Interior Floor Design**

Flooring in retail stores contributes highly to the overall retail design. The creative application of floor finishes enhances design elements such as line, colour, texture, and pattern. Choice of good floor finishes must consider four main factors, aesthetics, functionality, financial, and environmental effects. More often than not, property managers consider aesthetics, functionality, and financial factors. The environmental effect is often ignored. Aktas points out that though porcelain tiles, marble, and other natural stones are often used as floor finish materials in malls, they are non-renewable. Harvesting the materials is unsuitable for the environment because land excavations are often untreated. Aktas recommends alternative materials that are good for the environment, including carpets made from hessian, jute, or natural latex. He suggests the use of placemats from textile carpets, carpet cushions, or tire waste as better alternatives.

Malls prefer the use of polished porcelain tiles for flooring because they believe they are easy to clean. However, the opposite is true. If they must use porcelain tiles, UPSPG porcelain tiles are the best alternatives because they are stain-resistant. Polished porcelain tiles are prone to stains.

#### **2.3.2. Interior Wall Design**

Aktas (2012) reminds property managers that the wall is the most visible component in a building. He adds that it covers the most significant proportion of eye level and carries the highest implication. Most malls use paint, wallpaper, live cover, and stone cladding as wall finishes. However, Aktas reiterates that selecting wall finishes like flooring should consider sustainability. Paint such as wood and vegetable resin paints and casein paints should be preferred over synthetic paints. He points out that synthetic paint ingredients are electrically charged and use plastic. They are not dustproof and attract bacteria resulting in

environmental degradation. He adds that wallpapers though suitable for ecological restoration projects are mostly non-environment friendly. Stone cladding and natural covers can also be used.

### **2.3.3. Ceiling Design**

The ceiling finishes should harmonize with a mall's walls, floor, and other features. According to Aktas (2012), lighting is one of the critical determinants of ceiling design. Ceiling design affects lighting design and influences the customer experience. Mayhoub & Rabboh (2022) agree and add that the natural or artificial lighting source does not affect customer behaviour. They say that the quality of the lighting influences purchase decisions. However, designers advocate for the good utilization of natural light and ventilation in mall designs.

## **2.4. Customer Experience (CE)**

Petermans et al. (2013) describe Customer Experience as an impact of the retail environment on customer conduct. They say that despite its importance, there are few studies on the subject. Every retailer's joy is seeing clientele satisfied and the business grow. Therefore consumer experience is momentous in customer purchase decisions.

CE is very critical because it determines store loyalty. Whereas the design of retail spaces is meant to influence customer purchase decisions positively, consumers' needs keep evolving and vary between different target markets. Retail managers should be able to adapt to evolving needs by understanding the effect of retail design on their consumers' responses (Cachinho, 2014).

According to Justin et al. (2016), consumer experience is one of the main factors determining consumer satisfaction in malls. Their study concluded that regardless of the size of a retail store, retailers who succeed are those whose customers find joy in their stores. Their findings verified the Expectancy value theory of Attitude, which Edwards propounded in 1954. One of their ideas for future studies is that the success of established retailers is directly proportional to their success in influencing the customer experience. They admitted that their study was limited because purchase decisions do not necessarily relate to satisfaction though they included it as the main factor in their study. To overcome the limitation in their study, this study attempted to determine the impact of retail design on consumer purchase decisions



without surmising the aspect of satisfaction. This is important because a retail design can influence purchase decisions regardless of contentment.

Using ethnographic interviews with interior designers, retailers, and customers, Petermans et al. (2013) developed a customer experience web that is very helpful in retail design as it captures the perception of all the critical stakeholders in the retail sector. They found out that sensual and emotive aspects of retail design are crucial to customer purchase decisions. Retail variables work holistically to influence consumer purchase decisions (Cordova et al., 2020; Parveen & Kumar, 2017; Peng et al., 2018; Petermans et al., 2013). Though the findings of Petermans et al. (2013) in their study carried out in Belgium is a milestone in the discipline, they recommend using other sampling methods instead of snowball sampling in future studies to gain more understanding of consumer purchase decisions. Another limitation of their study is the use of study subjects who were not associated with the studied retail environment. To improve the understanding of the influence of retail design on purchase decisions, this study used the participants associated with the studied retail environment.

## **2.5. Customer Purchase Decision (CPD)**

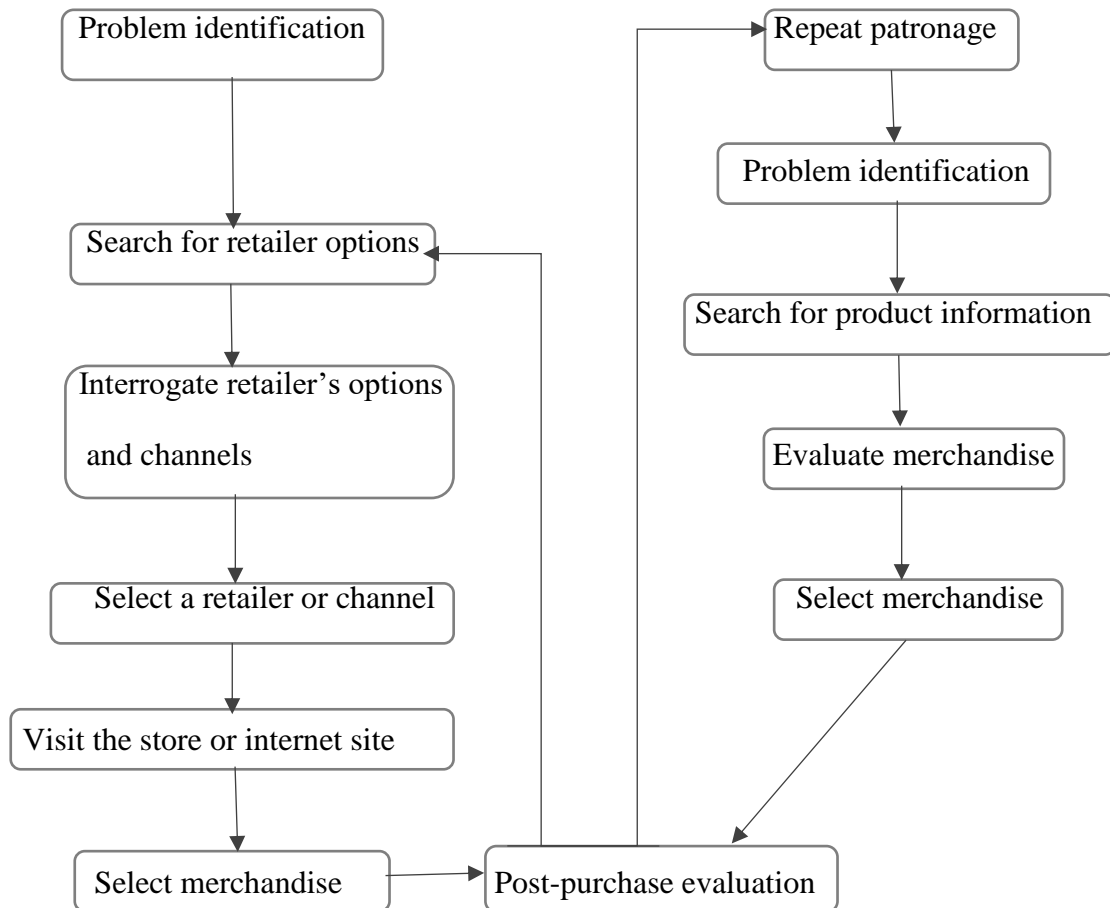
Customer Purchase Decision is a process that leads to a customer choosing whether to buy or not buy from a retailer. It is a continuous process that starts with the emergence of a problem (a need) and ends after a solution to a particular need is realized (Cordova et al., 2020). However, the process starts all over again due to the post-purchase evaluation.

Over time, CPD-making has become more complicated, forcing retail managers to be innovative (Cordova et al., 2020). They point out that retail design needs to adapt to technological advancement and globalization to have positive outcomes in influencing CPD. This agrees with the findings of Nsimbi et al. (2015) who found that the massive influx of foreign retailers has stiffened competition in developing countries and the increase in online retailing. The two studies concluded that retailers in the developing world struggle to meet customer expectations in the malls.

Though the study by Nsimbi et al. (2015) was limited in scope as it focused only on food, furniture, and clothing subsectors, they were able to demonstrate the challenges facing the retail sector in developing countries. Among the critical challenges identified is poor store image. This is despite the findings that the design aspect cannot be overlooked in in-store image development (Adams & Katelijn, 2018; Claes et al., 2017; Saraswat et al., n.d.;

Schielke & Leudesdorff, 2015). Nsimbi et al. (2015) suggest that governments in the developing world should work with the retail sector to address the challenges. Figure 2.2 shows that a purchase decision is a process and not an activity.

**Figure 2.2: Consumer Purchase Decisions**



Source: Adapted from (Assawavichairoj & Taghian, 2017; che Aniza Che et al., 2012; Cordova et al., 2020; Kwahk & Kim, 2017).

## 2.6. Legal Framework and Best Practice of Mall Design

Retail infrastructure forms a significant part of urban centres. Retail stores are necessary to meet the needs of the growing population, especially in urban centres. The share of the urban population in the total population in Kenya reached a peak of 28.49% in 2021 (O'Neill, 2021). There are various legal frameworks and best practices in place to regulate mall designs and constructions.

### **2.6.1. Legal Framework and Best Practices of Mall Design in Kenya**

There are a set of laws and regulations that govern the design, construction and renovation of malls in Kenya. The National Government regulates the designs and construction through The National Construction Authority Act, No. 14 of 2011, the Environmental Management and Coordination Act No 8 of 1999 (EMCA), the Occupational Safety and Health Act (CAP 514), and the Land Registration Act No 3 of 2012 that guides on the land transactions for the developments. The County Government regulations of mall developments are guided by the Land Use and Physical Planning Act 2019, County Governments Act No. 13 of 2012, Urban Centres and Cities Act 2011, and other relevant County policies.

Wangari (2017) cautions investors to follow due diligence in the development of malls in Kenya. County Governments assist in the approvals of development plans, change of use, and architectural and structural drawings, County Governments also control the types and the number of storeys of developments depending on the zonal regulations. The National Government also regulates the developments through NEMA, NCA, and the Ministry of Lands, Housing and Urban Development. Failure to follow the set guidelines is costly. National Environmental Management Authority (NEMA) demolished Ukay and Southend Malls in Nairobi in 2018 to reclaim riparian land. The construction industry in Kenya of building code standards in Kenya adapted from the United Kingdom regulations. The regulations provide for all access, and use of environmentally friendly materials.

### **2.6.2. Legal Framework and Best Practices of Mall Design in the USA**

American Planning Association (APA) 1954, regulates the location of malls to at least a 30-minute drive from Central Business District (CBD). The location control is meant to decongest the CBDs. The association also control the design of floor space which is set at 0.25% of the entire mall building. It also sets the ground floor to at most 25% cover of the plot. The design restriction is meant to enhance the convenience and safety of customers. It also gives guidelines on ventilation and lighting provision. The parking allocation is standardized at a ratio of 3:1 (parking to retail space). Draft Public Consultation, 2009 also guides on the mall design.

### **2.6.3. Legal Framework and Best Practices of Mall Design in the Middle East**

According to (Ivypanda, 2022) the Middle East borrow construction standards from European building standards. However, Ivypanda says that the borrowed standards are adapted to meet the Islamic cultural expectations in Saudi Arabia. Malls in the Middle East

like in Europe are designed to meet the European Equality Act of 2010. Ivypanda points out that restaurants in the malls in Saudi Arabia are designed to have separate restaurant spaces for single men and single women who are culturally not allowed to dine together. Ivypanda adds that Global, regional, and special needs standards should be considered when designing malls.

## **2.7. Theoretical Framework**

Over time, several theories have been used to understand the relationship between interior atmospherics and customer purchase decisions in retail design-related disciplines such as Merchandising and marketing. Planned behaviour theory is one of the theories. It was applied by (Jere et al., 2014). This theory originated as a theory of reasoned action in 1980 to predict an individual's intention to engage in a behaviour at a given time at a particular place.

Another theory used in the related disciplines is the Expectancy value theory of Attitude which was propounded by Edwards in 1954 and developed by Fishbein in the 1970s. In their study, the theory was applied by Justin et al. (2016) to determine consumer satisfaction in retail stores. This theory suggests that mindsets guide people's purchase decisions. However, such theories, as pointed out by Petermans and Van Cleempoel (2010), do not effectively bring out the aspect of retail design in such a manner as appreciated by retail designers.

The theory that best guides this study in realizing its main objective is the Holistic theory. It was invented by South African soldier and statesman Jan Christian Smuts as a philosophical term in 1926. The theory points out that the constituent part of a whole cannot be understood except as a relation to the whole. It has been widely used in medicine. However, Petermans and Van Cleempoel (2010), recommended its use in retail design theory to better understand its impact on consumer behaviour. He said this would help develop retail design theory because of design work. The theory was applied by (Petermans et al., 2013).

Table 2.1 shows the factors of retail design identified that will be considered as variables for the study. Retail design factors are independent variables, whereas Purchase decision factors are dependent variables. Figure 2.3 shows the paradigm developed for the study. It shows that retail design is anticipated to influence customer purchase decisions by influencing customer experience in the mall. The customer experience can be in the form of pleasure, comfort, excitement, interest, and patience among others. These feelings make customers stay longer in the mall and vice versa depending on the perception of the retail design

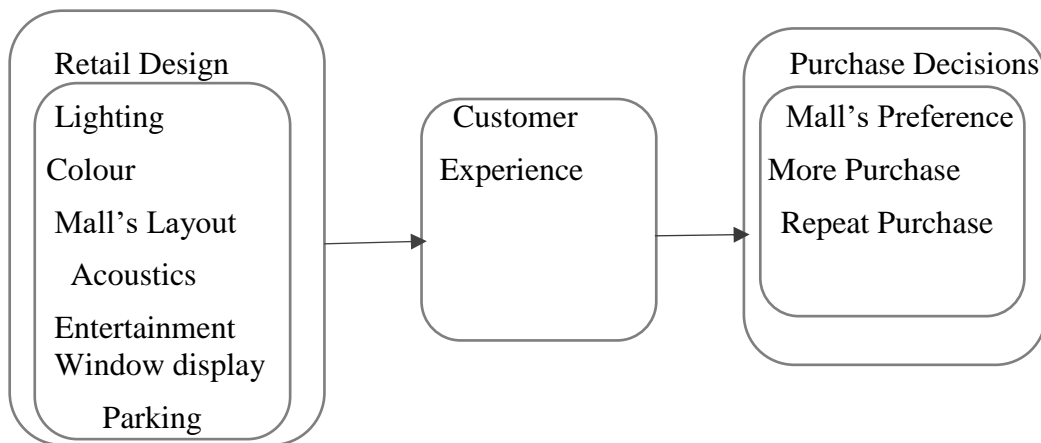
strategies. The behaviour automatically dictates the decision-making in terms of quantity of purchases, repeat purchases and mall preference.

**Table 2.1: Retail Design Variables**

<b>Independent Variable</b>	<b>Authors</b>
Lighting	(Cordova et al., 2020; Nagyová et al., 2014; Schielke & Leudesdorff, 2015)
Store layout	(Adams & Katelijn, 2018; Justin et al., 2016; Pattanaik, 2018; Peng et al., 2018; Petermans et al., 2013; Awan, 2014; Janssens et al., 2018)
Acoustics	(Kim & Zauberaman, 2019; Mattila & Wirtz, 2001; North et al., 2016; Rodgers et al., 2021)
Parking	(Adams & Katelijn, 2018; Akter, 2016; Cordova et al., 2020; Janssens et al., 2018; Mittal & Gupta, 2012; Mower et al., 2012; Njoki et al., 2017; Parveen & Kumar, 2017; Petermans et al., 2013; Shah, 2020)
Entertainment	(Justin, 2017; Parveen & Kumar, 2017; Ram, 2017; Swamynathan et al., 2013)
Window display	(Cordova et al., 2020; Mower et al., 2012, 2012; Soomro et al., 2017)
Colour scheme	(Cho & Suh, 2020; Cordova et al., 2020; Mia, 2014)
<b>Dependent Variables</b>	
Mall's Preference	(Claes et al., 2017; Cordova et al., 2020; Justin, 2017; Mower et al., 2012; Nsimbi et al., 2015; Parveen & Kumar, 2017; Schielke & Leudesdorff, 2015; Soomro et al., 2017)
Repeat Purchase	
Increase in purchase	

Source: Author (2022) independent and dependent variables table created to be used for the study.

**Figure 2. 3: Theoretical Model**



Note. Figure 2.3 shows that retail design affects purchase decisions by determining customer experience in the mall. The theoretical model will guide the study. Source: Researcher (2022).

## **2.8. Summary of Reviewed Literature**

The review of the literature identified seven retail design variables and three purchase decisions. The retail design variables identified are colour, lighting, entertainment, acoustics, window display, layout, and parking. The review identified three Purchase decisions mall preference, repeat purchase, and more purchases. The review of the literature identified some gaps that gave a reason to proceed with the research.

The retail design discipline is still developing. Therefore, more studies are necessary to contribute to the existing literature. The reviewed literature is mostly from related disciplines such as interior design, marketing, and visual merchandising. As pointed out by Chiaradia & Campello (2018), the study on the impact of retail design on retailing is scarce. This is more so in developing economies. Most of the literature reviewed is foreign because there is hardly any relevant literature locally. This study is in line with the recommendation by Cordova et al., (2020) and Nsimbi et al. (2015) of a need for more studies in developing economies to cope with the influence of the vast influx of foreign retailers.

There is room for improvement in respondents' use in physical stores rather than exposure to store photo images. Most studies, such as Petermans et al. (2013) and Varsha et al. (2014), exposed respondents to images of stores to determine purchase intention instead of using physical stores. It is done differently in this study by using the actual customers of Two Rivers Mall as respondents.

Most of the reviewed literature though very informative is delimited geographically. Those studies, such as Cordova et al. (2020), recommend similar studies in other regions. The impact of retail design on purchase decisions cannot be generalized from one region to another because of cultural differences and other settings (Adams & Katelijn, 2018; Mittal & Gupta, 2012; Petermans et al., 2013).

The literature review revealed that most of the studies focused on narrow sub-sectors of retailers for their studies. Kim & Zauberan (2019) focused only on electronic goods, whereas Nsimbi et al. (2015) study was on retailers dealing with food, furniture, and clothing. Such studies recommend a broader scope to understand the impact of retail design on a broader scope of retailers. Two Rivers Mall has over 200 retailers with varied dealerships of goods and is therefore suitable for bridging this gap.

The review of the literature also indicates the presence of conflicting results in some aspects of the discipline. Whereas Mower et al. (2012) concluded that window display does not affect the mood of the customers, Varsha et al. (2014) confirmed the contrary. Akter (2016), unlike most of the findings, concluded in his study that store image is insignificant in influencing purchase decisions. Contrary to popular belief, Safial et al. (2017) found that the brightest and most colourful lighting constitutes good lighting design. They discovered the findings through a qualitative approach in the M Mall 020 George Town, Penang Island case study. Whereas Aktas (2012) advises on the maximization of the use of natural lighting to cut costs, Mayhoub & Rabboh (2022) found that customers prefer artificial lighting to natural lighting. Such conflicts call for more studies to ascertain the findings.

Some studies reviewed show that the respondents cannot represent the whole retail population. Such studies include (Mower et al., 2012), who used only college students as respondents. Their findings met their objectives but cannot be applied to understanding the general impact of retail design on customer purchase decisions. This study does not limit the respondents to particular groups.

To conclude, even though the studies reviewed point towards the existence of a significant relationship between retail design and customer purchase decisions, there is a need for further studies which address the identified gaps to elucidate the findings.

### **3. CHAPTER THREE: RESEARCH METHODOLOGY**

#### **3.1. Introduction**

This chapter briefly discusses the research problem and how it was solved. The research approach used a mixed method. The chapter discusses the tools of data collection used and how the data was collected. The details of the population and the sample size are also discussed in the chapter. Methods of data presentations and analysis used in chapter four are highlighted. Justifications for the methodological choices used to achieve the research objectives are also stated. Finally, the ethical considerations observed during the study are stated. The headings in this chapter are the introduction, research approach, research design, target population, sample size and sampling techniques, Data collection instruments, piloting the instruments, validity and reliability of the instruments, data collection procedure, methods of data analysis and presentation, ethical considerations, and methodological matrix.

#### **3.2. Research Approach**

Research methodology is a logical way of finding answers to an identified research problem (Kothari, 2004). This research intended to answer the impact of retail design on customer purchase decisions. Research has three main approaches: a qualitative approach, a quantitative approach, and a combination of both. To effectively answer the research questions in this study, the Pragmatism approach which underlies a mixed-method approach was applied. Therefore, both the quantitative and qualitative methods were applied in the study.

Retail design variables were identified through a deductive research approach. As mentioned (Chiaradia & Campello, 2018; Claes et al., 2017; Quartier et al., 2017) retail design is a developing discipline that borrows its literature from related disciplines. Therefore the reviewed studies are from related literature. The factors of retail design identified through the literature review are lighting, colour, entertainment, layout, acoustics, window display, and parking. Purchase decision variables identified are repeat purchases, more purchases, and mall preference.

#### **3.3. Research Design**

Kothari (2004) points out the importance of research design in research. It helps create efficient and effective study. He further says that a good research design should mention the



research problem and how it is solved. The challenges experienced by the retail sector in Kenya have attracted several scholars. The studies observed that a gap exists between customer experience expectations and what is offered in retail stores (Mwololo, 2018; Njoki et al., 2017; Ogutu & Oundo, 2017). Nevertheless, though all the studies point to the importance of experiential retailing to bridge the gap, no study has investigated the aspects of retail design and their impact on customer purchase decisions in the country. This is even though Retail Design is a crucial component in realizing experiential retailing.

To resolve the problem, a descriptive research design was applied. As described by Kothari (2004), a descriptive research design is one where there is no manipulation of the variables. The main research question will be answered by determining the relationship between the retail design variables and the purchase decisions. The purpose of the research will be realized without the need to manipulate the variables. A structured survey questionnaire, semi-structured interview, and secondary data were used to collect data for the study. Cross tabulation, graphs, correlational and regression analysis were used to present and analyse the data.

#### **3.4. The population of the Study**

The main purpose of the study was to determine the impact of retail design on customer purchase decisions in Two Rivers Mall, Kenya. Therefore the sampling frame was the customers of Two Rivers Mall. According to the TRM website, there is an average monthly footfall of 350,000. 386 customers were sampled for the study using the convenience sampling method. The first 386 customers who completed the questionnaire were used as a representative of the whole population. To ensure that only the population from the sample frame responded to the questionnaire, the tool was distributed at the mall to the customers present during the data collection period from the 7<sup>th</sup> of June 2022 up to the 30<sup>th</sup> of September, 2022. The demographic data considered for the study are gender, age, education, and Nationality.

#### **3.5. Sample Size and Sampling Techniques**

Several techniques can be used to determine and identify the sample for a study (Kothari, 2004). Kothari further points out that the choices of techniques for a study depend on the objectives and the nature of the study. He adds that either probability or non-probability sampling techniques are alternatives for use. Kothari reiterates that probability sampling

gives the population an equal chance in sample identification whereas non-probability techniques do not.

As suggested (Yin, 2009), a case study was chosen for this study. It was chosen to overcome the limitation witnessed in the study (Petermans et al., 2013) whose subjects were not associated with the retail environment. The study participants were the consumers of Two Rivers Mall. The mall was chosen because of the variety of retailers and retail design aspects. It is the largest in the region, with the most varied retailers. The mall has over 200 retailers. A case study was deemed the best option to understand the impact of retail design on the customer purchase decision.

The Mugenda and Mugenda (1999), formula was used to get the sample size of 386 respondents with a 95% confidence level and a margin error of 4%. The respondents of the primary data were identified through convenience sampling from the sample frame of Two Rivers Mall's customers. The convenience sampling method was used to parallel the non-probability quota sampling method (Mia, 2014).

The piloting sample was identified through convenience sampling. 20 respondents were identified as customers of TRM. The sampling technique was chosen because of its recommendation when time and cost are quintessential (Kothari, 2004). A validity check was done to ensure bias common in convenience sampling did not affect the questionnaire design.

The respondents who were used to update the adopted questionnaire were identified through purposive sampling. Ten respondents who had visited the mall at least twice were asked to fill out the initial questionnaire and comment on it. The sampling method ensured that respondents who understood the mall participated in the initial stages of the questionnaire design. Purposive sampling was also used in identifying the designers and the management to respond to the mall's retail design goals. The architectural designers who designed the mall are the parties who better understand the retail design of the mall. Top management for the mall was also better placed to understand the mall design and the professed customer experience associated with the mall.

### **3.6. Data Collection Instruments**

The data for the study was collected using a structured questionnaire, face-to-face semi-structured- interviews, and secondary data.

The tool-structured survey questionnaire (Appendix A) was used to collect primary data, as Quartier et al. (2009) suggested. The tool was adapted from Mia (2014), who developed it using primary data from Selfridges & Co, UK. He identified the sample for collecting the primary data through simple random sampling. He was investigating the effect of interior design on purchase choices in the Mall.

To help in adapting the questionnaire, ten customers who had shopped at TRM at least twice were taken through the questionnaire. The findings helped to further develop it. The questionnaire was adapted to capture the objectives of the study. The final questionnaire for testing had 26 questions with a 7-tier Likert scale response. The scale does not show the quantity difference between two points but it is more reliable than the Thurstone-type scale (Kothari, 2004).

A semi-structured interview (Appendix D) was used to collect data from the Boogertman + Partners Architects. They are the Architects who designed Two Rivers Mall. The semi-structured interview should be designed to ignite two-way conversations (Kothari, 2004; Silverman, 2019). Therefore, the questions were designed to be open-ended. As pointed out (Silverman, 2019) the retail design features in the mall were keenly observed before the appointment to enrich the interview. The interview took approximately 30 minutes.

The data from the interview was deduced using content analysis. Data collected from the tool of the semi-structured interview included the retail design features of Two Rivers Mall and how the attributes were designed to attract customers, enhance experience, and influence purchase decisions.

Secondary data (Mugo, 2019) was used to supplement the findings from the structured questionnaire and the semi-structured interview. The secondary source was credible because it interviewed the chairman of the mall on the design of the mall and the customer experience. The data was examined and deduced using content analysis. The data captured the retail design aspects and the perceived customer experience. As recommended (Kothari, 2004) reliability, adequacy, and suitability of the data were considered before choosing the source.

### **3.6.1. Piloting the Instruments**

Piloting an instrument of research determines the success of the tool (Majid et al., 2017). Kothari (2004) points out that piloting identifies the dimness of the tool and provides room for its improvement. The semi-structured questionnaire was tested by administering a pilot questionnaire to 20 respondents who were identified through convenience sampling from the

customers of TRM. The customers who were available at the mall and willing to respond to the questionnaire filled out the pilot questionnaire. The pilot questionnaire had 26 questions. Three questions in the questionnaire were dropped out because they were misleading. It was then deemed sound and able to answer the research questions.

The semi-structured interview was piloted using a registered interior designer who has been involved in mall designs. The guiding open questions were improved and adapted for the interview.

### **3.6.2. Validity and Reliability of the Instruments**

The validity of the research instrument is the ability of the instrument to fulfil its purpose in measurements (Mohajan, 2017). He adds that reliability is the surety of the findings of a research. This study ensured the reliability and validity of the research by taking the following measures:

- Secondary data was sparingly used. The source was only used after its appraisal to check on the content validity, and reliability of the source was successful (Kothari, 2004). The YouTube channel used is known for interviews in building design and real estate themes. The data was relevant to the objectives of the study.
- As recommended (Mohajan, 2017) different methods of data collection were used to ascertain the outcome. The tools included a structured questionnaire ( Appendix A), Secondary data (Mugo, 2019), and a Semi-structured interview (Appendix D).
- Mohajan (2017) recommends the use of experts in the field to advise on content validity. This was done using experts from the Association of Designers of Kenya (ADKE). Mohajan pointed out that face validity can be assumed when content validity is proven.
- To reduce human errors, recognised tools were used to collect and analyse data. All Counted, Inc. - the free online survey was used to collect and simplify data, and Statistical Package for the Social Sciences (SPSS version 26) was used for analysis. Random errors occur due to human weaknesses such as tiredness when collecting data (Mohajan, 2017).
- Direct personal investigation was used to collect data using semi-structured interviews.

### 3.7. Data Collection Procedure

The main types of data are primary and secondary. The choice of data for a study determines the tools for collection (Kothari, 2004). Some of the methods for collecting primary data include observation methods, interview methods, questionnaires, schedules, warranty cards, distributor audits, pantry audits, consumer panels, mechanical devices, projective techniques, in-depth interviews, and content analysis (Kothari, 2004, p. 96). He adds that the success of secondary data depends upon its reliability, suitability, and adequacy.

The methods used to collect the data in this study are the structured questionnaire, the semi-structured interview, and the secondary data.

The structured questionnaire was administered through a web link

([https://www.allcounted.com/s?did=s6tm004d1myoa&lang=en\\_US](https://www.allcounted.com/s?did=s6tm004d1myoa&lang=en_US)) to the customers of Two Rivers Mall who were identified through convenience sampling from the 7th of June 2022 up to the 30th of September, 2022. The customers were at the mall during the period of the data collection.

The questionnaire was administered by sharing the link through WhatsApp, code scanning, a piece of paper having the URL, and allowing them to use the laptop as was convenient to the respondents. Some also preferred hardcopies which they took and returned later for the data to be re-entered by the researcher through the web link. The Individual responses are found on the following link,

<https://www.allcounted.com/account/analyze/?uid=wnpm708pdmf4h&sid=sj651npdy5a24>

To avoid duplication, the settings on the campaign design allowed the account holder to restrict the response to only one gadget. Incomplete data were deleted and more respondents were allowed to respond until a complete 386 respondents were received.

The tool gathered data on the demographics of the respondents, retail design perception, impact on purchase decisions, and social aspects of the customers of Two Rivers Mall.

The data collected were coded and presented using cross-tabulations, and graphs. The statistical relationship of the variables was analysed using Pearson's Correlation Coefficient of SPSS Statistics version 26. The impact of retail design on customer purchase decisions was analysed using regression analysis.

Secondary data was used to supplement the primary data. The appraisal was done for the identified secondary data source. It was concluded the source was valid and reliable for the study and therefore was adopted. The researcher listened to the video multiple times while taking notes on the relevant content. The data deduced pertains to the design of the mall with the mind of the customers. The perceived customer experience from the eye of management was defined.

Finally, semi-structured interviews were used to collect data from the interior designers of the mall. Personal interview on direct personal investigation type interview was used to gain a deeper understanding of the subject. As stated (Kothari, 2004) the approach enabled the researcher to obtain more information. A focused interview approach was used during the interview to direct the interview to the issues of retail design and its impact on customer experience.

### **3.8. Methods of Data Analysis and Presentation**

The data collected was edited, coded, and classified according to the retail design attributes. A simple classification was used. Tabulation of the coded data was done for ease of presentation and interpretation. Cross-tabulation, pie charts and graphs were used to present and interpret the study's data. Correlation analysis was used to show the relationship between the variables, whereas regression analysis was used to show the impact of the retail design variables on purchase decisions. The responses through the semi-structured interviews and the secondary data were interpreted and categorized to supplement the questionnaire data.

The study tested the null hypothesis that 'Retail design has no statistically significant relationship with customer purchase decisions at Two Rivers Mall, Kenya.' Pearson's correlational coefficient between the variables was used to show the relationship between them. The coefficients between the retail design variables and each of the purchase decision variables were identified. The Holistic theory which was invented by South African soldier and statesman Jan Christian Smuts as a philosophical term in 1926 was used to treat the retail design variables as a whole. The whole (retail design) cannot be less than the sum of the constituent parts (retail design variables). Therefore, if each of the variables shows statistical significance, then Retail design has a statically significant relationship with the purchase decisions and vice versa.

### **3.9. Ethical Considerations**

All the ethical standards provided by the University of Nairobi regarding research work were observed throughout the study period. Data collection was conducted after the approval of the supervisor to proceed. Permit to collect the data was obtained from the Two Rivers Mall's management (Appendix C) upon a written request (Appendix B). The management was convinced that the research purpose was purely academic and would benefit from the findings by further understanding the patterns of their customers' purchase decisions regarding the mall's retail design. The study was conducted with integrity, competence, responsibility, and honesty. Participants' rights to justice, dignity, confidentiality, and privacy were upheld throughout the data collection period. Participation was by choice

### 3.10. Methodology Matrix

Objectives	Types of Variables	Indicator	Measurement Scales	Methods of Data Collection	Instrument	Data Analysis
To determine the retail design strategies of Two Rivers Mall that influence customer purchase decisions.	Lighting Colour Layout Acoustics Entertainment Window Display Parking	Changes in attitudes. Level of customer satisfaction.	Nominal. Ordinal.	Administering questionnaire. Secondary Interview	Structured questionnaire. Youtube Personal interview	Frequencies Percentages
To assess the impact of retail design on the customer purchase decisions at Two Rivers Mall	Retail design. Mall preference . Repeat purchase. More purchase.	Repeat purchase. More purchase. Mall's preference .	Ordinal. Nominal. Interval	Administering Questionnaire	Structured questionnaire	Regression Correlation
To assess how the retail design aspects of Two Rivers Mall influence customer experience in the mall	Lighting Colour Layout Acoustics Entertainment Window Display Parking Customer experience	Changes in attitudes. Level of customer satisfaction.	Nominal. Ordinal. Interval.	Administering questionnaire. Secondary Interview. . Interview.	Structured questionnaire. Interview guide	Frequencies Percentages Mean. Median. Mode
To recommend retail design strategies for Two Rivers Mall, Kenya	Retail design	Effectiveness of retail design. Sustainability of design. Customer perception	Nominal. Ordinal.	Interview. Secondary data. Questionnaire Literature	Interview guide. Secondary data. Literature.	Frequencies Percentages

Source: Researcher (2022).



## **4. CHAPTER FOUR**

### **DATA PRESENTATION AND INTERPRETATION OF THE STUDY**

#### **4.1. Introduction**

This section presents and interprets the results of the study. It uses cross-tabulation, graphs, correlation, and regression analysis to present and interpret the study's data. The findings are discussed to give meaning to the findings. The hypothesis of the study is tested in the chapter. The chapter concludes by giving a summary of the data presentation and the interpretation of the study. The headings in the chapter are the introduction, response rate, demographic characteristics, variables, lighting, colour, layout, parking, window display, acoustics, entertainment, purchase decisions, correlation analysis, regression analysis, and summary.

#### **4.2. Response Rate**

The questionnaire form had 386 responses. The incomplete responses, which were 15 (3.89%) in number, were deleted, and more responses were taken to complete the sample size. A representative of the designers involved in the mall's design also responded to the semi-structured interviews.

#### **4.3. Demographic Characteristics**

This section explains the demographic characteristics of the respondents. Table 4.1 shows that out of 386 respondents, 199 (51.55%) were female. It discloses that there were 3.1% more female respondents than males. Table 4.1 further shows that the majority of the respondents accounting for 88.34% (341) were Kenyans. African but non-Kenyans were 15 (3.89%). The rest of the respondents were European, Americans and others with 12 (3.11%), 6(1.55%), and 7(1.81%) respectively.

The majority of the respondents are in the middle-aged group. Respondents who were 30 years and below 50 were 249 (64.50%). Respondents who were 20 years and below 30 years of age accounted for 25.13% (97) of the respondents. The least respondents were those in the age bracket of 60 years and above who accounted for 3.11 % (12) of the total respondents.

In terms of educational background, the majority of the respondents either hold a diploma 136 (35.23%) or an undergraduate degree 174 (45.08%). Only 1.04% (4) of the respondents did not proceed beyond primary education.

**Table 4.1: Demographics Characteristics of the Respondents**

<b>Gender</b>	<b>Frequency</b>	<b>Percentage</b>	<b>Country</b>	<b>Frequency</b>	<b>Percentage</b>
Male	187	48.45	Kenyan	341	88.34
Female	199	51.55	African	15	3.89
<b>Age</b>	<b>Frequency</b>	<b>Percentage</b>	European	12	3.11
20-30	97	25.13	American	6	1.55
30-40	124	32.12	Other	7	1.81
40-50	125	32.38			
50-60	28	7.25			
60 & above	12	3.11			
<b>Education</b>	<b>Frequency</b>	<b>Percentage</b>			
Primary School	4	1.04			
High School	13	3.37			
Diploma Level	136	35.23			
Undergraduate	174	45.08			
Graduate & above	59	15.28			

Source: Researcher (2022).

#### 4.4. Variables

##### 4.4.1. Lighting

Lighting is one of the critical aspects of retail design. Lighting in retail enables customer movements and makes products on display visible. It also adds comfort to consumers while shopping. Lighting can attract or distract customers in a mall. The findings on lighting as shown in Table 4.2 show that 69 (36.90%) of male respondents agreed that the lighting at Two Rivers Mall is attractive, while (66) 35.29 % agreed that the lighting makes shopping comfortable. 99 (49.75%) of the female respondents agreed that lighting is attractive and 97 (48.74%) agreed that the lighting makes shopping comfortable. Male respondents have a mean of 5.27, a median of 5 (somehow agreed), and a mode of 6 (agreed) for the statement that TRM has an attractive lighting system. The female has a mean of 5.53, while the median and the mode are 6 (agreed). The data further suggests that a greater percentage of females than males find lighting attractive at TRM. This is attributed to the relationship between lighting and colour. The study revealed that females are more drawn to colours than males.

The findings agree with the findings of Cho & Suh (2020) that good lighting and colour schemes make consumers comfortable and keep them long in the mall. Kutlu et al. (2013) and Mia (2014) also found that good lighting is favourable among consumers in retail outlets. The high rating of the comfort of the lighting at Two Rivers Mall is attributed to the excellent

combination of the use of artificial and natural lighting. Designers involved in the mall's design said that visibility and customer comfort are critical considerations of lighting design in a mall. The designers added that they designed the mall to maximize natural light by using transparent glass roofs above the walkways. "Though enough natural light lights the mall, they are creatively designed to avoid sun glare," the designer who was involved in the design added.

The findings show that customers attracted by lighting find shopping comfortable and vice-versa. Customers who feel comfortable in the mall tend to stay longer. The findings agree with Kutlu et al. (2013) that lighting complements each other with colours to keep customers busy in a mall. The more extended customers stay in a shop, the more they buy.

The findings showed that most customers find the TRM lighting system attractive and that it influences their purchase decisions. These results build on existing evidence (Nagyová et al., 2014; Schielke & Leudesdorff, 2015; Şener Yılmaz, 2018) that good lighting design positively impacts purchase decisions.

Two Rivers Mall's good lighting planning is unmistakable in that most store design allows for natural light, which is enough when boosted with general ambient lights. There is an ease in moving around, and customers do not glare in the eyes and therefore tend to stay longer. Using natural light saves energy, is good for the environment, and lessens maintenance costs. Good lighting is sustainable (Aktas, 2012). There is creativity in accent lighting to attract customers to particular areas and products. The lighting fixtures are placed correctly, and different light intensities highlight various products that can be enhanced by light intensity, especially in jewellery stores.

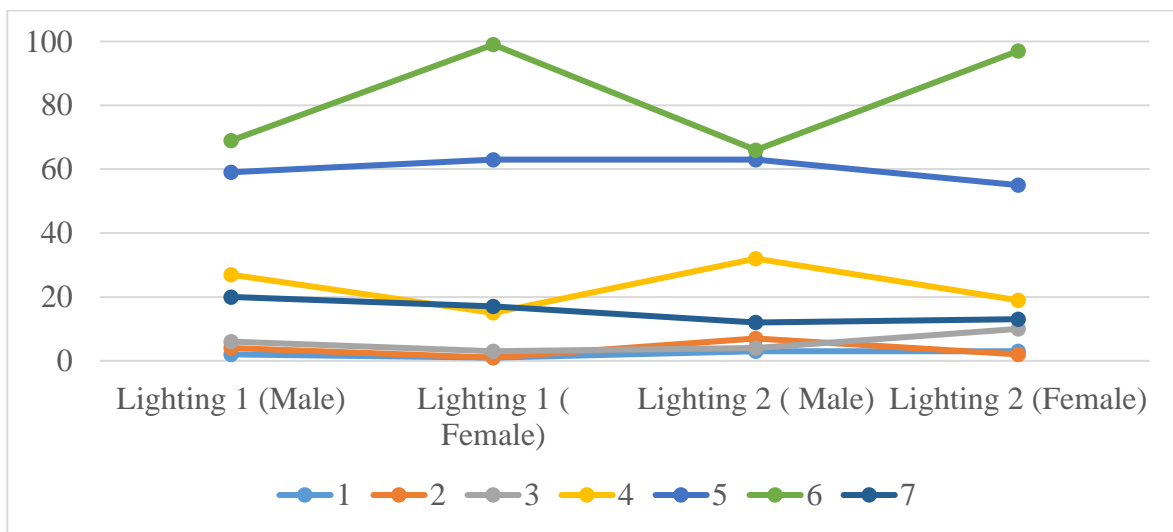
Though the study could not disapprove or approve Mayhoub & Rabboh's (2022) findings that customers prefer artificial lighting to natural lighting, the study agrees that lighting quality affects purchase decisions. The finding also agrees with them that consumers desire good quality light output.

**Table 4.2: Two Rivers Mall's Lighting**

Lighting Attraction at TRM					The comfort of Lighting at TRM			
R	Male		Female		Male		Female	
	Freq.	%	Freq.	%	Freq.	%	Freq.	%
1	2	1.07	1	0.5	3	1.6	3	1.51
2	4	2.14	1	0.5	7	3.74	2	1.01
3	6	3.21	3	1.51	4	2.14	10	5.03
4	27	14.44	15	7.54	32	17.11	19	9.55
5	59	31.55	63	31.66	63	33.69	55	27.64
6	69	36.90	99	49.75	66	35.29	97	48.74
7	20	10.70	17	8.54	12	6.42	13	6.53
Mean 5.27 Median 5 Mode 6			Mean 5.53 Median 6 Mode 6		Mean 5.09 Median 5 Mode 6		Mean 5.33 Median 6 Mode 6	

Note. R stands for a Likert scale rating of 1-7. 1 strongly disagreed and 7 strongly agreed, Freq. stands for Frequency, and % means percentage among the group. Source: Author (2022).Source: Researcher (2022).

**Figure 4.1: Lighting Effects on Shopping Comfort**



Note. Lighting 1 is the attractiveness of lighting, Lighting 2 is the response to whether the attractive lighting makes shopping comfortable. Likert scale is 1-7. 1 strongly disagrees and 7 strongly agrees. Source: Researcher (2022).

#### 4.4.2. Colour Scheme

Colour is one of the critical aspects of interior atmospherics. The findings at TRM show that good use of colours contributes significantly to store aesthetics and attracts customers. Kutlu et al. (2013) found that colour strongly influences consumer behaviour.

In response to the statement that TRM has an attractive colour scheme, Table 4.3 shows that 40.64% (76) of the male respondents somehow agreed that the colours used at TRM are attractive; 34.76% (65) agreed that the colours are attractive, whereas 22 (11.76%) strongly agreed that the colours are attractive. 62 (31.16%) females agreed that the colours are attractive, while 98 (49.25%) agreed and 25 (12.56%) strongly agreed. More females than males agree at different levels that the colours at TRM are attractive. 178 (89.45%) of the females agreed at different levels that they prefer stores with attractive colour schemes, whereas 139 (74.33%) of male respondents agreed at different levels. The findings show that females prefer stores with attractive colour schemes at TRM to males. Figure 4.2 further demonstrates the findings.

The findings show that, generally, the colour scheme at TRM is attractive and preferred by consumers. Preference affects purchase decisions by influencing how customers do their shopping. They may prefer or abhor the stores. The findings concur with Cho and Suh's (2020) findings that good colour combinations attract customers to malls. The designers said they preferred neutral colours to allow the retailers creativity in displaying their products without causing a colour clash. A colour scheme is vital when it comes to purchasing decisions. Though people have different tastes for different colours, designers have a way of meeting customers' expectations. The data shows that the colours at TRM are satisfactorily attractive to the customers, determine their good experience in the mall and influence their purchase decisions. The results support the findings of Kutlu et al. (2013) that a calm and achromatic colour scheme applied is attractive to customers and helps positively influence customers' purchase decisions. The colours do not clash with products on display and are illuminated with the correct lighting intensity and colours.

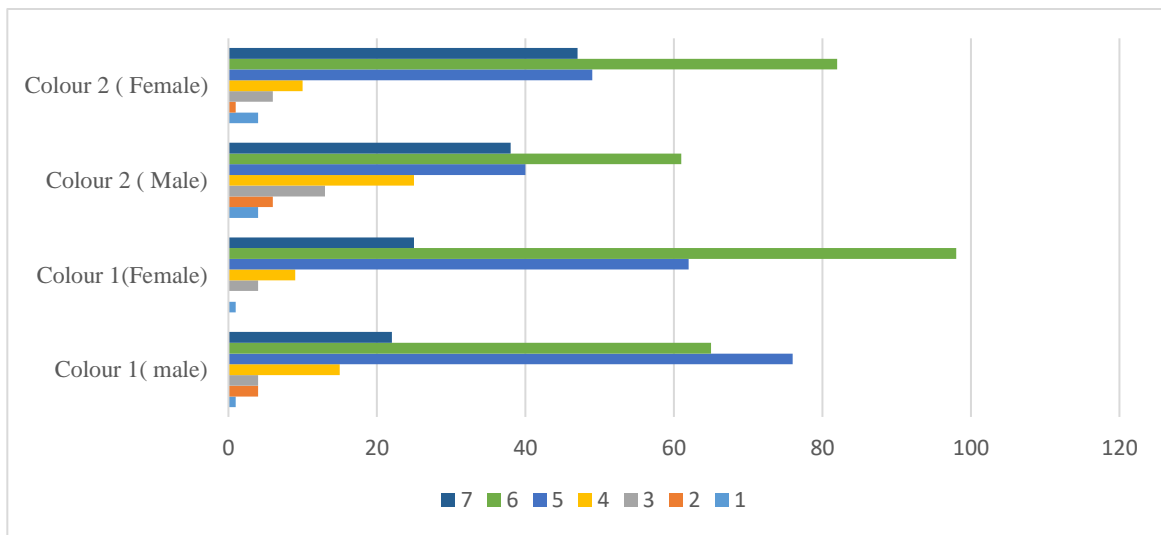
Though the findings show that more female respondents are attracted to colours than males, both genders are attracted to and influenced by colour schemes in shopping malls. This is in agreement with the findings of Juwaheer & Sahye (2019) that colours in stores attract both males and females.

**Table 4.3: The Color Scheme of Two Rivers Mall**

The Color scheme at TRM is Attractive					Prefer Stores with Attractive Colors			
	Male		Female		Male		Female	
R	Freq.	%	Freq.	%	Freq.	%	Freq.	%
1	1	0.53	1	0.5	4	2.14	4	2.01
2	4	2.14	0	0	6	3.21	1	0.50
3	4	2.14	4	2.01	13	6.95	6	3.02
4	15	8.02	9	4.52	25	13.37	10	5.03
5	76	40.64	62	31.16	40	21.39	49	24.62
6	65	34.76	98	49.25	61	32.62	82	41.21
7	22	11.76	25	12.56	38	20.32	47	23.62
Mean 5.37 Median 5 Mode 5			Mean 5.64 Median 6 Mode 6		Mean 5.28 Median 6 Mode 6		Mean 5.68 Median 6 Mode 6	

Note. R stands for a Likert scale rating of 1-7. 1 strongly disagreed and 7 strongly agreed, Freq. stands for Frequency, and % means percentage among the group. Source: Author (2022).Source: Researcher (2022).

**Figure 4.2: Preference of the Stores at TRM Based on Attractive Color Scheme**



Number of Respondents

Note. Colour 1 shows the response to the attractiveness of colours at TRM while Colour 2 shows the response to preference for stores with attractive colours. Source: Researcher (2022).

#### 4.4.3. Layout

The store layout is part of the interior atmospherics. It involves elements such as flooring, product arrangement, and movement areas. The interior layout should enhance customers' experience (Petermans et al., 2013) and be creative and convenient (Garaus et al., 2015). The mall's layout plan determines the ease of movement of customers from one point to another. In this study, the mall's layout plan, movement between the mall stores, product arrangement, and ease of locating products in the mall were considered in an attempt to understand TRM's layout perception by the consumers and how it affects their experience and customer purchase decisions.

Product arrangement is a key factor that fascinates customers to the mall. It involves the placement of products on display. Products should be creatively placed to please customers (Justin et al., 2016). They reiterate that products should be placed at proper heights. The findings as shown in Table 4.4 shows that 116 (30.05%), 152 (39.38%), and 38 (9.84%) respondents somehow agree, agree, and strongly agree respectively that movement within TRM is easy. 21 (5.44%), 6 (1.3%), and 7 (1.81%) respondents somehow disagree, disagree, and strongly disagree that there is an ease in movements in the mall. 47 (12.18%) are neutral on the subject.

About the layout plan, 131 (33.94%), 160 (41.45%), and 58 (15.03%) respondents somehow agree, agree, and strongly agree respectively that the TRM layout is well planned. 9 (2.33%), 3 (0.78%), and 4 (1.04%) respondents somehow disagree and strongly disagree respectively that the TRM layout is well planned. 21 (5.44%) are neutral on the subject.

Product arrangement findings show that 128 (33.16%), 169 (43.78%), and 39 (10.10%) respondents somehow agree, agree, and strongly agree respectively that product arrangement at TRM is attractive. Whereas 7 (1.81%), 2 (0.52%), and 3 (0.78%) respondents somehow disagree, disagree, and strongly disagree respectively that product arrangement at TRM is attractive. 38 (9.84%) respondents are neutral on the subject.

Findings on the ease of location of products at TRM stores show that 120 (31.09%), 172 (44.56%), and 34 (8.81%) respondents somehow agree, agree, and strongly agree respectively that locating products at TRM is easy. Whereas 14 (3.63%), 5 (1.3%), and 3 (0.78%) somehow disagree, disagree, and strongly disagree respectively that locating products at TRM is easy. 38 (9.84%) respondents are neutral on the subject. Ease of movement between the stores has the lowest mean and median amongst the layout's

variables. Figure 4.3 further demonstrates that the majority of the respondents approve of the layout of Two Rivers Mall.

The designers said they factored in persons with disabilities in the layout design. Lifts are provided, which are wheelchair-friendly, and movement spaces are wide enough. Accessibility and mobility comply with the Persons with Disabilities Act, No. 14 2013.

The layout benefits from orientation designed to achieve maximum natural light without glaring the eyes. The management said that the layout provides comfort to the customers and enhances their joy in shopping.

The high rating of the mall's layout equally leads to a high rating in preference with a mean of 5.38, a median of 6, and a mode of 6. The findings correspond to the findings of (Soomro et al., 2017). The findings are attributed to the spacious movement areas, well lit, good product arrangement and good linkages between the stores. However, more signage and labelling can ease movement for first-time customers in the mall.

The Layout of a mall is very critical to its success. A good layout plan does not have dead ends. The study's findings show that layout is enormously significant to the purchase decisions at TRM. The findings agree with those of Petermans et al. (2013) that a layout that enhances the experience and creates convenience attracts customers and positively influences their purchase decisions. The findings show convincing approval that the mall's layout is convenient. The findings are attributed to the excellent layout plan and heavy investment in layout design. TRM has 18 escalators, 22 lifts, four travellers, wide walkways, and interlinks. The layout is planned to take the customers around the window displays even when exiting.

Most customers find the layout of Two Rivers Mall attractive because, as highlighted by Shah (2020), the plan considered orientation, circulation, landscaping, drainage retention, pedestrian walkways, and parking as a working unit. The layout design is aesthetic, creative, and functional. The giant columns in the movement areas are structurally functional and form surfaces for creativity to add beauty and for marketing displays. Though the main entrance at TRM cannot be compared with the kaleidoscopic entrance tube in Tokyu Plaza Omo te Sando in Tokyo, Japan, it is satisfactorily good. TRM upgraded two main entrances by developing the overpass and the underpass, which are decorated with mosaics and murals. Customers who walk to the mall enjoy sunshades from the main entrance to the mall when



they desire. Movements within and between stores are simple, with remarkable features well spread across the layout.

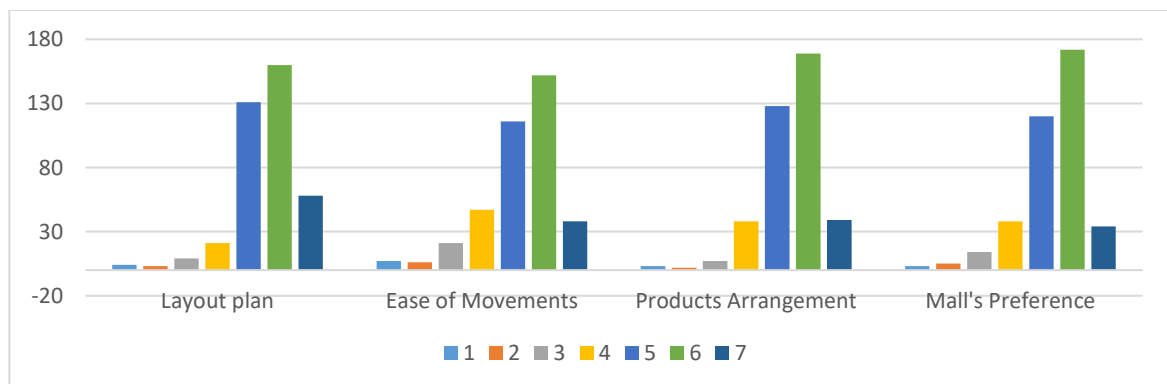
The mall’s layout enriches sustainability. The mall has energy sourced from two rivers backed by solar panel backups. Natural ventilation and lighting are creatively planned and utilized in the mall. All walkways are lit by natural light, creatively designed to avoid sun glare.

**Table 4.4: Two Rivers Mall’s Layout Plan Response**

Mall’s Layout Plan			Ease of Movement between the Stores		Products Arrangement		Ease Location of Items	
R	Freq.	%	Freq.	%	Freq.	%	Freq.	%
1	4	1.04	7	1.81	3	0.78	3	0.78
2	3	0.78	6	1.30	2	0.52	5	1.30
3	9	2.33	21	5.44	7	1.81	14	3.63
4	21	5.44	47	12.18	38	9.84	38	9.84
5	131	33.94	116	30.05	128	33.16	120	31.09
6	160	41.45	152	39.38	169	43.78	172	44.56
7	58	15.03	38	9.84	39	10.10	34	8.81
Mean 5.55 Median 6 Mode 6			Mean 5.25 Median 5 Mode 6		Mean 5.46 Median 6 Mode 6		Mean 5.38 Median 6 Mode 6	

Note. R stands for a Likert scale rating of 1-7. 1 strongly disagreed and 7 strongly agreed, Freq. stands for Frequency, and % means percentage among the group. Source: Author (2022).Source: Researcher (2022).

**Figure 4.3: Two Rivers Mall’s Layout Response**



Note. Figure 4.3 shows the number of respondents against the attributes with the Likert scale rating of 1-7, 1 being strongly disagreed and 7 strongly agree. Source: Researcher (2022)

#### 4.4.4. Mall's Parking

Parking is one of the exterior atmospheric aspects of retail design. According to Mower et al. (2012), exterior aspects of retail design are critical determinants of success in the retail business because they are the first encounter with the consumer. Figure 4.4 shows the response to the parking perception by the customers. The female responses to the statement that TRM's parking is convenient had a mean of 5.52, a median of 6, and a mode of 6 (agreed), whereas that of males resulted in a mean of 5.27, a median of 6, and a mode of 6. A higher percentage of females 42.21% (84) than males 39.57% (74) agreed that parking is convenient. 15.08% (30) of the female respondents strongly agreed that the parking is convenient, whereas 12.83% (24) of the male had the same opinion.

The parking convenience is attributed to the ease of parking, availability of parking space, and connection from the parking to the stores, especially after shopping. The designers said they expected a high footfall and therefore had to plan for a capacity parking. To avoid inconvenience, they planned to make it easy to identify available parking spaces, connect from the parking to the stores, and secure the vehicles left in the parking. Figure 4.5 shows the response to the perceived parking at TRM that is satisfactorily rated.

Parking is necessary for every mall, especially one with over 200 stores. According to the Mall's website, there is an average monthly footfall of 350,000 and a vehicle count of 105,000. The traffic calls for proper planning to avoid congestion. The discourse of parking issues starts with the main entrance and exits. TRM's construction and upgrade of the two main entrances to the development ease traffic flow to the mall. TRM's customers find its parking satisfactorily convenient. The finding is attributed to the spacious, secure, and well-planned parking. TRM's parking is in line with recommendations by Astria (2022) in that there is ease of locating parking space. The parking system updates available parking spots. Enough lighting and video surveillance enhance security in the parking. There is a strict screening of vehicles, and the installed License Plate Recognition (LPR) is integrated into the Access Control System for monitoring vehicles at the parking.

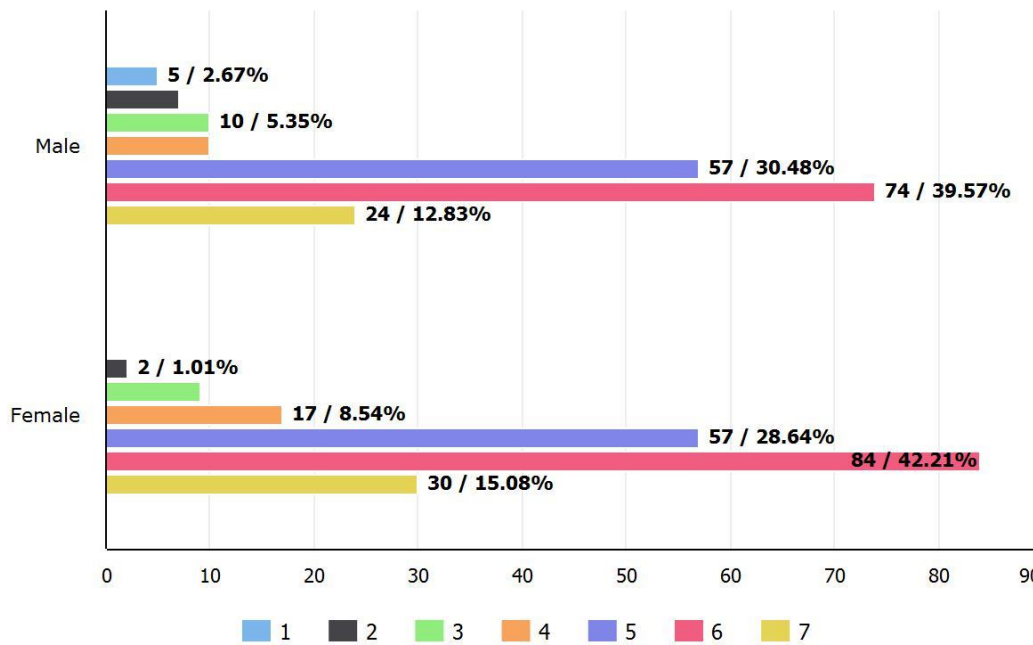
The parking charges are convenient. The charges are split based on the duration spent. The first 15 minutes are charged at Ksh 50, whereas the 16<sup>th</sup> minute up to the first hour is free. There are charges after the one hour spent. The mall further provides multiple payment options. The system accepts cash, card, or mobile payment systems such as Mpesa. The

parking was designed to provide room for future adjustments in case of advancement in parking technology.

The study found that the parking at TRM attracts customers to the mall and positively impacts their purchase decisions. These results build on the existing evidence of Varsha et al. (2014) and Mower et al. (2012) that exterior atmospherics significantly impact purchase decisions. The data show that customers prefer a mall with convenient parking. The study, however, did not compare the findings with other malls with similar or dissimilar parking for better understanding.

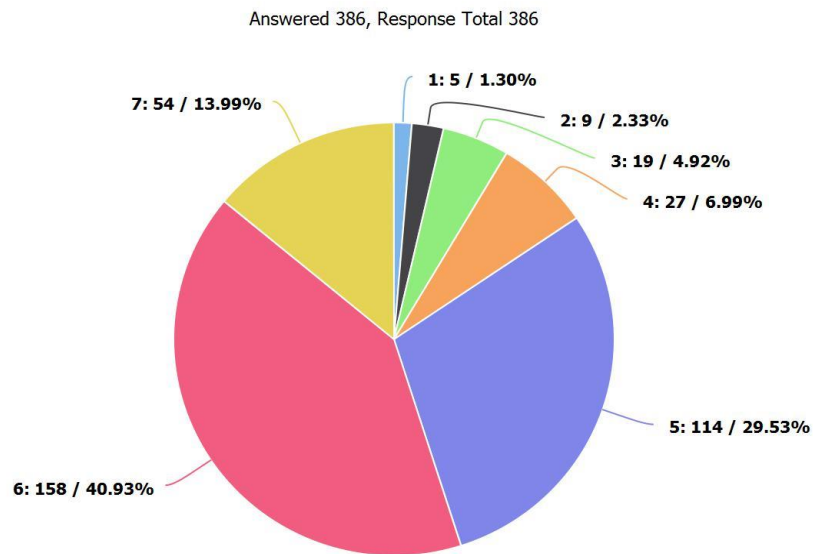
**Figure 4.4: Two Rivers Mall’s Parking**

Answered 386, Response Total 386



Note. Figure 4.4 shows the percentage response of males and females towards the convenience of Two Rivers Mall on the Likert scale rating of 1-7. 1 stands for strongly disagree whereas 7 stands for strongly agree. Source: Researcher (2022).

**Figure 4.5: Response to the Convenience of Two Rivers Mall's Parking**



Note. The figure shows the response to the statement that Two Rivers Mall's parking is convenient on a Likert scale rating of 1-7. 1 stands for strongly disagree whereas 7 stands for strongly agree. Source: Researcher (2022).

#### 4.4.5. Window Display

The window display is considered one of the critical aspects of exterior atmospherics. Appealing window displays attract customers to a store. However, However, Janssens et al. (2018) caution that window display fulfil their intention if they are not only attractive but creatively designed. As Mower et al. (2012) pointed out, window displays play a significant role in the success of retail performance. Though there is still a gap in understanding its effect on the mood of customers, it is widely agreed that window displays influence purchase decisions.

Table 4.5 shows the response to the attractiveness of window displays at the TRM. 52.76 % (105) of the female respondents agreed that the window displays at TRM are gorgeous, whereas 47.24% (94) of the female respondents agreed that window displays attract them to the stores at TRM. 37.97% (71) of the male respondents agreed that WD at TRM is attractive and only 35.29 % (66) of the male respondents agreed that attractive WD attracts them to the stores. WD at TRM is more appealing to females than males. The findings agree with Parveen & Kumar (2017) and Mower et al. (2012) findings that window displays draw consumers to a retail store.

Figure 4.6 shows that there is a significant relationship between attractive window displays and getting attracted to the stores.

The mall management said window displays are left to the retailers to determine for themselves. However, approvals are required to ensure that the mall's standard is not compromised. Most of the retailers chose open-back window displays.

Window displays are the first encounter with the customers. They play a significant role in determining whether passers-by are drawn to the stores or not. Two Rivers Mall has three main types of window displays in its stores.

#### **4.4.5.1. Closed-back window display**

A permanent or temporary wall separates the window display area from the store. The closed-back display gives a broader room for creativity within the window display area because it is completely cut out from the store. Creative use of lighting and product arrangement can be done without competing with the store. It also leaves passers-by in suspense; they may want to know more and are invited to the stores. On the contrary, if not well planned, passers-by not knowing what else is offered may ignore entering the store.

#### **4.4.5.2. Semi-closed back window**

The partition, either permanent or temporary, does not cover the full height. Part of the store is visible. The main advantage of this type of display is that the store is visible from the outside. Customers get to see more products beyond what is on the window display. The main disadvantage is that customers may be distracted by what is in the store.

#### **4.4.5.3. Open-back window display.**

Customers can see through to the store because there are no barriers. Most of the stores at TRM use open-back window displays. If carefully planned, the customers can be drawn to the stores by the organization of the store. However, specific creativity to the display window is limited because it is a continuation of the store.

TRM's window display has positive feedback from the respondents regarding its attractiveness. This is attributed to the creativity in the display. The window displays are artistic and identify with the current trends. Though the findings are in agreement with the findings of Mower et al. (2012) and Varsha et al. (2014) in that WD has a significant relationship with purchase decisions, the findings agree with Varsha et al. (2014) but

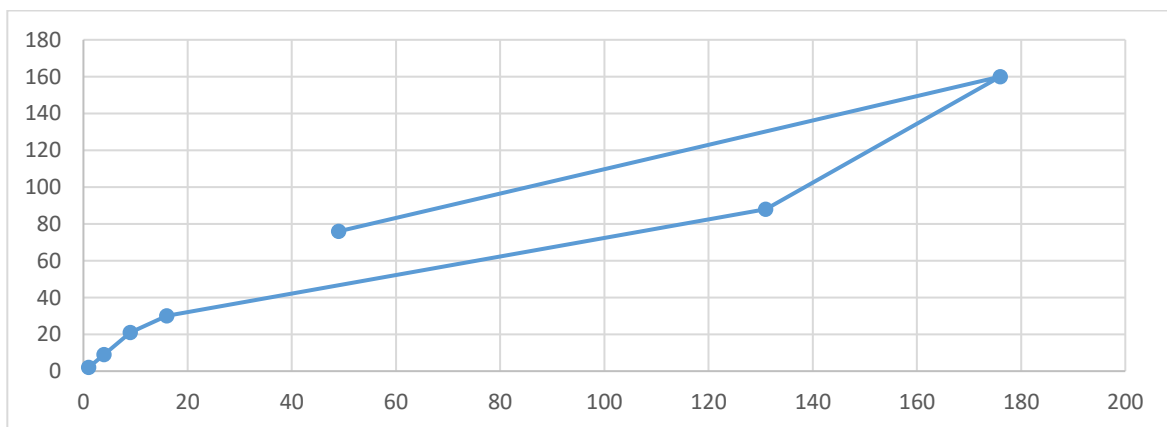
contradict those of Mower et al. (2012) in the effect of window displays on pleasure. The findings showed that attractive window displays do not only attract customers but also affect their pleasure and attract them to the stores. The difference could be attributed to respondents because (Mower et al., 2012) subjects were composed only of students, whereas this study was open to all customers. Window displays should be aesthetic and able to communicate and identify with consumer needs and trends.

**Table 4.5: Window Displays at Two Rivers Mall**

Window Display at TRM is Attractive					WD Attracts Customers to the Stores			
	Male		Female		Male		Female	
R	Freq.	%	Freq.	%	Freq.	%	Freq.	%
1	1	0.53	0	0	1	0.53	1	0.50
2	3	1.60	1	0.50	5	2.67	4	2.01
3	4	2.14	5	2.51	14	7.49	7	3.52
4	9	4.81	7	3.52	19	10.16	11	5.53
5	71	37.97	60	30.15	44	23.53	44	22.11
6	71	37.97	105	52.76	66	35.29	94	47.24
7	28	14.97	21	10.55	38	20.32	38	19.10
Mean 5.52 Median 6 Mode 5			Mean 5.64 Median 6 Mode 6		Mean 5.41 Median 6 Mode 6		Mean 5.65 Median 6 Mode 6	

Note. R stands for a Likert scale rating of 1-7. 1 strongly disagreed and 7 strongly agreed, Freq. stands for Frequency, and % means percentage among the group. Source: Author (2022).Source: Researcher (2022).

**Figure 4. 6: Relationship between Window Display and Attraction to the Stores**



Note. Figure 4.6 shows respondents' ratings of window display attractiveness (x values) and attraction to the stores (Y values). Source: Researcher (2022).

#### 4.4.6. Entertainment

Entertainment is another emerging element of retail interior atmospherics. This section shows the response to the attributes of entertainment in the mall. Table 4.6 shows that 73.87% (147) of the female and 67.38% (126) of the male respondents either agreed or strongly agreed that TRM has attractive EF. A further 50.81% (95) of males and 58.8% (117) of females either agreed or strongly agreed that the EF of TRM makes shopping interesting. Only 1.07 % (2) of males and 0.50% (1) of females either disagreed or strongly disagreed that the EF at TRM is attractive. 92 (23.83%), 204(52.85%), and 69(17.88%) respondents somehow agree and strongly agree respectively that Entertainment at TRM is attractive. 5(0.01%), 2(0.01%), and 1(0.002%) somehow disagree, disagree, and strongly disagree respectively that entertainment features at TRM are attractive. 13 (0.03%) are neutral on the subject. 98 (25.39%), 152 (39.38%), and 60 (15.54%) respondents somehow agree, agree, and strongly agree that entertainment at TRM makes shopping interesting.

Entertainment is the best attraction to customers who buy from the mall as they keep coming for entertainment. The management said they wanted to bring the best to the customers through entertainment (Mugo, 2019). They worked with the designers to ensure that the mall became a destination. The late manager Dr. Chris Kirubi said in a recorded interview that ‘they wanted to bring Dubai to Kenya’. Pointing to the influx of significant world retailers such as Carrefour and Swarovski to the country, he said it only happened as an aftermath of the invention of the mall. The findings show that TRM customers are attracted by the entertainment features that make shopping interesting for them.

Entertainment attracts and keeps customers in the mall. The longer they stay, the more they decide on their purchase decisions. The findings proved (Parveen & Kumar, 2017) that entertainment is a good tool for drawing consumers to a mall. TRM prides itself on offering one of the best entertainment provisions in the region. Part of the family fun activities at TRM includes Dancing fountains, theme parks, skating parks, Africa’s tallest Ferris wheel, and live bands. The Ferris wheel has 40 air-conditioned cabins, each with a capacity of 6 passengers. The wheel reaches a maximum of 60 meters high other entertainment features include the largest and the first 4DX Cinema in the region. The attribute of entertainment is the best rated by the respondents amongst the retail design features. The satisfactory rating is because of the well-planned entertainment that enhances the brand and performance of the mall. The findings showed that because of the entertainment, customers of TRM find the shopping interesting.

**Table 4.6: Entertainment Features of Two Rivers Mall**

The Attractiveness of Entertainment at TRM					EF at TRM makes Shopping Interesting			
R	Male		Female		Male		Female	
	Freq.	%	Freq.	%	Freq.	%	Freq.	%
1	0	0	1	0.50	1	0.53	1	0.50
2	2	1.07	0	0	3	1.60	2	1.01
3	5	2.67	0	0	9	4.81	5	2.51
4	2	1.07	11	5.53	26	13.90	29	14.57
5	52	27.81	40	20.10	53	28.34	45	22.61
6	91	48.66	113	56.78	62	33.16	90	45.23
7	35	18.72	34	17.09	33	17.65	27	13.57
Mean 5.76 Median 6 Mode 6			Mean 5.83 Median 6 Mode 6		Mean 5.38 Median 6 Mode 6		Mean 5.48 Median 6 Mode 6	

Note. R stands for a Likert scale rating of 1-7. 1 strongly disagreed and 7 strongly agreed, Freq. stands for Frequency, and % means percentage among the group. Source: Author (2022).Source: Researcher (2022).

#### 4.4.7. Acoustics

Acoustics is another aspect of interior atmospherics. It refers to the use of audio art in retail to influence customer purchase decisions. Acoustics used at TRM are water fountains, live bands, and background music. Petermans et al. (2013) say that acoustics influence customer behaviour in shopping environments. North et al. (2016) say that music can be associated with highly expensive or sophisticated products. The perception consequently affects purchase decisions. This section presents and discusses feedback data on the variable of acoustics.

Table 4.7 shows that 55.28% (110) of the female respondents either agreed or strongly agreed that acoustics at TRM is attractive. 31.55% (59) of the male respondents either agreed or strongly agreed that the acoustics make them stay longer in the mall. 25.13% (50) of the females either agreed or strongly agreed that acoustics make them stay longer in the mall. Whereas a higher percentage of females than males agree that acoustics at TRM is attractive, more percentage of males than females stay longer in the mall because of the beautiful acoustics.

The findings show that most of the customers 129 (33.42%) at TRM agree that the acoustics are attractive and affect the length of their stay at the mall. This finding agrees with the



findings of Rodgers et al. (2021). They found out through a five-day experiment with different types of music on 386 participants that music tempo affects the mood and, consequently, the participants' intention.

Well-planned acoustics have positive results in purchase decisions. However, good care and consideration must be taken, especially for background music selection because of the widely varied cultures and beliefs. Two Rivers Mall uses water fountain sounds interlinked with background music as its main acoustics design. Using water fountains for acoustics is creative as it cuts across cultures. The water fountains do not only give sweet sounds but also sights to behold. The respondents positively attributed the acoustics to their love for Two Rivers Mall. Cultural differences and beliefs among the respondents led to the rating of the acoustics in the mall being the least among the variables.

A higher percentage of females than males found acoustics attractive, but a higher percentage of males than females agreed that acoustics makes them stay longer. The unusual finding attributed to responsibilities at home corresponds to the findings of Yi and Kang (2019) that men have a higher level of satisfaction than women with music in the malls. The findings proved that acoustics has a significant relationship with purchase decisions. The findings are in agreement with previous findings of Kanev (2021), Rodgers et al. (2021) and Yi and Kang (2019).

**Table 4.7: Acoustics at Two Rivers Mall**

<b>The acoustics at TRM is Attractive</b>					<b>The Acoustics Effect on CE</b>			
<b>Male</b>			<b>Female</b>		<b>Male</b>		<b>Female</b>	
<b>R</b>	<b>Freq.</b>	<b>%</b>	<b>Freq.</b>	<b>%</b>	<b>Freq.</b>	<b>%</b>	<b>Freq.</b>	<b>%</b>
1	2	1.07	4	2.01	7	3.74	7	3.52
2	3	1.60	1	0.50	10	5.35	15	7.54
3	10	5.35	6	3.02	9	4.81	6	3.02
4	20	10.70	20	10.05	35	18.72	49	24.62
5	61	32.62	58	29.15	67	35.83	72	36.18
6	54	28.88	75	37.69	45	24.06	36	18.09
7	37	19.79	35	17.59	14	7.49	14	7.04
Mean 5.38 Median 5 Mode 5			Mean 5.47 Median 6 Mode 6		Mean 4.80 Median 5 Mode 5		Mean 4.65 Median 5 Mode 5	

Note. R stands for a Likert scale rating of 1-7. 1 strongly disagreed and 7 strongly agreed, Freq. stands for Frequency, and % means percentage among the group. Source: Author (2022). Source: Researcher (2022).

## **4.5. Purchase Decisions**

Decisions have to be made before the purchase of any product or service. From time to time, a customer chooses whether to buy or not buy from a retailer. Once a consumer chooses a retailer, there are still other decisions, such as the choice of products and the quantities. It is a continuous process that starts with the emergence of a problem (a need) and ends after a solution to a particular need is achieved (Cordova et al., 2020). However, the process starts all over again due to the post-purchase evaluation.

To understand various purchase decisions at TRM, the study attempts to find out issues regarding Repeat Purchases, Preference of the Mall, and the influence to buy more. 31.35% of the respondents somehow agreed, whereas 31.87% agreed, and 5.96 strongly agreed that they prefer to shop at TRM. 26.42% somehow agreed, 33.16% agreed, and 6.99% strongly agreed that retail design at TRM influences them to buy more. A higher percentage of respondents tend to agree that retail design at TRM influences their purchase decisions. This is because of the investment TRM has made in retail design. It has one of the most attractive investments in Retail design in Africa, especially in entertainment.

### **4.5.1. The mall's preference**

According to Inspirock (2022), there are 15 malls in Nairobi alone. Almost all of them offer similar products and services. The only way retailers can differentiate themselves is through retail design. The study shows that TRM has succeeded in influencing most of its customers to prefer its mall. The study shows that the mall's preference is primarily because of its retail design. The choice of a mall is the greatest and the most critical in purchasing decisions. If a customer does not choose a particular store, he/she will not be able to make other purchase decisions in that store. Retail designers have to work with property managers to invent ways of differentiating their stores so that they may draw the attention and preferences of customers.

### **4.5.2. Increase in Purchase**

A good retailer would want to sell more goods and services to their customers at a given price within a specific time. Though many retailers use discounts to attract customers to buy more, retail design can also be used. Research has shown that customers who stay longer in the malls tend to buy more. The study at TRM showed a satisfactory rating of influence by retail design to buy more.

#### 4.5.3. Repeat Purchase

Every retailer desires to retain its consumers. At the same time, other retailers desire to expand their customer base. Retailers offer similar goods and services; therefore, retail design plays a significant role in retaining consumers. Customer satisfaction is a crucial determinant of repeat customer purchases. A satisfied consumer will come back for more, whereas an unsatisfied one will look for another means. The findings of the Two Rivers Mall on repeat purchases because of retail design are satisfactory. The reason for positive feedback is because of good retail design.

To conclude, the result shows that TRM consumers are influenced by the retail design in all aspects of purchase decisions. The findings are in agreement with the findings of previous studies. Purchase decisions, like any other decision, have choices and consequences. Customers have advanced in exposure and are known to do research before making purchase decisions. The study found that all three purchase decisions had a significant relationship with retail design and that retail design significantly positively impacted purchase decisions at Two Rivers Mall.

**Table 4.8: Purchase Decisions at Two Rivers Mall**

Mall's Preference ( PD1)			Influence to buy More ( PD2)		Repeat Purchase (PD3)	
R	Freq.	%	Freq.	%	Freq.	%
1	6	1.55	7	1.81	2	0.52
2	14	3.63	15	3.89	11	2.85
3	33	8.55	32	8.29	26	6.74
4	66	17.1	75	19.43	32	8.29
5	121	31.35	102	26.42	132	34.20
6	123	31.87	128	33.16	135	34.97
7	23	5.96	27	6.99	48	12.44
Mean 4.92 Median 5 Mode 6			Mean 4.92 Median 5 Mode 6		Mean 5.27 Median 5 Mode 6	

Note. R stands for a Likert scale rating of 1-7. 1 strongly disagreed and 7 strongly agreed, Freq. stands for Frequency, and % means percentage among the group. Source: Author (2022).Source: Researcher (2022).

#### 4.6. Correlation Analysis

Correlation analysis was done to determine the relationship between the variables. The findings shown in Table 4.9 show the existence of a positive significant relationship between the variables. The lowest coefficient between an independent variable and the dependent variable is 0.434 which is the relationship between MLY (Mall’s layout) and PD1 (Mall’s preference). The relationship still has a moderate relationship. The moderate to strong positive relationship between the retail design features and the customer purchase decisions is attributed to the good RD of Two Rivers Mall.

**Table 4. 9: Pearson’s Correlation Coefficient**

	ML	MC	MLY	MP	WD	ME	MA	PD1	PD2	P D3
ML	1									
MC	0.754	1								
ML Y	0.540	0.572	1							
MP	0.520	0.537	0.527	1						
WD	0.676	0.610	0.582	0.628	1					
ME	0.445	0.449	0.470	0.399	0.521	1				
MA	0.550	0.539	0.540	0.549	0.606	0.529	1			
PD1	0.495	0.523	0.434	0.585	0.519	0.503	0.608	1		
PD2	0.542	0.507	0.456	0.519	0.562	0.484	0.621	0.757	1	
PD3	0.526	0.513	0.460	0.565	0.544	0.569	0.577	0.743	0.718	1
The sig. (2 tailed) is 0.000 for all the variables.										
**Correlation is significant at the 0.01 level (2-tailed)										

Note. Refer to the list of Acronyms on page v. Table 4.9 shows the relationship between the variables using Two Tailed at a 0.01 Significance level. The sig. (2 tailed) is 0.000 in all the variables. Source: Researcher (2022).

The sig. (2 tailed) of 0.000 for all the variables is less than the significance level of 0.01. Therefore the null hypothesis is rejected. The reason for rejecting the hypothesis is evidence of the existence of a positive statistically significant relationship between the independent and dependent variables. Therefore the alternative hypothesis that there is a statistically significant relationship between retail design and purchase decisions at Two Rivers Mall was espoused.

#### 4.7. Regression Analysis

Regression analysis was done to show the impact of retail design variables on the Purchase decisions. The dependent variables of purchase decisions were identified as Mall's preference, more purchases, and repeat purchases. Table 4.10 shows that the independent variables of lighting, colour, acoustics, entertainment, parking, layout, and window display affect mall preference by 49.4%. The significance level is 0.05 and the standard error of the estimate is 0.912.

**Table 4.10: Model Summary for the Dependent Variable Mall Preference (PD1)**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.709 <sup>a</sup>	0.503	0.494	0.912
a. Predictors: (Constant), MA1, ME1, MP, ML1, MLY1, MW1, MC1				

Note. Abbreviations: MA1 refers to the Mall's acoustics, ME1 to the Mall's entertainment, MP-mall's parking, MLY1- the mall's layout, MW1- the Mall's window display, and MC1- MP-Mall's colours. Source: Researcher (2022).

Table 4.11 shows the influence of each of the variables. The significance level is 0.05 and the Standardised Coefficients Beta 0.032, 0.140, - 0.056, 0.299, -0.019, 0.188, and 0.294 for Lighting, colour, layout, parking, window display, entertainment, and acoustics respectively. The table shows the existence of a statistically significant impact of the Mall's colour, parking, entertainment, and acoustics on purchase decisions of the mall's preference at TRM.

**Table 4. 11: Coefficients for the Dependent Variable Mall Preference (PD1)**

Coefficients <sup>a</sup>						
	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-0.701	0.351		-1.998	0.046
	ML1	0.039	0.075	0.032	0.523	0.602
	MC1	0.182	0.077	0.140	2.365	0.019
	MLY1	-0.069	0.061	-0.056	-1.136	0.257
	MP	0.313	0.052	0.299	5.999	0.000
	MW1	-0.026	0.079	-0.019	-.332	0.740
	ME1	0.274	0.066	0.188	4.141	0.000
	MA1	0.306	0.053	0.294	5.746	0.000
a. Dependent Variable: PD1						

Note. Abbreviations: MA1 refers to the Mall’s acoustics; ME1- Mall’s entertainment; MP- Mall’s parking; MLY1- mall’s layout; MW1- Mall’s window display; MC1- MP-Mall’s colours. Source: Researcher (2022).

Table 4.12 shows that the independent variables of lighting, colour, acoustics, entertainment, parking, layout, and window display affect mall preference by 47.3%. The standard error of the estimate is 0.967.

**Table 4. 12: Model Summary for the Dependent Variable More purchases (PD2)**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.695 <sup>a</sup>	0.483	0.473	0.967
a. Predictors: (Constant), MA1, ME1, MP, ML1, MLY1, MW1, MC1				

Note. Abbreviations: MA1 refers to the Mall’s acoustics, ME1 to the Mall’s entertainment, MP-mall’s parking, MLY1- the mall’s layout, MW1- the Mall’s window display, and MC1- MP-Mall’s colours. Source: Researcher (2022).

Table 4.13 shows the evidence of the significant influence of each of the independent variables on repeat purchases. The coefficients Beta are -0.149, 0.034, -0.007, 0.139, 0.094, -0.131, and 0.322 for Lighting, colour, layout, parking, window display, entertainment, and acoustics respectively. The significance level is 0.05. There is a statistically significant

impact of the variables of lighting, parking, entertainment, and acoustics on the purchase decisions of more purchases at TRM.

**Table 4. 13: Coefficients for the Dependent Variable More Purchase (PD2)**

<b>Coefficients<sup>a</sup></b>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-0.897	0.372		-2.411	0.016
	ML1	0.189	0.079	0.149	2.387	0.017
	MC1	0.046	0.082	0.034	0.562	0.575
	MLY1	-0.009	0.064	-0.007	-0.142	0.888
	MP	0.152	0.055	0.139	2.742	0.006
	MW1	0.132	0.084	0.094	1.574	0.116
	ME1	0.198	0.070	0.131	2.824	0.005
	MA1	0.349	0.057	0.322	6.167	0.000
a. Dependent Variable: PD2						

Note. Abbreviations: MA1 refers to the Mall’s acoustics, ME1 to the Mall’s entertainment, MP-mall’s parking, MLY1- the mall’s layout, MW1- the Mall’s window display, and MC1- MP-Mall’s colours. Source: Researcher (2022).

Table 4.14 shows that the independent variables of lighting, colour, acoustics, entertainment, parking, layout, and window display affect mall preference by 50.00%. The standard error of the estimate is 0.857.

**Table 4. 14: Model Summary for the Dependent Variable Repeat Purchase (PD3)**

<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.713 <sup>a</sup>	0.509	0.500	0.857
a. Predictors: (Constant), MA1, ME1, MP, ML1, MLY1, MW1, MC1				

Note. Abbreviations: MA1 refers to the Mall’s acoustics, ME1- Mall’s entertainment, MP-mall’s parking, MLY1- the mall’s layout, MW1- Mall’s window display, and MC1- MP-Mall’s colours. Source: Researcher (2022).

Table 4.15 shows evidence of the statistically significant influence of the variables of the mall’s parking, the mall’s entertainment, and the mall’s acoustics on repeat purchases. The

Beta is 0.116, 0.057, -0.017, 0.255, 0.015, -0.291, and 0.188 for Lighting, colour, layout, parking, window display, entertainment, and acoustics respectively.

**Table 4. 15: Coefficients for the Dependent Variable Repeat Purchase (PD3)**

Coefficients <sup>a</sup>						
	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-0.517	0.330		-1.567	0.118
	ML1	0.133	0.070	0.116	1.906	0.057
	MC1	0.071	0.072	0.057	0.977	0.329
	MLY1	-0.020	0.057	-0.017	-0.346	0.730
	MP	0.252	0.049	0.255	5.138	0.000
	MW1	0.019	0.075	0.015	0.254	0.799
	ME1	0.399	0.062	0.291	6.431	0.000
	MA1	0.185	0.050	0.188	3.704	0.000
a. Dependent Variable: PD3						

Note. Abbreviations: MA1 refers to the Mall’s acoustics, ME1 to the Mall’s entertainment, MP-mall’s parking, MLY1- the mall’s layout, MW1- the Mall’s window display, and MC1- MP-Mall’s colours. Source: Researcher (2022).

#### 4.8. Summary

The findings show that retail design significantly impacts customer purchase decisions at all levels in Two Rivers Mall. The findings agreed with previous studies that retail design is paramount to the success of a retail business. More females than males were found to be sensitive to retail design. However, retail design significantly influences purchase decisions across genders. All the identified retail design variables are attractive to customers who significantly approve of them. The most liked retail design feature that attracts customers to TRM is Entertainment, and the least is Acoustics. The attribute of Entertainment is best liked because of the vast investment by TRM in entertainment facilities. Acoustics, on the other hand, though significant, was rated the least because of the varied cultures and beliefs of the customers. Even so, all the variables showed statistically significant relationships amongst one another showing that they work as a whole. The finding builds on the Holistic theory. The findings further identified good customer experience that relates to the retail design of the mall.



A significant number of customers associate the following customer experience attributes with retail design at TRM.

- Shopping at TRM is interesting because of the entertainment features in the mall.
- Shopping in the mall is comfortable because of the well-designed lighting fixtures.
- Customers prefer stores with attractive colours.
- Customers at TRM stay longer in the malls because of attractive acoustics.
- TRM Customers are drawn to appealing window displays.
- Customers find the spacious parking at TRM convenient.
- Most of the customers find the mall's layout convenient.

## **5. CHAPTER FIVE**

### **SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS**

#### **5.1. Introduction**

This chapter states the summary of the findings as discussed in chapter four. The summary of the conclusions based on the findings is also stated. The chapter also highlights the recommendations as per the respondents and the best practice of retail design. Finally, suggestions for future studies are stated. The headings in the chapter are the introduction, a summary of the findings, a conclusion, implications, and recommendations.

#### **5.2. Summary of the Findings**

The study identified independent variables as Entertainment, Window Display, Layout, colours, lighting, parking, and acoustics. The dependent variables of purchase decisions were identified as repeat purchases, more purchases, and Mall preference.

The findings on the attractiveness of entertainment at TRM and its relation to customer experience show that more females 187 (48.45%) than males 178 (46.11%) agree at different degree levels that the entertainment at TRM is attractive. More females 162 (41.97 %) than males 148 (38.34 %) agree at different degree levels that the entertainment at TRM makes shopping interesting. A total of 310 (80.31%) out of 386 respondents agree at different degree levels that entertainment at TRM makes shopping interesting. Coefficients for entertainment at significance level 0.01 on Pearson's Correlation Coefficient for entertainment have 0.503, 0.484, and 0.569 on mall preference, more purchase, and repeat purchase respectively.

The findings on the attractiveness of window displays at TRM and its relation to customer experience show that more females 186 (48.19%) than males 170 (44.04%) find the window displays at TRM attractive. More males 8 (0.02%) than females 5 (0.01%) respondents disagree at different levels that the window display at TRM is attractive. Likewise, more females 176 (45.60%) than males 148 (38.34%) agreed that they are attracted to stores with attractive window displays. More males 20 (0.05%) than females 12(0.03%) disagree at different levels that window displays at TRM draw them to the stores. Coefficients at significance level 0.01 on Pearson's Correlation Coefficient for window display are 0.519, 0.562, and 0.544 on mall preference, more purchase, and repeat purchase respectively.

The findings on colours at TRM show that more females 185 (47.93%) than males 163 (42.23%) agree at different levels that colours at TRM are attractive. Similarly, more females 178(46.11%) than males 139(36.01%) agree at different levels that they prefer stores with attractive colours. Coefficients at significance level 0.01 on Pearson's Correlation Coefficient for colours at TRM are 0.523, 0.507, and 0.513 on mall preference, more purchase, and repeat purchase respectively.

The findings on TRM Parking show that more females 171 (44.30%) than males 155 (40.16%) find the parking at TRM convenient. Coefficients at significance level 0.01 on Pearson's Correlation Coefficient for parking are 0.585, 0.519, and 0.565 on mall preference, more purchase, and repeat purchase respectively.

The findings on the attractiveness of the lighting at TRM and its relation to customer experience show that more females 165 (42.75%) than males 148 (38.34%) agree at different degrees that lighting at TRM is attractive. Likewise, more females 165 (42.75%) than males 141 (36.53%) agree at different levels than males that the lighting makes shopping comfortable. Pearson's Correlation Coefficient for window display have 0.495, 0.542, and 0.526 on mall preference, more purchase, and repeat purchase respectively at a significance level of 0.01 (2-tailed).

Acoustics perception findings show that more females 168 (43.52%) than males 152 (39.38%) agree at different levels that acoustics at TRM is attractive. Surprisingly more males 126 (32.64%) than females 122(31.61%) agree at different levels that acoustics are related to their long stay in the mall. Coefficients at significance level 0.01 on Pearson's Correlation Coefficient for window display are 0.608, 0.621, and 0.577 on mall preference, more purchase, and repeat purchase respectively.

The layout was measured through customer perception of ease of movement in the mall, product arrangement, layout plan, and ease in locating products. The findings showed that the majority of the respondents approve of all the factors of TRM layout. 116 (30.05%), 152 (39.38%), and 38 (9.84%) respondents somehow agree, agree, and strongly agree respectively that movement within TRM is easy. 131 (33.94%), 160 (41.45%), and 58 (15.03%) respondents somehow agree, agree, and strongly agree respectively that the TRM layout is well planned. Product arrangement findings show that 128 (33.16%), 169 (43.78%), and 39 (10.10%) respondents somehow agree, agree, and strongly agree respectively that product arrangement at TRM is attractive. Findings on the ease of location of products at

TRM stores show that 120 (31.09%), 172 (44.56%), and 34 (8.81%) respondents somehow agree, agree, and strongly agree respectively that locating products at TRM is easy. Coefficients at significance level 0.01 on Pearson's Correlation Coefficient for the mall's layout are 0.434, 0.456, and 0.460 on mall preference, more purchase, and repeat purchase respectively.

Purchase Decisions findings show that a high percentage of respondents 81.60 % (315) agree at different levels that they prefer the mall because of its attractive retail features. 257 out of 386 (66.58%) respondents agree at different levels that retail design at TRM makes them buy more. 267 out of 386 (69.17%) respondents agreed at different levels that they come back to buy from the mall after purchase. Regression's Adjusted R square for Mall's preference, Increase in Purchase and Repeat purchase are, 49.4%, 47.3%, and 50% with the standard error of estimate of 0.912, 0.857, and 0.967 for Mall preference, increase in purchase and repeat purchase respectively.

### **5.3. Conclusion**

The study's main aim was to determine the impact of retail design on customer purchase decisions at Two Rivers Mall, Kenya. The findings will help in understanding the relationship between retail design and purchase decisions. The finding is significant because it will inform retailers and designers on the ways of applying retail design in their premises to boost customer experience and improve the bottom line of retail business. Successful retail business in the country will help boost the economy and help the nation achieve Vision 2030. The enhanced shopping experience will make customers achieve comfort and satisfaction in their day-to-day shopping.

The Entertainment at Two Rivers Mall is perceived by the mall's customers as the most attractive variable. Furthermore, the customers associate the Entertainment features with a good customer experience where they find the shopping interesting. The findings are attributed to TRM's pride in offering one of the best entertainment provisions in the region. Part of the family fun activities at TRM includes Dancing fountains, theme parks, skating parks, Africa's tallest Ferris wheel, and live bands. The Ferris wheel has 40 air-conditioned cabins, each with a capacity of 6 passengers. The wheel reaches a maximum of 60 meters high other entertainment features include the largest and the first 4DX Cinema in the region. The findings showed that entertainment has a statistically significant relationship with customer purchase decisions in the mall.

The window displays at TRM have high approvals. Similarly, the customers of TRM highly relate the good window displays to a good customer experience in the mall. The good rating is attributed to well-planned and attractive window displays in the mall. Open-back window displays are the most used window display in the mall. More females than males find window displays attractive. The findings show that there is a statistically significant relationship between the window displays with the customer purchase decisions at Two Rivers Mall.

The layout of Two Rivers Mall is highly rated as attractive. A significant number of customers find the ease of movement in the mall, like product arrangement, and easily locate products in the stores. Two Rivers Mall's layout meets the recommendations (Shah, 2020) that the plan considers orientation, circulation, landscaping, drainage retention, pedestrian walkways, and parking as a working unit. The layout design is aesthetic, creative, and functional. The findings showed evidence of the existence of a statistically significant relationship between the store layout and customer purchase decisions in the mall.

The colour scheme at Two Rivers Mall is highly rated as attractive by the customers. Similarly, a significant number of customers agree that they prefer stores with an attractive colour scheme. This is admittance by the customers that they prefer TRM because of the attractive colours. The findings can be associated with good colour application in the mall. Neutral colours are used that do not clash with the colours of the products on display. The creative use of deep contrast in colour application enriches the mall's theme. More females than males find the colours attractive. There is a statistically significant relationship between the colour application at TRM and the Customer purchase decision at Two Rivers Mall.

Lighting at TRM is highly rated as attractive by the customers who also agree that it enhances their customer experience in the mall. Two Rivers Mall's good lighting planning is unmistakable in that most store design allows for natural light, which is enough when boosted with general ambient lights. There is an ease in moving around, and customers do not glare in the eyes and therefore tend to stay longer. Using natural light saves energy, is good for the environment, and lessens maintenance costs. Good lighting is sustainable (Aktas, 2012). There is creativity in accent lighting to attract customers to particular areas and products. The lighting fixtures are placed correctly, and different light intensities highlight various products that can be enhanced by light intensity, especially in jewellery stores. The results show that lighting at TRM has a statistically significant relationship with customer purchase decisions at Two Rivers Mall, Kenya.

TRM Parking is highly rated as convenient. The good rating of the parking is attributed to its attributes of being spacious, secure, and well-planned. TRM's parking is in line with recommendations by Astria (2022) in that there is ease of locating parking space. The parking system updates available parking spots. Enough lighting and video surveillance enhance security in the parking. There is a strict screening of vehicles, and the installed License Plate Recognition (LPR) is integrated into the Access Control System for monitoring vehicles at the parking.

The acoustics at TRM is satisfactorily rated. It has the least approvals by the customers of Two Rivers Mall. Though more females than males agree that acoustics at the mall are attractive, the acoustics make more males than females stay long in the malls. These unexpected findings elucidate the findings (Yi & Kang, 2019) that music motivates all customers in a mall but men have more satisfaction than female. The findings show that there is a statistically significant relationship between acoustics and customer purchase decisions at Two Rivers Mall, Nairobi, Kenya.

The majority of the customers of TRM agree that retail design at TRM influences their purchase decisions. The analysis of the findings provides evidence that retail design variables at Two Rivers Mall have a positive impact on customer purchase decisions.

Each of the independent variables had a statistically significant relationship with the customer purchase decisions. The Holistic theory that guided this study points out that the constituent part of a whole cannot be understood except as a relation to the whole. The independent variables of the retail design, therefore, work as a whole. Therefore, there is sufficient evidence that proves that there is a statistically significant relationship between retail design and customer purchase decisions at Two Rivers Mall, Kenya. Therefore the Null hypothesis is rejected and the alternative hypothesis is adopted.

#### **5.4. Implications**

The findings build on the existing evidence that retail design affects purchase decisions. As far as the researcher is concerned this is among the very minimal if not the only study in Real estate, in Kenya on the impact of retail design on purchase decisions. Therefore, it significantly adds to the existing limited retail design literature, especially in the context of Kenya. Well-planned and executed retail design positively influences purchase decisions. Retailers should tap into these findings to enhance customer experience and attract and retain more customers. The retail industry in Kenya was identified as a critical pillar in Vision

2030. Therefore, the Government needs to partner with retailers through Public Private Partnership (PPP) to enhance the shopping experience in the country. The partnership can help the Government tap into the opportunity of retail design to achieve retail tourism in the country. Implementing such developments will create jobs and significantly boost the country's economy. The findings add to the limited retail design literature, especially in the context of Kenya. It will help designers, property managers, and policymakers in decision-making.

The study was not without limitations. First, as Soomro et al. (2017) suggested, there could have been a deeper understanding of the variables if they were further broken down. Instead of generalization of colour, for example, the research could have used simplified categories of colours such as warm, cool, and neutral colours to understand the perception by respondents. Such a study can be achieved when one variable is focused on.

### **5.5. Recommendations**

Based on the study's findings, the study recommends that retail design be applied at a higher level by malls that want to make it in the future of retail. The success of retail will be determined by its efforts in retail design. With the rise and ease in online retailing, only the malls that will be able to enhance customer experience will flourish. The world has become a global village. Customers who have travelled and experienced the world's leading malls expect to find similar standards in the country.

It is high time upcoming and existing malls enhance 100% disable friendly access in their layout. All the stores, entertainment areas, and all other facilities in a mall should be accessible by a wheelchair. It is a right of persons who are differently enabled to enjoy experiential shopping like everybody else.

With the call for a global fight against global warming, mall designers and developers should expand their sustainable planning and implementations in mall designs. They should provide roof gardens and encourage design layouts that enable maximum natural lighting and ventilation use. Property managers should use low-carbon materials for maintenance to reduce carbon emissions. Designers should encourage the use of natural paints over synthetic ones. Similar to flooring materials, designers should recommend the use of materials that are renewable and friendly to the environment.

The biggest attractive feature that drives customers to TRM is the entertainment feature. The management of TRM should maintain it to continue attracting more customers. They should also be creative and find ways of using entertainment to create more sales indirectly. Entertainment features should be renovated after a particular period span to avoid the customers becoming used to the features.

The Acoustics attribute at TRM was found to be the least attractive feature. The management needs to find ways of enhancing its acoustics features to attract more customers. The management can sponsor further studies on the acoustics feature to better understand the needs of their customers on the subject. The findings will help enhance the overall attraction of customers to the mall because the findings prove the application of holistic theory in retail design and its effect on purchase choices.

### **5.6. Areas of Further Research**

The study identified areas that future research can consider to further bring understanding and add value to the topic. First, it was realized that focusing on multiple variables does not leave room to deal with each aspect exhaustively. Future research can identify one aspect of retail design such as window display to fully exploit it and get a deeper understanding.

Another area identified is using more than one mall for the study. The use of a single mall like it was done in this study excludes the benefit of comparison. Two or three Malls with different retail designs can be used for the study in future.

It will be interesting also if future studies expand the framework to include both online and offline purchase decisions. It was evident in the study that the standard of retail design can affect customers' choices between offline and online retailing.

Finally, this study did not factor in the effects of the intervening variables in the influence of purchase decisions by the retail design. Intervening variables identified in the study that can be considered include locations of the customers in terms of distance to the shopping mall among other intervening variables.



## REFERENCES

- Adams, C., & Katelijn, Q. (2018). The Interlink Between Sensory Properties of Retail Design and Brand Assets: A Comparison of Three Grocery Store Designs. *4th International Colloquium on Design, Branding and Marketing*. "Experience and Value Creation in Design, Branding and Marketing", 99–102.
- Akter, S. (2016). Factors Affecting Repurchase Intention of Customers: In the Context of Retail Chain Store Industry in Bangladesh. *European Journal of Business and Management*, 8(32). [https://www.academia.edu/34138188/Factors\\_Affecting\\_Repurchase\\_Intention\\_of\\_Customers\\_In\\_the\\_Context\\_of\\_Retail\\_Chain\\_Store\\_Industry\\_in\\_Bangladesh](https://www.academia.edu/34138188/Factors_Affecting_Repurchase_Intention_of_Customers_In_the_Context_of_Retail_Chain_Store_Industry_in_Bangladesh)
- Altenburg, T., Kulke, E., Hampel-Milagrosa, A., Peterskovsky, L., & Reeg, C. (2016). *Making retail modernisation in developing countries inclusive: A development policy perspective*. Deutsches Institut für Entwicklungspolitik.
- Assawavichairoj, S., & Taghian, M. (2017). Cross-Cultural Comparison of Consumer Pre-Purchase Decision-Making. *Asia Pacific Journal of Marketing and Logistics*, 29(1), 27–46. <https://doi.org/10.1108/APJML-01-2016-0002>
- Ayalp, N., Yildirim, K., Bozdayi, M., & Cagatay, K. (2016). Consumers' Evaluations of Fitting Rooms in Retail Clothing Stores. *International Journal of Retail & Distribution Management*, 44(5), 524–539. <https://doi.org/10.1108/IJRDM-06-2015-0085>
- Buket Ergun Kocaili. (2010). *Evolution of Shopping Malls: Recent Trends and the Question of Regeneration*. [https://www.academia.edu/299926/evolution\\_of\\_shoppingmalls\\_recent\\_trends\\_and\\_the\\_question\\_of\\_regeneration?email\\_work\\_card=view-paper](https://www.academia.edu/299926/evolution_of_shoppingmalls_recent_trends_and_the_question_of_regeneration?email_work_card=view-paper)
- che Aniza Che, W., Hussin, S., Rahayu, Omar, N. A., & Nor, S. M. (2012). *Important Determinant of Consumers' Retail Selection Decision in Malaysia*. 2(2), 164–175. [https://www.academia.edu/31292202/Important\\_Determinant\\_of\\_Consumers\\_Retail\\_Selection\\_Decision\\_in\\_Malaysia](https://www.academia.edu/31292202/Important_Determinant_of_Consumers_Retail_Selection_Decision_in_Malaysia)
- Chesula, O., & Nkobe, D., Kenyoru. (2018). Analyzing the Course of Turmoil in Kenya's Retail Sector. *The International Journal of Business & Management*, 6(8), 221–228.
- Chiaradia, B., & Campello, F., Xavier da Costa. (2018). Contribution of Concern Profile to Retail Design for Experience. *ICBM 2018*. 4th International Colloquium on Design, Branding and Marketing "Experience and value creation in design, branding and marketing", Hasselt University, Belgium.

- Chinomona, R. (2014). Does Customer Satisfaction Lead to Customer Trust, Loyalty and Repurchase Intention of Local Store Brands? The Case of Gauteng Province of South Africa. *Mediterranean Journal of Social Sciences*.  
[https://www.academia.edu/28446696/Does\\_Customer\\_Satisfaction\\_Lead\\_to\\_Customer\\_Trust\\_Loyalty\\_and\\_Repurchase\\_Intention\\_of\\_Local\\_Store\\_Brands\\_The\\_Case\\_of\\_Gauteng\\_Province\\_of\\_South\\_Africa](https://www.academia.edu/28446696/Does_Customer_Satisfaction_Lead_to_Customer_Trust_Loyalty_and_Repurchase_Intention_of_Local_Store_Brands_The_Case_of_Gauteng_Province_of_South_Africa)
- Cho, J. Y., & Suh, J. (2020). Spatial Color Efficacy in Perceived Luxury and Preference to Stay: An Eye-Tracking Study of Retail Interior Environment. *Frontiers in Psychology*, *11*, 296.  
<https://doi.org/10.3389/fpsyg.2020.00296>
- Claes, S., Quartier, Katelijn, & Vanrie, J. (2017). *The Retail Designer in the Age of Phygital Retail: A Practice-based Retail Design Competence Framework for Retail Design Education*. 5.
- Cordova, G., Surichaqui, S., Ricaldi, F., & Vi-cente-Ramos, W. (2020). Impact of Visual Merchandising on the Purchase Decision of Consumers from Retail Stores in Central Peru. *Management Science Letters*, *10*(11), 2447–2454.  
<http://growingscience.com/beta/msl/3824-impact-of-visual-merchandising-on-the-purchase-decision-of-consumers-from-retail-stores-in-central-peru.html>
- Cytonn Investments. (2020). *Kenya Retail Sector Report 2020*.  
<https://cytonn.com/topicals/kenya-retail-sector-report-2020>
- Evanschitzky, H. (2006). *Retailing in the 21st Century. Current and Future Trends* (Vol. 1–405). Springer Berlin.  
[https://www.academia.edu/19737975/Current\\_Status\\_and\\_Future\\_Evolution\\_of\\_Retail\\_Formats](https://www.academia.edu/19737975/Current_Status_and_Future_Evolution_of_Retail_Formats)
- Fitch, R., & Knobel, L. (1990). *Retail Design* (1st ed.). Phaidon Press Ltd.  
<https://www.amazon.co.uk/Fitch-Retail-Design-Rodney/dp/071482562X>
- Grewal, D., Roggeveen, A. L., Puccinelli, N. M., & Spence, C. (2014). Store Atmospheric: A Multisensory Perspective. *Psychology & Marketing*, *31*(7), 472.  
<https://doi.org/10.1002/mar.20709>
- Hasenbeck, A., Cho, S., Meullenet, J.-F., Tokar, T., Yang, F., Huddleston, E. A., & Seo, H.-S. (2014). Colour and illuminance level of lighting can modulate willingness to eat bell peppers: Effects of lighting colour and brightness on willingness to eat. *Journal of the Science of Food and Agriculture*, *94*(10), 2049–2056. <https://doi.org/10.1002/jsfa.6523>
- Holm, I. (2006). *Ideas and Beliefs in Architecture and Industrial design: How attitudes, orientations, and underlying assumptions shape the built environment* (Vol. 22).

Ivypanda. (2020, April 2). *Shopping Malls in Dubai*. Free Essays.

<https://ivypanda.com/essays/shopping-malls-in-dubai/>

Ivypanda. (2022, May 15). *Regulations to Build a Shopping Mall*. Free Essays.

<https://ivypanda.com/essays/regulations-to-build-a-shopping-malls/>

Janssens, K., Beckers, C., & Katelijjn, Q. (2018). Exploring Customer Experience through Eye Tracking. *ICDBM 2018*. 4th International Colloquium on Design, Branding and Marketing, Hasselt University, Belgium.

Jere, M. G., Aderele, B. A., & Jere, A. (2014). Exploring Factors that Influence Store Patronage amongst Low-Income Consumers in Cape Town, South Africa. *Mediterranean Journal of Social Sciences*, 5(20), 152–162. <https://doi.org/10.5901/mjss.2014.v5n20p152>

Justin, P., Sankaranarayanan, K. G., & Nandakumar, N. M. (2016). Consumer Satisfaction in Retail Stores: Theory and Implications. *John Wiley & Sons Ltd*, 1–8. <https://doi.org/10.1111/ijcs.12279>

Kim, K., & Zauberman, G. (2019). The Effect of Music Tempo on Consumer Impatience in Intertemporal Decisions. *European Journal of Marketing*, 53(3), 504–523. <https://doi.org/10.1108/EJM-10-2017-0696>

Kothari, C. R. (2004). *Research Methodology* (2nd revsd). New Age International (P) Limited, Publishers.

Kutlu, R., Manav, B., & Lanc, R. K. (2013). Retail Design: Color-Light Influence on Brand Identity-Image Perception. *World Applied Sciences*, 23(5), 598–606. <https://doi.org/10.5829/idosi.wasj.2013.23.05.219>

Landmark, A. D., & Sjøbakk, B. (2017). Tracking Customer Behaviour in Fashion Retail Using Rfid. *International Journal of Retail & Distribution Management*, 45(7/8), 844–858. <https://doi.org/10.1108/IJRDM-10-2016-0174>

Madsen, S. M., & Petermans, A. (2020). Exploring the System of Digitised Retail Design—Flattening the Ontology. *Journal of Retailing and Consumer Services*, 54. <https://doi.org/10.1016/j.jretconser.2020.102053>

Mia, M. R. (2014). *Investigation of the Impact of Store Interior Design on Consumer Purchasing Decision: A Case Study on Selfridges &co, Uk*.

Mittal, S., & Gupta, A. (2012). Customer Experience Management in Retailing for Retail Patronage. *International Journal of Marketing and Technology*, 2(5).

- Mohajan, H. K. (2017). Two Criteria For Good Measurements in Research: Validity and Reliability. *Annals of Spiru Haret University. Economic Series*, 17(4), 59–82.  
<https://doi.org/10.26458/1746>
- Mower, J. M., Kim, M., & Childs, M. L. (2012). Exterior Atmospherics and Consumer Behavior Influence of Landscaping and Window Display. *Journal of Fashion Marketing and Management*, 6(4), 452–453. <https://doi.org/10.1108/13612021211265836>
- Mugo, P. M. (Director). (2019). *A Tour Of Two Rivers With Dr Chris Kirubi—The Destination Mall* [Youtube]. Nabo Capital. <https://www.youtube.com/watch?v=4RA8U9bReGA>
- Murialdo, F. (2017). The practice of Consumption and Spaces for Goods. In *Design Innovations for Contemporary Interiors and Civic Art / Luciano Crespi, editor*. (pp. 190–208). Middlesex University, UK.  
[https://www.academia.edu/28609879/Practice\\_of\\_Consumption\\_and\\_Spaces\\_for\\_Goods\\_pdf](https://www.academia.edu/28609879/Practice_of_Consumption_and_Spaces_for_Goods_pdf)
- Mwololo, J. (2018). *Factors Affecting Sales Performance Among Retail Businesses in Kenya; A Case of Tusker Mattresses LTD*. The Management University of Africa.
- Nabo Capital. (2019, January 14). *Interview with chris kirubi on two rivers mall -The Destination Mall*. <https://www.youtube.com/>
- Nicolaus. (2020). *How interior design is reshaping real estate*.  
<https://businessofhome.com/boh/article/real-estate>
- Njoki, K. C., Kamau, S., & Mbithi, M. (2017). Effect of Consumer Factors on Store Brand Choice in the Retail Industry in Kenya: A Survey of Selected Supermarkets in Nairobi County. *International Journal of Business Management and Finance*, 1(20), 332–346.
- North, A. C., Sheridan, L. P., & Areni, C. S. (2016). Music Congruity Effects on Product Memory, Perception, and Choice. *Journal of Retailing*, 92(1), 83–95.  
<https://doi.org/10.1016/j.jretai.2015.06.001>
- Nwagwu, K. (2012). Outlet Attributes as Determinants of Preference of Women between a Supermarket and a Traditional Open Market |—Academia.edu. *American Journal of Business and Management*, 1(4), 230–240.  
[https://www.academia.edu/39261587/Outlet\\_Attributes\\_as\\_Determinants\\_of\\_Preference\\_of\\_Women\\_between\\_a\\_Supermarket\\_and\\_a\\_Traditional\\_Open\\_Market?email\\_work\\_card=view-paper](https://www.academia.edu/39261587/Outlet_Attributes_as_Determinants_of_Preference_of_Women_between_a_Supermarket_and_a_Traditional_Open_Market?email_work_card=view-paper)

- Ogutu, O. R., & Oundo, B. H. (2017). Antecedents of Store Loyalty: An Investigation of the Kenyan Supermarket Industry. *International Journal of Advanced Research*, 5(8), 182–193. <https://doi.org/10.21474/IJAR01/5049>
- Olga Telepan. (2011). *Basics Interior Design 02 Pam Locker*. Ava Publishing SA, 1000 Laussane 6, Switzerland. [https://www.academia.edu/5733798/Basics\\_Interior\\_Design\\_02\\_Pam\\_Locker?email\\_work\\_card=view-paper](https://www.academia.edu/5733798/Basics_Interior_Design_02_Pam_Locker?email_work_card=view-paper)
- O'Neill, A. (2021, November 10). *Kenya Urbanization*. Statista. <https://www.statista.com/statistics/455860/urbanization-in-kenya/>
- Parveen, & Kumar, A., Sharma. (2017). *Store Ambience and Its Impact on the Impulse Buying Behaviour of College Students in Haryana*. 8(2). <https://doi.org/10.16962/EAPJMRRM/issn.2349-2317/2015>
- Pattanaik, S. (2018). *A Study on Influence of Store Attributes on Consumer Store Choice and Patronage Behavior*. [https://www.academia.edu/39778702/A\\_Study\\_on\\_Influence\\_of\\_Store\\_Attributes\\_on\\_Consumer\\_Store\\_Choice\\_and\\_Patronage\\_Behavior](https://www.academia.edu/39778702/A_Study_on_Influence_of_Store_Attributes_on_Consumer_Store_Choice_and_Patronage_Behavior)
- Paulssen, M., Bruneder, J., & Sommerfeld, A. (2019). Customer in-Role and Extra-Role Behaviours in a Retail Setting. *European Journal of Marketing*, 53(12), 2501–2529. <https://doi.org/10.1108/EJM-06-2017-0417>
- Pecoraro, M., & Uusitalo, O. (2014). Exploring the Everyday Retail Experience: The Discourses of Style and Design. *Journal of Consumer Behaviour*, 13(6), 429–441. <https://doi.org/10.1002/cb.1492>
- Peng, L. F., Hassan, Z., & Basit, A. (2018). Store Attributes: A Sustainable Strategy to Influence Customer Satisfaction and Purchase Intention. *Indonesian Journal of Management and Business Economics*, 1(1), 19. <https://doi.org/10.32455/ijmbe.v1i1.51>
- Petermans, A., Janssens, W., & Cleempoel, K., Van. (2013). *A Holistic Framework for Conceptualizing Customer Experiences in Retail Environments*. 7(2), 1–18.
- Petermans, A., Kent, A., & Van Cleempoel, K. (2014). Photo-Elicitation: Using Photographs to Read Retail Interiors Through Consumers' Eyes. *Journal of Business Research*, 67(11), 2243. <https://doi.org/10.1016/j.jbusres.2014.06.012>
- Petermans, A., & Van Cleempoel, K. (2010). Research in Retail Design: Methodological Considerations for an Emerging Discipline. *7th International Design & Emotion*

- Conference*. Proceedings of the 7th International Conference on Design and Emotion, Chicago, IL, United States.
- Prinsloo, I. (2011). Interior Designers: Unacknowledged Role Players in South African Retail Design. *20/20 Design Vision*, 9.  
[https://www.academia.edu/1303775/interior\\_designers\\_unacknowledged\\_role\\_players\\_in\\_south\\_african\\_retail\\_design](https://www.academia.edu/1303775/interior_designers_unacknowledged_role_players_in_south_african_retail_design)
- Quartier, K. (2018). *Retail Design: What is in the Name?*  
[https://www.academia.edu/36556434/Retail\\_Design\\_Whats\\_in\\_the\\_Name?auto=download&email\\_work\\_card=download-paper](https://www.academia.edu/36556434/Retail_Design_Whats_in_the_Name?auto=download&email_work_card=download-paper)
- Quartier, K., Claes, S., & Vanrie, J. (2017). Rethinking the Education of Retail Design. What Are the Competencies a Retail Designer Needs in This Fast-Evolving Discipline? *The Design Journal*, 20(sup1), S1285–S1292. <https://doi.org/10.1080/14606925.2017.1352657>
- Quartier, K., Claes, S., & Vanrie, J. (2020). A Holistic Competence Framework for (future) Retail Design and Retail Design Education. *Journal of Retailing and Consumer Services*, 55.  
<https://doi.org/10.1016/j.jretconser.2019.101914>
- Rahman, D. M. K. (2014). Empirical Evaluation of Customer Loyalty in Malaysian Retail Outlets. *Journal of Marketing Management*, 2(2), 129–143.  
[https://www.academia.edu/7161181/Emperical\\_Evaluation\\_of\\_Customer\\_Loyalty\\_in\\_Malaysian\\_Retail\\_Outlets](https://www.academia.edu/7161181/Emperical_Evaluation_of_Customer_Loyalty_in_Malaysian_Retail_Outlets)
- Rana, S. M. S., Osman, A., & Othman, Y. H. (2015). Factors Affecting Purchase Intention of Customers to Shop at Hypermarkets. *Mediterranean Journal of Social Sciences*, 6(3).  
<https://doi.org/10.5901/mjss.2015.v6n3p429>
- Rogers, S., & Eckenrode, J. (2021). *The Future of Shopping: Creating Customer Value With Retail Real Estate* (pp. 1–14). The Deloitte Center for Financial Services and the Deloitte Consumer Industry Center. <https://www2.deloitte.com/xe/en/insights/industry/financial-services/future-of-shopping-malls.html>
- Rodgers, W., Yeung, F., Odindo, C., & Degbey, W. Y. (2021). Artificial Intelligence-Driven Music Biometrics Influencing Customers' Retail Buying Behavior. *Journal of Business Research*, 126, 401. <https://doi.org/10.1016/j.jbusres.2020.12.039>
- Rompay, V. T. J. L., Dijkstra, T. K., Verhoeven, J. W., & van Es, A. F. (2012). On Store Design and Consumer Motivation: Spatial Control and Arousal in the Retail Context. *Environment and Behavior*, 44(6), 800–820.

- Roschk, H., Loureiro, S. M. C., & Breitsohl, J. (2017). Calibrating 30 Years of Experimental Research: A Meta-Analysis of the Atmospheric Effects of Music, Scent, and Color. *Journal of Retailing*, 93(2), 228–240. <https://doi.org/10.1016/j.jretai.2016.10.001>
- Rybaczewska, M., Sparks, L., & Sulkowski, L. (2020). Consumers' Purchase Decisions and Employer Image. *Journal of Retailing and Consumer Services*, 55. <https://doi.org/10.1016/j.jretconser.2020.102123>
- Sandu, M., & Scarlat, I. S. (2018). Augmented Reality Uses in Interior Design. *Informatica Economica*, 22(3/2018), 5–13. <https://doi.org/10.12948/issn14531305/22.3.2018.01>
- Santos, E. B. A., & Freire, B. D. L. (2013). *The Influence of Music on Consumer Purchase Behavior in Retail Environment*. 4(2), 537–548. <https://doi.org/10.14807/ijmp.v4i2.111>
- Schielke, T., & Leudesdorff, M. (2015). Impact of lighting design on brand image for fashion retail stores. *Lighting Research & Technology (London, England : 2001)*, 47(6), 672–692. <https://doi.org/10.1177/1477153514541831>
- Şener Yılmaz, F. (2018). Human factors in retail lighting design: An experimental subjective evaluation for sales areas. *Architectural Science Review*, 61(3), 156–170. <https://doi.org/10.1080/00038628.2018.1450725>
- Shamsudeen, D. S. (2017). A Study on the Determinant of Customer Experience among Supermarket Shoppers in Saudi Arabia. *Pyrex Journal of Business and Finance Management Research Vol 3 (1) Pp. 23-33 January, 3(1)*, 23–33. [https://www.academia.edu/42099868/A\\_Study\\_on\\_the\\_Determinant\\_of\\_Customer\\_Experience\\_among\\_Supermarket\\_Shoppers\\_in\\_Saudi\\_Arabia](https://www.academia.edu/42099868/A_Study_on_the_Determinant_of_Customer_Experience_among_Supermarket_Shoppers_in_Saudi_Arabia)
- Shaw, N., Eschenbrenner, B., & Baier, D. (2022). Online shopping continuance after COVID-19: A comparison of Canada, Germany and the United States. *Journal of Retailing and Consumer Services*, 69, 103100. <https://doi.org/10.1016/j.jretconser.2022.103100>
- Soomro, Y., Ali, Kaimkhani, S., Abbas, & Iqbal, J. (2017). Effect of Visual Merchandising Elements of Retail Store on Consumer Attention. *Journal of Business Strategies*, 11(1), 21–40.
- Study on Kenya Retail Sector Prompt Payment* (p. 89). (2017). Ministry of Industry, Trade and Cooperatives. <file:///C:/Users/user/Desktop/for%20my%20PJ/Study%20on%20Kenya%20Retail%20Trade%20Sector%20Prompt%20Payment%20June%202017.pdf>
- Varsha, J., Takanayagi, M., & Malthouse, E. C. (2014). Effects of Show Windows on Female Consumers' Shopping Behaviour. *Journal of Consumer Marketing*, 31(5), 380–390. <https://doi.org/10.1108/JCM-04-2014-0946>

- Webber, C. da C., Sausen, J. O., Basso, K., & Laimer, C. G. (2018). Remodelling the Retail Store for Better Sales Performance. *International Journal of Retail & Distribution Management*, 46(11/12), 1041–1055. <https://doi.org/10.1108/IJRDM-08-2017-0162>
- Young, M., Soza-Parra, J., & Circella, G. (2022). The increase in online shopping during COVID-19: Who is responsible, will it last, and what does it mean for cities? *Regional Science Policy & Practice*, 14(S1), 162–178. <https://doi.org/10.1111/rsp3.12514>



## APPENDICES

### Appendix A: Survey Form

The Impact of Retail Design on Customer Purchase Decisions. A case of Two Rivers Mall, Kenya.

Dear participant, I am a student at the University of Nairobi, in the school of the Built Environment, Department of Real Estate. I am conducting a survey to determine the impact of retail design on customer purchase decisions at Two Rivers Mall, Kenya. The target respondents are the customers of Two Rivers Mall, Kenya. The findings will be very useful in enhancing experiential retailing in the country. The questionnaire is completely anonymous and prepared only for my academic dissertation. The dissertation topic is 'The Impact of Retail design on consumer purchase decisions: A case of Two Rivers Mall, Kenya.' It would be kind of you to take a few minutes out of your busy schedule to express your opinion concerning the survey questions. Thank you so much and GOD bless you.

1. What is your Gender?

- Male
- Female

2. What is your nationality?

- Kenyan
- African (but non-kenyan)
- Asian
- European
- American
- Other

3. What is your age group? (20-30 means 20 and below 30 years)

- 20-30
- 30-40
- 40-50
- 50-60
- 60 and above

4. What is your educational background?

- Primary School
- High School
- Diploma level
- Undergraduate level
- Graduate and above

5. Two Rivers Mall's lighting system is attractive

Strongly disagree 1, Disagree 2, Somewhat disagree 3, Neutral 4, Somewhat agree 5, Agree 6, Strongly agree 7

- 1
- 2
- 3
- 4
- 5
- 6
- 7

6. Two Rivers Mall's lighting system makes shopping comfortable

Strongly disagree 1, Disagree 2, Somewhat disagree 3, Neutral 4, Somewhat agree 5, Agree 6, Strongly agree 7

- 1
- 2
- 3
- 4
- 5
- 6
- 7

7. The colours used at Two Rivers Mall are attractive

Strongly disagree 1, Disagree 2, Somewhat disagree 3, Neutral 4, Somewhat agree 5, Agree 6, Strongly agree 7

- 1
- 2
- 3
- 4
- 5
- 6
- 7

8. I prefer stores with attractive colour scheme

Strongly disagree 1, Disagree 2, Somewhat disagree 3, Neutral 4, Somewhat agree 5, Agree 6, Strongly agree 7

- 1
- 2
- 3
- 4
- 5
- 6
- 7

9. The Mall's layout is creatively planned

Strongly disagree 1, Disagree 2, Somewhat disagree 3, Neutral 4, Somewhat agree 5, Agree 6, Strongly agree 7  
(Store layout refers to the movement areas and the products display arrangement)

- 1
- 2
- 3
- 4
- 5
- 6
- 7

10. Movement from one store to another within the Mall is easy

Strongly disagree 1, Disagree 2, Somewhat disagree 3, Neutral 4, Somewhat agree 5, Agree 6, Strongly agree 7

- 1
- 2
- 3
- 4
- 5
- 6
- 7

11. Products arrangement is orderly in the stores of Two Rivers Mall

Strongly disagree 1, Disagree 2, Somewhat disagree 3, Neutral 4, Somewhat agree 5, Agree 6, Strongly agree 7

- 1
- 2
- 3
- 4
- 5
- 6
- 7

12. I prefer their stores because I easily locate items that I need

Strongly disagree 1, Disagree 2, Somewhat disagree 3, Neutral 4, Somewhat agree 5, Agree 6, Strongly agree 7

- 1
- 2
- 3
- 4
- 5
- 6
- 7

13. The parking at Two Rivers Mall is convenient

Strongly disagree 1, Disagree 2, Somewhat disagree 3, Neutral 4, Somewhat agree 5, Agree 6, Strongly agree 7

- 1
- 2
- 3
- 4
- 5
- 6
- 7

14. Window displays at the Mall are appealing

Strongly disagree 1, Disagree 2, Somewhat disagree 3, Neutral 4, Somewhat agree 5, Agree 6, Strongly agree 7

- 1
- 2
- 3
- 4
- 5
- 6
- 7

15. Appealing window displays attract me to the stores

- 1
- 2
- 3
- 4
- 5
- 6
- 7

16. Two Rivers Mall has attractive entertainment features

- 1
- 2
- 3
- 4
- 5
- 6
- 7

17. Shopping at Two Rivers Mall is interesting because of the entertainment facilities

Entertainment facilities at the mall include: drop tower, Ferris wheel,

- 1
- 2
- 3
- 4
- 5
- 6
- 7

18. Accoustics make shopping lively at Two rivers mall ( Accoustics refers to music rhythm with Water fountains and other sounds used at Two Rivers Mall)

- 1
- 2
- 3
- 4
- 5
- 6
- 7

19. Accoustics make me stay longer in the mall

- 1
- 2
- 3
- 4
- 5
- 6
- 7

20. I prefer to shop at Two Rivers Mall more than any other Mall in Nairobi

- 1
- 2
- 3
- 4
- 5
- 6
- 7

21. The Mall's retail design influence me to buy more

- 1
- 2
- 3
- 4
- 5
- 6
- 7

22. I keep visiting the mall for shopping because of the consumer friendly retail design

- 1
- 2
- 3
- 4
- 5
- 6
- 7

23. I tell others about the retail design features of Two Rivers Mall

- 1
- 2
- 3
- 4
- 5
- 6
- 7

## Appendix B: Requisition Letter

Jackson Cheruiyot  
P.o Box 4810- 00100,  
Nairobi.  
2<sup>nd</sup> June 2022.

TO WHOM IT MAY CONCERN.

Two Rivers Mall,  
Kenya.

### **RE: PERMIT FOR STUDY.**

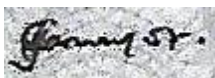
I am a student at the University of Nairobi, the Department of Real Estate in the School of The Built Environment. I am conducting research to be submitted in partial fulfilment for the award of a Master of Arts degree in Valuation and Property Management.

The title of the study is ‘**The Impact of Retail Design on Customer Purchase Decisions: A Case of Two Rivers Mall, Kenya.**’ The findings will help understand the impact of retail design on customer purchase decisions. This will aid in the realisation of customer satisfaction which leads to improvement of the overall performance of the Mall. The findings will also help in maintenance planning and renovations.

The data for the study will be collected in two forms. The first is through a structured questionnaire administered to a sample size of 386 customers of Two Rivers Mall. The questionnaire is completely anonymous, a copy of which is attached herewith. The second form is an open interview to be conducted with a representative of the management of the Two Rivers Mall and the designers who participated in the design of Two Rivers Mall.


This is therefore to request your permission to proceed with the study. All guidelines and rules set forth by the management of the Two Rivers Mall will be adhered to. Thank you so much and God bless you.

Yours sincerely,



Jackson Cheruiyot

## Appendix C: Permit for Study



**TWO RIVERS**  
Lifestyle Centre

### Work Order Request Forms

Ref. No.: BR-001  
 Issue Date:  
 Version: 1.0  
 Department: Sec./Operations  
 Date: 29/10/2022

Requester Name: Toukon Chando

Community: Two Rivers Block: Mali Unit No. \_\_\_\_\_

Type of Request:  Emergency  Defects  Other \_\_\_\_\_  
 Tel. No. of Requesting Person: \_\_\_\_\_

Requested Maintenance:

Scope of works: Work on Red Line bus stop budget clearance

Site Team Leader: Toukon Chando - 0704 623 795

Other details: \_\_\_\_\_

Departmental Approval

Works Approve by: John Mwangi Dept. OP Sign: [Signature]

Brief description on scope of works: Take photos to implement date tables  
signage

Completed by: Humphrey Mwangi Date: 29/10/2022

Date/Time Started: 29/10/2022 Date/Time Ended: 29/10/2022

**Note:** - This temporary work permit is only valid effective the date of issue and maybe withdrawn without prior notice for any breach of safety/security Procedures. Movement is restricted to work area and dumping of debris and material remnants on the common areas prohibited.

**Requirements**

1. Valid Public Liability Policy Cover for works carried out on common public areas
2. Method Statement
3. Scope of works

Two Rivers Lifestyle Centre  
 P.O. Box 2-03000  
 NAIROBI  
 TEL: +254709190508/511

Two Rivers Lifestyle Centre  
 www.tworivers.com Page 1 of 1



## **Appendix D: Semi-Structured Interview**

The Impact of Retail Design on Customer Purchase Decisions: A Case of Two Rivers Mall, Kenya.

Dear participant,

I am a student at the University of Nairobi, in the School of the Built Environment, Department of Real Estate. I am surveying to determine the impact of retail design on customer purchase decisions at Two Rivers Mall, Kenya. The findings will be very useful in enhancing experiential retailing in the country and adding knowledge to the retail design discipline. The interview is prepared for my academic dissertation. The dissertation topic is 'The Impact of Retail Design on Consumer Purchase Decisions: A Case of Two Rivers Mall, Nairobi - Kenya.' It would be kind of you to take approximately 30 minutes out of your busy schedule to respond to the questions. Thank you so much and GOD bless you.

1. Tell me about the Retail Design of Two Rivers Mall, Kenya and how the mall was designed to enhance customer experience.
2. Tell me about the design aspect of (depending on which aspect is not captured above) Two Rivers Mall.
  - The Colours
  - The layout
  - Acoustics
  - Entertainment
  - Window display
  - Parking
  - Lighting
3. What advice would you give to the designers of Retail Malls in Kenya?

Thank you so much for your time and GOD bless you.

**Appendix E: Photos Taken at Two Rivers Mall, Kenya.**

**Section of Movement area at TRM**



**Open-back Window Display**



Source: Author (2022)

**Natural Lighting at TRM**



**Artificial Lighting**



Source: Author (2022)