PERCEPTION OF RETAILERS ON SHOPPING MALLS IN NAIROBI

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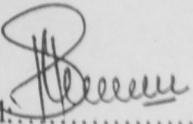
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A Management Research Project submitted in fulfillment of the requirements of the degree of Master of Business Administration, (MBA) School of Business, University of Nairobi

DECLARATION

This Management Research Project is my original work and has not been presented for a degree in any other university.
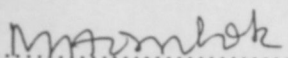
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This Management Research Project has been submitted for examination with my approval as the University Supervisor.

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Mrs. Margaret Ombok
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DEDICATION

This project is dedicated to my family whom I really appreciate and applaud their patience, support and understanding during the long hours of my absence.

ACKNOWLEDGEMENTS

First, my profound gratitudes go to the Almighty for making my dream for an MBA a reality. Secondly, I owe special thanks to my supervisor, Mrs. Margaret Ombok for accepting to supervise this work. Her persistent guidance, dedication and encouragement that saw the preparation of this report from its initial stages up to its final form is highly appreciated.

Without exception, I profoundly appreciate the encouragement and support I received from my husband who had to bear the many hours of my absence just to enable me to realize my academic goals.

Lastly, I would like to thank all my friends who made my studies bearable.

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ABSTRACT

The emerging trend in retail business in recent years is the shopping malls. Many retailers prefer operation of their business in malls despite the existence of other retail outlets. It becomes interesting to determine how they perceive these malls. This study was in response to this need.

To achieve the stated objective, a descriptive study was conducted on the retailers in Nairobi's three shopping malls. The population of interest in this study comprised of retailers in Nairobi's three shopping malls, namely Yaya Center, Sarit Center and Village Market). According to the numbers as provided by the respective management offices of the malls as at September 2006, there were 357 (Yaya Center, 97; Sarit Center, 123; and Village Market, 137). Stratified sampling was used to sample the respondents from each of the three malls. From the defined strata, random selection was done to identify the respondents to be used for the study. Primary data was collected using a semi-structured questionnaire administered personally by the researcher. Frequencies, percentages, means and standard deviations were used to analyze data.

The findings were that most retailers perceived proximity of the shopping malls to the city center to be of little significance when deciding where to establish their business. Shopping malls are highly perceived on the security that retailers are guaranteed with their wares. This implies that retailers would prefer to operate in a shopping mall that provided a safe, convenient and attractive place for shopping than its location, number of services provided in the mall or the number of customers patronizing the malls. To a moderate extent, shopping malls are bound to be perceived on the strength of their number of services provided. It also emerged that the retailers perceived the shopping malls as being patronized by shoppers of household goods.

In order to increase turnover for those retailers not dealing in household goods, they need to develop proper advertising and promotion tools that will appeal to more customers to patronize their stores apart from relying on those visiting the malls primarily for household shopping.

Despite the findings, the study had some limitations. Some of the targeted respondents had a negative attitude towards the study. As a result, it was not possible to get the targeted figure owing to the fact that it proved difficult to convince a good number of them to participate in the research.

It was suggested that this study approached the issue of perception of shopping malls from the point of view of retailers. Another study ought to be done from the point of view of customers who patronize the different shopping malls so as to ascertain their perception of the same.

CHAPTER ONE
INTRODUCTION

1.1   Background

Organizations depend on the environment as a source of inputs in the form of resources and as an outlet for their output. Since the organization initially has to interact with its environment, it must therefore establish a match between itself and its environment of operation (Pearce and Robinson, 1999). In the 21st century, the growing population of higher income demographic groups and the growing consumer desire for live-work-play environments are contributing to the growth in mixed-use developments. While valuing efficiency, consumers are also driving the demand for more experience-based leisure activities such as entertainment and dining out and more social activities such as interacting with each other and feeling part of a community. In terms of a geographic shift, the population in metropolitan areas is increasing faster than in non-metropolitan areas. These demographic, lifestyle, and geographic factors support the need to develop successful mixed-use developments (Springer et al., 2005).

Kotler (2000) noted that as a result of major societal forces such as technological advances, globalization, regionalization and deregulation, the market place is radically changing over time. The environment is constantly changing and so it makes it imperative for organizations to constantly adopt their activities in order to succeed (Ansoff, 1987). Forces of demand and supply are being defined on the basis of variety other factors at play. The fast-changing global business environment has led to more competition, increased choice for consumers, lower prices and lower margins.

In the current liberalized economy, various companies have been faced with a lot of competition and this has called for them to come up with strategies to defend their market share as well as keep their customers satisfied. As a result, they have set up in-house departments to gather and analyze competitive intelligence. This is largely because competition has intensified and consumer demands are dynamic (Boyd, 1995). Kenyan organizations have had to adopt various strategies in dealing with the challenges brought about by globalization and liberalization (Kibera and Waruingi, 1998). Consequently,

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some companies are focusing on their marketing mix elements such as the price, place, promotion and product. Consideration of the "place" element of the marketing mix has led to the establishment of shopping malls by the respective traders.

Retailing, the merchandising aspect of marketing, includes all activities required to sell directly to consumers for their personal non-business use. Retailing can take many forms: goods or services may be sold in person, by mail, telephone, television or computer or even through vending machines. These products can be sold on the streets, in a store or in the consumers' homes. However, businesses that are classified as retailers secure the vast majority of their sales volumes from store-based retailing (Britannica, 2000).

Retailers are at the end of the supply chain. However, a new phase in shopping mall development has ensued – construction of shopping centers in the form of large warehouses (Outlets), characterized by huge outlet stores and abundant free parking. As noted by Pashigian and Gould (1998), retailers appear weary of shopping malls, all of which resemble each other, and which include the same well-known chains. The malls lack the uniqueness that enhances the shopping and entertainment experience. While some people may think the mall is a public facility, it is not. It is a private business property designed for one purpose: To provide a convenient, safe and attractive place for shopping and carrying out business with retailers who lease space within the mall. It is not designed for general socializing or recreation and cannot function as a place. It is these attributes, benefits and limitations of the shopping malls that form the basis of retailers' perception for the same.

1.1.1 The Concept of Perception

Combs (1959) argue that people do not behave according to the facts as others see them. They behave according to the facts as they themselves see them. What govern individual behaviour from the point of view of the individual himself are his unique perceptions of himself and the world he lives. Perception is one of the psychological factors influencing retailing choices for a shopping mall. Different scholars have defined perception differently. Kibera and Waruingi (1998) define perception as the process by which people

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receive, interpret and remember information coming form the world around them. That is the process by which people attribute meaning to incoming stimuli received through our five senses.

According to Schiffman and Kanuk (1997), perception is the process by which an individual selects, organizes and interprets stimuli into a meaningful and coherent picture of the world. As Harold (1978) observed, perception is a process made up of several interrelated activities, which results in the individual giving meaning to the environment from experience and varies from one individual to another since different individuals see the same thing from different perspectives.

Many firms are concerned with perception because of various reasons. First it is of great importance to the firms as it involves the constitution of the users' feelings about particular stimuli and helps in the development of strategies towards meeting that which the users perceive as important (Njoroge, 2003). As Ngau (2003) argued, knowledge of the perceptual process is important since the manner in which users of a product or service interpret the information is affected by the cognitive understandings that they have established in their minds. According to Schiffman and Kanuk (1997), companies must be very keen on how consumers and stakeholders perceive their products and company as a whole.

1.1.2   Shopping Malls in Nairobi

A Mall can refer to a shopping mall, which is a place where a collection of shops all adjoin a pedestrian area, or an exclusively pedestrian street, that allows shoppers to walk without interference from vehicle traffic. A shopping mall (or simply mall), shopping center, or shopping arcade is a building or set of buildings that contain stores, and has interconnecting walkways enabling visitors to easily walk from store to store. The walkways may or may not be enclosed (Hartwick and Jeffrey, 2004). A shopping center, shopping mall, or shopping plaza, is the modern adaptation of the historical marketplace. The mall is a collection of independent retail stores, services, and a parking area, which is conceived, constructed, and maintained by a separate management firm as a unit. They

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may also contain restaurants, banks, theaters, professional offices, service stations etc. In the British Isle and Australia, these structures are known as "shopping centers" or "shopping arcades" and are not normally referred to as "shopping malls". In North America, the term "shopping mall" (or "mall" for short) is usually applied to enclosed retail structures, while "shopping center" refers to open-air retail complexes (Dennis, 2004).

In shopping malls, products are available for men and women, boys and girls. As a result, traders are likely to enjoy more sales from a variety of goods in their stores. Whether buying perfumes, a car audio system, a computer or lingerie, a shopping mall usually has it all. The product list is endless, and buying in quantities usually means savings on shipping as well (http://www.shoppingcentral49.com). Moreover, shopping mall can be described as "the new stage of hyper reality". Reality always has its detrimental aspects like crime, homeless people, and dirt. In a situation like a shopping mall, everything is reduced to a set of agreed-upon themes, so people feel more comfortable here than in a real situation. The accurate urban reality is replaced by the falsehood of the shopping mall."

When shopping malls first began in Kenya, they were isolated, and catered exclusively to car owners, because of their location on the outskirts of towns. Now, however, in order to achieve commercial success, a mall must have the support of office towers above it. Retailers appear weary of shopping malls, all of which resemble each other, and which include the same well-known chains. The malls in Kenya namely, Yaya Center (YAYA), the Sarit Center and the Village Market lack the uniqueness that enhances shopping and entertainment experience. In these malls, laws imposed by the owners or manipulated by commercial interests delineate public discourse. Codes of conduct, often enforced by private security squads, are put into place without public input. As a result, the commercial interest replaces the public interest.

1.2   Statement of the Problem

In recent years, the retail industry has been undergoing major shifts. The successful emergence of retail formats has significantly altered the market share of exsisting retail formats and intensified the competiton in the retail environment. These changes have been prompted by the shifts in current consumers' socio-economic conditions and shopping patterns. The changing pattern of the consumer population and a higher proportion of dual-income families are causing a rise in the diversity of purchase priorities in retail and services.

Competition in the retail industry has become even more intensified through the expanding market share of convenience-emphasizing nonstore retailing provided by mail, telephone, television, or more recently, the internet. All these trends explain efforts by today's consumers to reduce shopping costs-time, money and energy. An increasing number of consumers view shopping as an important source of entertaiment. Capitalizing on this consumer trends, even relatively small shopping malls today offer fast-foods courts, restaurants, art exhibits, video arcades, movie theaters, hair salons and dental offices (Bloch, Ridgway and Dawson, 1994).

Pacelle (1997) observed that there has been a trend of lower consumer patronage at retail centers. He noted that sales growth in the mall industry did not match the rate of inflation for various reasons. Among them are that many malls look identical; stores often offer much the same merchandise; time-pressed consumers do not have time to og to the mall; and finally, fewer consumers state that they go to the mall because they enjoy the shopping experience. In an effort to predict future retailing trends, several marketing practitioners have speculated that retailing through stores will lose its share to paper or electronic catalogs (Gruen, 1995; Nunnink, 1993).

The retail sector has experienced a great revolution over some years ago, with the introduction of shopping malls in the country. Shop owners are very eager to join one of the existing malls. However, a new phase in shopping mall development has ensued – construction of shopping centers characterized by huge outlet stores and abundant parking facilities.

When shopping malls first began in Kenya, they were isolated, and catered exclusively to car owners, because of their location on the outskirts of towns. Now, however, in order to achieve commercial success, a mall must have the support of office towers above it. Retailers appear weary of shopping malls, all of which resemble each other, and which include the same well-known chains. The malls in Kenya namely YAYA, the Sarit Center and the Village Market lack the uniqueness that enhances shopping and entertainment experience. In these malls, laws imposed by the owners or manipulated by commercial interests delineate public discourse. Codes of conduct, often enforced by private security squads, are put into place without public input. As a result, the commercial interest replaces the public interest. Because of these, retailers operating from these shopping malls are bound to lose some revenue in terms of departed customers due to established laws by owners or commercial interests. Despite these, retailers doing all kinds of business in the malls still strive to have a shop, store or stall in these shopping malls.

Shopping malls have various attributes that enhance their attractiveness in the retail industry as well as benefits and limitations to traders. It is these attributes, benefits and limitations of the shopping malls that form the basis of retailers' perception for the same. In Kenya, there have been studies done on perception. For instance, those done by Kandie (2002), Mwandakwa (2003), Sossion (2003), Ngahu (2003), Musembi (2003) and Chemayiek (2005), focused on service industries such as banking, telecommunicatios, airline transport as well as fortified products. However, the above studies were done in different industries and their findings may not be generalized to fairly represent the retailing industry.To date, no studies exist that have examined retailers' perception of shopping malls. Recognizing the need to establish the perception of retailers on shopping malls, this research sought to fill this gap by answering the following research question: What is the perception of retailers on the shopping malls in Nairobi?

1.3   Objective of the Study

The objective of the study was to determine the retailers' perception of shopping malls in Nairobi.

1.4   Importance of the Study

The results of this study may be of use to:

i.   Land developers, urban planners and architects of the shopping malls in meeting the needs and expectations of retailers trading the various stores.

ii.   Land developers, urban planners, architects and governments in meeting the needs and expectations of retailers trading the various shopping malls.

iii.   Future scholars and researchers as they may use the results as a source of reference.

CHAPTER TWO
LITERATURE REVIEW

2.1   Retailing

Retailing consists of the sale of goods/merchandise for personal or household consumption either from a fixed location such as a departmental store or kiosk, or away from a fixed location and related subordinated services. In commerce, a retailer buys goods or product in large quantities from manufacturers or importers, either directly or through a wholesaler, and then sells individual items or small quantities to the general public or end user consumer, usually in a shop, also called store. Retailers are at the end of the supply chain. However, a new phase in shopping mall development has ensued – construction of shopping centers in the form of large warehouses (Outlets), characterized by huge outlet stores and abundant free parking.

For many products, consumers frequently have numerous choices as to where they are going to actually obtain the product. Although we are used to thinking of buying automobiles only from dealerships, for example, it is today possible to buy them through brokers or fleet sales organizations that may both offer a lower price and/or provide the help of a neutral third party which does not have a vested interest in the sales of one make over the other.

In general, the evolution of diversity in the retail scene has provided consumers with more choice. In the old days, most consumers had access only to "general" stores for most products. Gradually, in urban environments, specialty and discount stores evolved. Today, a consumer may generally choose to buy most products either at a relatively high price, frequently with a significant amount of service, in a specialty store, or with lower service in a discount store. A special case of the discount store is the category killer--a store that tends to specialize in some limited area (e.g., electronics), lacking the breadth of a traditional discount store often undercutting the traditional discount store on price (which they are able to do because of the bargaining power that results from high buying volumes of a narrow assortment of merchandise from the same manufacturer). Positioning of retail stores is essential. In general, stores that excel on a significant

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dimension seem to perform better. It is healthier if different firms have different strategies, so that everyone will not be competing intensely on the same variables. Stores which fall somewhere in between do less well since they get "stuck in the middle" and have to compete against both. Obviously, there is a limit to how strongly you can move toward one extreme (Hawkins et al., 1998).

2.1.1 Dimensions of Retailing

For centuries, most merchandise was sold in marketplaces or by peddlers. In many countries, hawkers still sell their wares while traveling from one village to another to the next. Marketplaces are still the primary form of retail selling in these villages (Britannica, 2000). As Musembi (2003) noted, there are different types of store retailers that participate in the retail merchandising. These include specialty stores, department stores, supermarkets, convenience stores and superstores.

A specialty store carries a deep assortment within a narrow line of goods (Kotler, 2000). Such stores include furniture stores, florists, sporting-goods stores and bookstores. A departmental store carries wider variety of merchandise than most stores but offer these items in separate departments within a store. These departments usually include home furnishings and household goods, as well as clothing, which may be divided into departments according to gender and age (Britannica, 2000). Departments within each store are usually operated as separate entities, each with its own specialist buyers or merchandisers, promotions, and service personnel (Kotler, 2000).

A supermarket may be defined as a relatively large, low-cost, low-margin, high-volume, self-service operation designed to serve total needs for food, laundry and household maintenance products. Supermarkets earn an operating profit of only about one percent on sales and then ten percent on net worth (Kotler, 2000). Supermarkets are characterized by large facilities (1,394 to 2,323 square meters) with more than 12,000 items, low profit, high volume, and operations that serve the consumers' total needs for items such as food (groceries, meat, produce, dairy products, baked goods) and household sundries. They are

organized according to product departments and operate on a self-service basis (Britannica, 2000).

Located primarily near residential areas, convenience stores are relatively small outlets that are open long hours and carry a limited line of high turnover convenience products at high prices (Kotler, 2000). Although many of this type of stores have added food services, consumers use them mainly for "fill-in" purchases, such as bread, milk, or miscellaneous goods (Britannica, 2000).

Superstores, hypermarkets and combination stores are unique retail merchandises. With facilities averaging 35,000 square feet, superstores meet many of the consumers' needs for food and non-food items by housing a full-service grocery store as well as such services as dry cleaning, laundry, shoe repair and cafeterias. Combination stores typically combine a grocery store and a drug store in one facility, utilizing approximately 55,000 square feet of selling space. Hypermarkets combine supermarkets, discount and warehousing retailing principles by going beyond routinely purchased goods to include furniture, clothing, appliances, and other items. Ranging in size from 80,000 to 220,000 square feet, hypermarkets display products in bulk quantities that require minimum handling by store personnel (Britannica, 2000).

2.1.2 Strategies for Effective Retailing

A successful retail store is nothing than a series of well connected and though out plans, ideas and processes. As retail moves forward, good planning and analysis is more important than ever before as a result of increased competition, changing consumer expectations and shifting economies that make the standard of maintaining the status quo an inevitable kiss of death.

The retail marketplace has fast become the domain of those who know how to use core strengths to dominate. Successful retail strategies are based on four primary areas: product selection, convenience, shopping experience and price. To succeed, you must

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dominate your marketplace using one of these strategies supported by the trader's retail concept.

For any businessman to dominate the marketplace based on product selection, he or she needs to have either the largest and widest selection of a product category imaginable or merchandise that is so unique for the customer to see the business out. The reality is that every few retailers have the resources to dominate the marketplace on a vast product assortment. It requires a tremendous amount of retail space, and even more financial resources. As well, the market continues to sub-divide and become more specialized. What once were mere departments within a Big store are now Big stores on their own. If the majority of consumers think of a retailer's store first when they are interested in his or her product category, then the retailer is the dominant player based on product selection.

In terms of convenience, many retailers establish their position in the market based primarily on their convenience achieved predominantly through location, hours and mass assortment. There are some customers who still determine where to shop primarily by location, especially if other store options for the desired merchandise are inconveniently located. These consumers may perceive a higher level of satisfaction by reducing the number of time, stress and money involved in making a purchase ("The Personality of Value", 1995). However, empirical evidence indicates that consumers often travel beyond the nearest retailer, even for inexpensive goods (Levin, 1994). These customers may be primarily influenced by prices, either as a result of limited funds or because they enjoy playing the game of shopping, to find the maximum output for the lowest price (May, 1989).

Another retail strategy is the enhancement of the shopping experience. Downs (1961) has hypothesized that retail change is dictated by consumers' costs or the value perceived by consumers, rather than by changes in costs of operating retail stores or even prices charged by retailers. He asserted that the retail trends since World War II could be viewed as a method of increasing the shopping efficiency of the average buyer. Among the examples of this are the continued trends toward self-service, attractive shopping

atmosphere, high-volume outlets, large free parking areas, and staying open in the evenings and on weekends.

In retailing, a variable pricing strategy lets the retailer match prices on competitively shopped items and have a larger margin on items that are less commonly shopped. As Bloch, Ridgway and Dawson (1994) noted, it is pretty enough to aachieve dominance in this area, but being the price leader is still a valid strategy. They argued that all retailers have a philosophy about how to price their products. However, what is important is that they create and stick to a pricing strategy that conveys a clear message to the consumer. As noted by them, some examples of value-pricing strategies include frequent shopper programs that offer future discounts to entice shoppers into becoming repeat customers. Others are regular pricing, frequency "on sale"; added values; value lines; everyday low price and price guarantees.

The regular pricing, frequently "on sale" pricing strategy is the most popular strategy in today's market as it creates a perception of terrific value. However, this can cause a problem for rertailers when consumers buy only during off-price promotions as they have now been trained to wait for these sales. For the added values, regular pricing is used but a gift is included with the purchase (e.g buy one, get one free). The everyday low price strategy predominantly features discounted prices on all basic items as these products are no longer on sale and they are always available for sale at this low price. The price quarantees retail pricing strategy is used to arouse a sense of confidence in consumers as it gives them confidence that the price paid will be the lowest available (Bloch, Ridgway and Dawson, 1994).

Levin, (1994) also identified the personnel retailing strategy. He noted that retail is a business that is built on the skills, commitment and dreams of people and that getting the best performance from the staff is a main priority for all retail managers. Downs (1961) pointed out that training is always a key issue though it rarely gets the attention it deserves. In addition, he argued that pay and incentives play a major role in the personnel strategy of the retailer because they have the ability to influence both sales and profits in

either a positive or negative way. He asserted that the wrong pay system will de-motivate staff because of its lack of incentive, or it will drive up wage costs because of its poor design. He further argued that a properly designed pay and incentive scheme will drive the retailers' sales upwards and will allow the retailer to control wage costs, thus ensuring profitability for him or her. However, a whole range of issues must be explored such as staff authority and decision making power, hiring procedures, orientation of new staff, performance appraisals and internal communication.

2.2 Shopping Malls

For centuries, most merchandise was sold in marketplaces or by peddlers. In many countries, hawkers still sell their wares while traveling from one village to another to the next. Marketplaces are still the primary form of retail selling in these villages (Britannica, 2000). As Musembi (2003) noted, shopping malls, a late 20th century development in retail practices, were created to provide for a consumer's every need in a single, self-contained shopping area. Although they were first created for the convenience of suburban populations, they can now also be found on main city thoroughfares (Dennis, 2004).

A Mall can refer to a shopping mall, which is a place where a collection of shops all adjoin a pedestrian area, or an exclusively pedestrian street, that allows shoppers to walk without interference from vehicle traffic. A shopping mall (or simply mall), shopping center, or shopping arcade is a building or set of buildings that contain stores, and has interconnecting walkways enabling visitors to easily walk from store to store. The walkways may or may not be enclosed (Hartwick and Jeffrey, 2004). A shopping center, shopping mall, or shopping plaza, is the modern adaptation of the historical marketplace. The mall is a collection of independent retail stores, services, and a parking area, which is conceived, constructed, and maintained by a separate management firm as a unit. They may also contain restaurants, banks, theaters, professional offices, service stations etc (Dennis, 2004). In the senses of the human traffic patterns and the products traffic patterns, all malls serve nearly the same purpose, but the individual architecture can vary tremendously from location to location.

Shopping malls, like other sacred spaces, use a common formula to produce their enchanting effects among pilgrims. Any visit to any mall is a feast for the senses, if it is not an assault on them. The mall's architecture makes possible, in the briefest expanse of interior space, experiences of water, light, trees, words, food, music, and bodies that combine to make one feel entranced, dazed, disoriented, and, finally, lacking something. Thus vulnerable, the soul can sell itself to the nearest, if not always the lowest, bidder. To feel lost is the customary, indeed intended, feeling. Fully forty-percent of visitors to the mall do not intend to purchase anything. Only ten percent get out without lighter purses or wallets (Ira, 1986). Water, for instance, is used in almost every mall to prepare one to "go with the flow" of hopping. Water dissolves boundaries, and is a widespread religious symbol.

Among the symbolic connotations of water, of course, is purification: malls use fountains, waterfalls, and reflecting pools symbolically to cleanse shoppers of any filthiness all the lucre involved in the place might suggest. As Ira points out, at many malls you might bathe symbolically in a fountain, be refreshed by the sound of a mock waterfall, or even be baptized symbolically beside mini-flowers of water. In short, water initiates the visitor into an experience that is designed to be "more" than a shopping trip.

Just as malls use water to appear to be something "more" than an ordinary place, so too do malls abound with light, yet another vital religious symbol. Light of many kinds is featured in shopping malls, but each light is strategically placed to draw the senses in and toward one attraction or another. Neon light is used to beckon with its peculiar glow, especially in the signs above the entries to mall attractions, casting an aura that entices with its soft yet vibrant colors. Natural light is also a prominent feature of most mall designs.

Shopping malls have various attributes that enhance their attractiveness in the retail industry as well as benefits and limitations to the traders. The benefits accruing to traders operating from shopping malls is that certain stores, such as anchor stores (department stores) and national name-brand stores, generate positive externalities by drawing

customer traffic not only to their own store, but also to other stores. Meanwhile, many stores primarily benefit from the incidental mall traffic generated by other stores. Therefore, to varying degrees, the success of each store depends upon the presence and the effort of other stores (Pashigian and Gould, 1998).

To create a more pleasant appearance in public spaces of shopping malls, various attributes are inherent. Malls have several of these attributes. These are possession of wide variety of establishments such as food, clothing, and shoe stores, and provide alternatives within each type to accommodate varying tastes and appetites. Furthermore, shopping malls create spaces that do not feel empty when few shoppers are present, but also have adequate circulation for when the mall is busy. In addition, shopping malls reserve at least part of the shopping area for pedestrian-only traffic and include areas for landscaping throughout the mall. Furthermore, shopping malls create easy-to-maintain spaces through mall layout and material selection, create attractive window display areas and provide space for public activities and events (http/: www.metro.com/upper/metro/11.07.02).

Despite the mentioned benefits and attributes of these shopping malls, they also have some weaknesses. As noted by Pashigian and Gould (1998), retailers appear weary of shopping malls, all of which resemble each other, and which include the same well-known chains. The malls lack the uniqueness that enhances the shopping and entertainment experience. While some people may think the mall is a public facility, it is not. It is a private business property designed for one purpose: To provide a convenient, safe and attractive place for shopping and carrying out business with retailers who lease space within the mall. It is not designed for general socializing or recreation and cannot function as a place. It is these attributes, benefits and limitations of the shopping malls that form the basis of retailers' perception for the same.

2.3   Role of Perception

According to Schiffman and Kanuk (1997), perception is the process by which an individual selects, organizes and interprets stimuli into a meaningful and coherent picture of the world. As Harold (1978) observed, perception is a process made up of several

interrelated activities, which results in the individual giving meaning to the environment from experience and varies from one individual to another since different individuals see the same thing from different perspectives.

As Kotler (1997) observed, perception is the cognitive impression that is formed of "reality" which in turn influences the individual's actions and behaviour toward that object. Kibera and Waruingi (1998) noted that perception is the process by which we attribute meaning to incoming stimuli received through our five senses. He argued that it is an approximation of reality. Perception involves the process of exposure, attention and interpretation of information or stimuli. What an individual perceives depends on their characteristics, the size and intensity of the stimuli and their exposure to the stimuli. Attention is a fundamental component of perception that is often used to differentiate high-order cognitive processes from those that are purely sensory. Individual differences in abilities and cognitive styles are also important in perception (Hawkins, 1989).

The perception process connotes a complex process and indicates that consumer perceptions of services or products are not easily determined (Loudon, 1979). He argues that in spite of its complexity, there are some techniques such as the perceptual mapping and semantic differential profile, which are used to explore consumers' perception. He further argues that since products and services can be perceived on many dimensions, perceptual mapping is fundamental in nature as it allows for the influence of more than one stimulus characteristic on service and product perceptions. As he noted, according to this technique, users are required to fill out measuring scales to indicate their perceptions of the characteristics of products and services after which computer programs are the used to analyze the resulting data to determine those characteristics that are most important to consumers. The results can then be plotted in terms of perceptual maps, which display how consumers perceive brands and their differences on a coordinate system.

Kotler (2000) noted that as a result of major societal forces such as technological advances, globalization, regionalization and deregulation, the market place is radically

changing over time. As a result of the technological developments, consumers are in a state of information overload as they are exposed to far more information than they are able or willing to process. Biologically, the brain's capacity to process information is limited making consumers to become very selective as to which stimuli to recognize and organize sub-consciously give meaning to such a stimuli. Subjectively, this is in accordance to their needs, experiences and expectations (Solomon, 2002).

Steers (1981) argues that as a mental process, perception is used to select, organize and evaluate stimuli from the external environment to mold them into meaningful experiences, influence behaviour and form attitudes about a given object. Gibson et al (1994) asserts that the way an individual views a situation often has much greater meaning for understanding behaviour than does the situation itself. Perceptual processes are relevant for marketers as these enable them to understand the market environment and make decisions concerning issues such as marketing communication, segmentation promotion and product positioning in organizations (Hersey et al., 1996).

Individuals act and react to a given stimuli on the basis of their perceptions and not on the basis of the objective reality. As a result as Schiffman and Kanuk (1997) argued, to the marketer, consumers' perceptions are much more important than their knowledge of the objective reality. This is because it is not what actually is, but consumers think is so that affects their actions, buying habits and their habit. And because individuals make decisions and take actions based on what they perceive to be reality, it is important that marketers understand the whole notion of perception and its related concepts in order for them to be in position to readily determine what factors influence consumers to make their purchase decisions.

Many firms are concerned with perception because of various reasons. First it is of grate importance to the firms as it involves the constitution of the users' feelings about particular stimuli and helps in the development of strategies towards meeting that which the users perceive as important (Njoroge, 2003). As Ngau (2003) argued, knowledge of the perceptual process is important since the manner in which users of a product or

service interpret the information is affected by the cognitive understandings that they have established in their minds. According to Schiffman and Kanuk (1997), companies must be very keen on how consumers and stakeholders perceive their products and company as a whole.

In marketing, perception is of great importance as it defines the customers; overall view of a product or service. For service marketers, customer perception of the service on offer plays a great role, as it is what determines the ultimate success of the organization (Rust et al., 1996). They emphasize the significance of perception in the service industry by arguing that in the service sector, quality is the main thing as perceived by the customer. As a result, if the customer perceives that the quality of the service is bad, then it matters little that "objective" quality may be good. In essence, marketing managers need to recognize the efficiency of targeting their products to the perceived needs of consumers (Schiffman and Kanuk, 1997). In this way, they help to ensure that their products will be well perceived by potential prospects.

2.4   Factors Influencing Perception

Our perception is an approximation of reality. Our brain attempts to make sense out of the stimuli to which we are exposed. Several sequential factors influence our perception. Exposure involves the extent to which we encounter a stimulus. For example, we are exposed to numerous commercial messages while driving on the freeway: bill boards, radio advertisements, bumper-stickers on cars, and signs and banners placed at shopping malls that we pass. Most of this exposure is random—we don't plan to seek it out (Hawkins et al., 1998). Exposure is not enough to significantly impact the individual. In order for stimuli to be consciously processed, attention is needed. Attention is actually a matter of degree. Our attention may be quite high when we read directions for getting an income tax refund, but low when commercials come on during a television program. Note, however, that even when attention is low, it may be instantly escalated. Interpretation involves making sense out of the stimulus. For example, when we see a red can, we may categorize it as a Coke.

Consumers' ability to detect changes in stimulus intensity appears to be strongly related to the intensity of that stimulus to begin with. That is, if you hold an object weighing one pound in your hand, you are likely to notice it when that weight is doubled to two pounds. However, if you are holding twenty pounds, you are unlikely to detect the addition of one pound—a change that you easily detected when the initial weight was one pound. Several factors influence the extent to which stimuli will be noticed. One obvious issue is relevance. Consumers, when they have a choice, are also more likely to attend to pleasant stimuli (but when the consumer can't escape, very unpleasant stimuli are also likely to get attention. Surprising stimuli are likely to get more attention, as survival instinct requires us to give more attention to something unknown that may require action. A greater contrast (difference between the stimulus and its surroundings) as well as greater prominence (e.g., greater size, center placement) also tends to increase likelihood of processing (Hawkins et al., 1998).

The individual is also subject to a number of influences that tend to distort perception. These are either internal or external factors. These factors cause individuals to see the same perceived object differently. According to Chung (1981), both types of factors affect all phases of perception. However, internal factors tend to have more influence on the selection phase, while external factors have more influence on the interpretive phase. Several scholars highlight different factors that influence perception. These are as discussed below:

2.4.1   Internal Factors Influencing Perception

Internal factors in perception are the characteristics of the perceiver as he or she has a tendency to use him or herself as a basis for perceiving others. Some of the most important internal factors influencing perception are expectations, motives and needs, past experience, self-concept and personality. Expectations affect the way someone will perceive an object or event. People usually see what they expect to see, and what they expect to see is usually based on familiarity on pervious experience or on preconditioned see. In marketing context, as Schiffman and Kanuk (1997) noted, people tend to perceive products and product attributes according to their own expectations.

Motives and needs also do influence consumer perception. A motive is a need sufficiently stimulated in an individual such that the individual is moved to seek satisfaction. As argued by Stanton (1991), a motive is an aroused need, which in turn activates behaviour intended to satisfy this need. One form that behaviour takes is collecting and processing information from the environment, in the process of perception. Moreover, people tend to perceive things that they need or want and the stronger the need, the greater the tendency to ignore unrelated stimuli in the environment. In general, there is a heightened awareness of stimuli that are relevant to one's needs and interests, and a decreased awareness of stimuli that are irrelevant to those needs.

According to Kotler (1995), an individual's perceptual process simply attunes itself more closely to those elements of the external environment that are important to that person. Retailers recognize the efficiency of targeting their products to perceived needs of consumers. Schiffman and Kanuk (1997) identified a number of applications of perceived consumer needs. The retailer can segment the market according to consumer's attributes of the product category. The retailer can also develop different marketing strategies for each segment depending on perceived needs of each segment.

The retailer can also vary the product advertising to specific market segments so that consumers in each market segment perceive the product as meeting their own specific needs, wants and interests. The process of learning from past experience influences perception by creating a readiness to perceive an object or person in a certain way. If a consumer has a god experience using a particular product, this affects how he will perceive that product even if it changes slightly. Self-concept is the way we perceive ourselves. It forms the basic frame of reference we use in perceiving things and people around us. The perceived world is organized around the perceived self (Leavitt, 1972). Personality is another internal factor that influences perception, as it affects the way people perceive others. As reported by Chung (1981), individuals who perceive themselves realistically can function without being defensive of their shortcomings.

2.4.2 External Factors Influencing Perception

External factors are the characteristics of the perceived objector person. The knowledge of these characteristics has some implications for understanding and influencing human behaviour. Some of the most relevant eternal characteristics include appearance, stereotypes, contrast, intensity and nature of stimuli. Ngahu (2003) noted that appearance influences perceptions where people tend to attribute the qualities they associate with certain people to others who may resemble them whether or not they consciously recognize the similarity and this applies to products too. As Chung (1981) indicated, the appearance of the perceived concept influences perceptual judgment.

According to Chung (1981), stereotyping is the tendency to judge a product based on the characteristics (real or imagined) of groups to which they belong. Individuals tend to carry pictures in their minds, of meanings of various kinds of stimuli. These stereotypes serve as expectations of what specific situations or people or events will be like and are important determinant of how much stimuli are subsequently perceived. Contrast is where a generalized impression that may be favourable or unfavourable is extended to the interpretation of non-relevant stimuli. This effect tends to be more pronounced when the perceiver is interpreting stimuli with which he has little experience. Marketer take advantage of hallo effects when they extend a brand name associated with one line of products to another (Schiffman and Kanuk, 1997).

Consumers tend to give added perceptual weight to advice coming from sources they respect. When required to form a difficult perceptual judgment, consumers often respond to irrelevant stimuli. First impressions tend to be lasting: yet in forming such impressions, the perceiver does not yet know which stimuli are relevant, important, or predictive of later behaviour. Many people jump to conclusions before examining all the relevant evidence. Hence consumers may perceive the begging of an advertisement and jump to conclusions about the message. Marketers should ensure they say the best things right from the beginning. Intensity also accentuates the perceived stimulus. The more intense a stimulus is, the more likely it is to be perceived (Palmer, 2000).

The nature of the stimulus can also affect how consumers perceive a product. Marketing stimuli include an enormous number of variables, all of which affect the consumers' perception such as the nature of the product, its physical attributes, the package design, the brand name and others. In general, contrast is one of the most attention-compelling attributes of a stimulus (Merilke and Cheesman, 1987). Retailers often use extreme attention-getting devices to achieve maximum contrast and thus the consumers' perceptual screen. With respect to packaging, astute retailers usually try to differentiate their product packaging sufficiently to ensure rapid consumer perception. Packages with low recognition scores obviously do not provide sufficient sensory input to the consumer to be readily perceived and remembered.

2.5   General Determinants of Store Choice

Consumers choose retail outlets depending on the type of product being purchased, the general type of store involved, and certain characteristics of the consumer. In general, the determinants are: location; depth and breath of assortment; price; advertising and word of mouth communication; sales promotion; store personnel; services; physical attributes and store clientele (Engel et al., 1993).

The location effect on store choice is conceptually simple. Consumers further away are less likely to purchase than consumers who are closer to the store because as distance from a store increases, so does the number of intervening alternatives (Olson, 1965). In addition to location, both merchandise variety and assortment have been found to influence stores preferences. According to Alderson and Sessions (1962), laboratory experiments and surveys have revealed that stores offering either a deep assortment or a wide range of product lines are preferred over stores having a medium depth or breathe of assortment.

The importance of price as a determinant of store patronage also varies by type of product, store, and customer. However, it is important to note that as a consumers' perception of price may be more important that the actual price (Mason and Wilkinson, 1976). Advertising is a quasi determinant of store patronage. Advertisements are thought

to inform consumers of sales, deals, new products and so on. However, the effect of advertising on store patronage is difficult to access and seems depending on the type of purchase and store (Kelly, 1967).

The role of sales promotion and service on store patronage also varies widely across both consumers and products. With respect to the sales personnel, many studies document the importance of store personnel in the consumers' choice of a store. According to Lalonde and Herniter (1970), various characteristics of the sales personnel including politeness, courteousness, and product knowledge are often used as criteria in evaluating stores. Physical attributes of a store affect consumers' perceptions of other stores. The materials used on the exterior and interior, the kind of floors and the type of displays affect a stores image. In terms of the clientele, the type of people shopping in store influences store choice. This is because customers associate themselves with a social group, shop where that group shops, and attributes the store characteristics to the group (Olson, 1965).

2.6   Summary of the Literature Review

From the available literature, a number of issues stand clear. It is clear that retailers are at the end of the supply chain and that shopping malls were created to provide for a consumer's every need in a single, self-contained shopping area. However, from the literature, a new phase in shopping mall development has ensued – construction of shopping centers in the form of large warehouses (Outlets), characterized by huge outlet stores and abundant free parking (Musembi, 2003).

It is also clear that retailers are at the end of the supply chain. However, a new phase in shopping mall development has ensued – construction of shopping centers in the form of large warehouses (Outlets), characterized by huge outlet stores and abundant free parking. From the literature, it is also clear that shopping malls have various attributes that enhance their attractiveness in the retail industry as well as benefits and liabilities and limitations to the traders, which form the basis of retailers' perception for the same. As Harold (1978) observed, perception is a process made up of several interrelated activities, which results in the individual giving meaning to the environment from

experience and varies from one individual to another since different individuals see the same thing from different perspectives.

Despite the fact that retailers' perception of these shopping malls will never affect the performance of land developers, urban planners and architects, it is necessary to understand the perception of the retailers on the malls so as assist them in meeting the needs and expectations of retailers trading the various stores.

RESEARCH METHODOLOGY

3.1 Research Design

This was a descriptive study aimed at determining retailers' perception of shopping malls in Nairobi. According to Cooper and Schindler (2003), a study concerned with find-out ... the descriptions of phenomena or characteristics associated with a specific population (who, what, which and how of a phenomenon), is a descriptive study. This study was built on similar grounds. Maina (2001), Ngahu (2003), Session (2003), and Odhiambo (2005) used descriptive designs in related studies.

3.2 Population of Study

The population of interest in this study comprised of retailers in Nairobi's three Shopping Malls, namely; (YAYA, Sarit Center and Village Market). According to the numbers as provided by the respective management offices of the malls as at September 2006, there were 337 (YAYA, 97; Sarit Center, 123; and Village Market, 117). Nairobi has been chosen as it is considered to be where the major shopping malls in Kenya are located. Furthermore, most retailers within Nairobi are considered to be more exposed to the these self-contained shopping areas than in other parts of the country.

3.3 Sample and Sample Design

A total sample of 150 retailers was included in the study. Stratified sampling was used to sample the respondents from each of the three malls as follows so as to arrive at the final sample of 150. This was as shown in the table below.

Table 1: Population and Sample size of Retailers

Strata	Number (N)	Percentage (%)	Sample (n)
Sarit Center	123	35	55
Village Market	117	35	47
YAYA	97	27	40
Total	337	100	150

Source: Research data

CHAPTER THREE
RESEARCH METHODOLOGY

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Strata	Number (N)	Percentage (%)	Sample (n)
Sarit Center	123	35	53
Village Market	137	38	57
YAYA,	97	27	40
Total	357	100	150

Source: Research data

From the defined strata, random selection was done to identify the respondents to be used for the study.

3.4 Data Collection Method

Primary data was collected using a semi-structured questionnaire. The researcher administered the questionnaires personally, as she was able to make clarifications to the respondents where need arose. The questionnaire was divided into two sections. Section A has questions on the general information on the respondents while section B contained Likert scale type questions to determine retailers' perception on shopping malls in Nairobi.

3.5 Operational Dimensions of Perception

In order to operationalize perception of shopping malls, the respective variables were defined as shown in appendix 4. In order to determine the retailers' perception of the shopping malls, the questionnaire used 5-point Likert scale questions.

3.6 Data Analysis

Descriptive statistics were used to analyze data. In part A of the questionnaire, data was analyzed using frequency distribution and percentages to give the respondents' bio data. Data in part B was analyzed using mean scores and standard deviation. Mean Scores were used to determine the retailers' perception on shopping malls. Standard deviations were used to determine the varying degrees of the difference in perception of the retailers on the shopping mall. The analyzed data was presented using tables and charts.

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CHAPTER FOUR

DATA ANALYSIS AND FINDINGS

4.1 Introduction

This section presents the analysis and findings of the primary data that was gathered from the respondents. It is divided into two main sections in relation to the study objective. The first section presents an analysis of the respondents' bio-data. The second part presents an analysis of the respondents' perception of the shopping malls.

The response rate was 71.3 %. The respondents were retailers in Nairobi's three Shopping Malls (YAYA, Sarit Center and Village Market). This study used primary data, which was collected by the researcher using a semi-structured questionnaire. Descriptive statistics were used to analyze data. In part A of the questionnaire, data was analyzed using frequency distribution and percentages. Data in part B was analyzed using mean scores and standard deviation.

Mean Scores were used to determine the retailers' perception of shopping malls in Nairobi on a five point Likert scale ranging from "great extent" (5) to "not at all" (1) questions. Standard deviations were used to determine the varying degrees of the retailers' perception of the shopping malls in relation to the respective variables defining the shopping malls.

4.2 Demographic Profiles of Respondents

This section looks into the respondents' bio-data such as the mall of business operation, number of years of operation in the respective mall as well the type of business.

4.2.1 Type of Business

The study sought to establish the type of business engaged in by the respective respondents and the findings are summarized as below.

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Table 2: Type of Business

Type of Business	Frequency	Percentage
Photography	1	.9
Boutique and fashion	17	15.9
Food	10	9.3
Entertainment	7	6.5
Jewelry and gifts	3	2.7
Furnishing	3	2.7
Essentials and couriers	2	1.9
Arts and Crafts	2	1.9
Banking and financial services	8	7.4
Services	22	20.6
Tyre Dealers	1	.9
Traveling Agents	1	.9
Beauty Products	2	1.9
Health Care Services	9	8.4
Meat and Meat Products	2	1.9
Supermarket trading	2	1.9
Exhibition	1	.9
Grocery	3	2.7
Computer Services and Accessories	1	.9
Books and Bookshops	2	1.9
Toys	2	1.9
Shoes and sportswear	6	5.7
Total	**107**	**100.0**

Source: Research data

The retailing business in the shopping malls was of varying types. The research findings indicated that most of the retailing businesses in the shopping malls were service businesses constituting 20.6%. Boutique and fashion businesses constituted 15.9%. Retailers dealing in foods constituted 9.3% while entertainment businesses had 6.5%.

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8.4% of the responding retailers traded in Health care services while those in banking and financial services constituted 7.4%. The least retailing businesses in the shopping malls as per the responses operated in photography, boutique, essentials, couriers, tyre dealers, sports wear, traveling agents, paints, glass, exhibitions, computer services and accessories, and toys with less than 3%. The findings show that in the shopping malls, service businesses are the majority.

4.2.2 Years of operation in the Shopping Mall

Respondents were required to indicate the number of years that they have operated in the shopping malls and the results are summarized in the following table.

Table 3: Years of operation in the Shopping Mall

Years of operation in the Shopping Mall	Frequency	Percentage
Below 1 year	11	10.3
Between 1-5 years	63	58.9
Between 5-10 years	27	25.2
Above 10 years	6	5.6
Total	**107**	**100.0**

Source: Research data

From the above analysis, it clear that the majority of the retailers had operated in the shopping malls for a period of between 1-5 years constituting 58.9%. 25.2% of the responding retailers had operated in the shopping malls for a period of between 5-10 years while 10.3% of them had been in the shopping malls for a period less than 1 year. 5.6% had done their retailing businesses in the shopping malls for over 10 years.

4.3 Retailers' Perception of Shopping Malls

Perception is used to select, organize and evaluate stimuli from the external environment to mold them into meaningful experiences, influence behaviour and form attitudes about a given object. Respondents were required to indicate the extent to which they perceived

various aspects of their shopping malls on a 5-point Likert scale with 5 being "Great Extent" and 1 being "Not at all".

The scores "Not at all" and "Little extent" represented attributes of the shopping malls regarded to a small a "Small Extent" (SE) by the retailers, equivalent to 1 to 2.5 on the continuous Likert scale (1≤SE<2.5). The scores of "Some Extent" represented attributes of the shopping malls regarded to a "Moderate Extent" (ME). This was equivalent to 2.6 to 3.5 on the Likert scale (2.6≤ME<3.5). The score of "Great Extent" and "Large Extent" represented attributes of the shopping malls regarded to a "Large Extent" (LE). This was equivalent to 3.6 to 5.0 on the Likert scale (3.6≤LE<5.0). The research findings are presented as follows:

4.3.1   Location of Shopping Malls

Respondents were presented with 5-point Likert scale questions and asked to indicate the extent to which they perceived the different aspects of the shopping malls of their operation with respect to its location. The findings from the responses are summarized in the table below.

Table 4: Location of Shopping Malls

Aspects of the Shopping Mall's Location	Mean	Std. Deviation
Closer to the City	3.7	.97
Closer to trading areas	3.5	1.7
Location provides space for public activities	3.5	1.2

Source: Research data

Using the results in Table 4 above, it is evident that most of the respondents had a feeling that to a large extent, the shopping malls are closer to the City with a mean score of 3.7. With a standard deviation of .97, the findings show that there is no significant variation among the respondents in the perception of their respective shopping malls being closer to the city.

The research findings indicate that to a moderate extent, the retailers perceive the shopping malls as being closer to other trading areas and that their location provides space for pubic activities scoring means of 3.5 each. However, it is also clear from the standard deviations of more that 1 (Std. Dev.>1.0) that there is significant variation in the retailers' perception of the shopping malls as being closer to other trading areas and the location's ability to provide space for public activities.

4.3.2 Shopping Malls' Ambience

Ambience has been widely believed to be a strong influencer of store choice by consumers. As being influential in store patronage by consumers, the responding retailers were asked to indicate the extent to which they rated the various attributes of the shopping malls that defined their ambience on a 5-point Likert scale. The findings are presented in the table below.

Table 5: Shopping Malls' Ambience

Aspects of the Shopping Mall's Ambience	Mean	Std. Deviation
Space allows for dealing in variety of merchandise and assortment	4.7	.52
Indicative of product prices	4.1	1.2
The mall is associative of upper social class group	4.2	1.1
The mall is for given buyer characteristics	4.0	1.3
Stores portray an image of thriftiness in shopping	3.5	1.2
Stores portray an image of luxury in shopping	4.0	1.0
Stores portray an image of tradition in shopping	2.6	1.1
Stores portray an image of innovation in shopping	4.1	.90
Retailers run advertising and promotion elements of their choice	4.5	.83
The malls create spaces that do not feel empty when shoppers are not present	4.2	.95

Source: Research data

From the findings presented in Table 5 above, to a large extent, the retailers perceived the shopping malls as having space that allows for dealing in variety of merchandise and assortment, are indicative of product prices, are associative of upper social class group, are for given buyer characteristics, portray an image of luxury in shopping, allow retailers run advertising and promotion elements of their choice, and that the malls create spaces that do not feel empty when shoppers are not present, scoring a mean of over 3.6 equivalent to 3.6 to 5.0 on the Likert scale (3.6≤LE<5.0). The results indicate that to a moderate extent, the shopping malls portray images of thriftiness and tradition in shopping with mean scores of 3.5 and 2.6 respectively, equivalent to 2.6 to 3.5 on the Likert scale (2.6≤ME<3.5).

Research findings show that there is significant variation in the retailers' perception of the various aspects of the malls' ambience in terms of the feeling that the malls are indicative of product prices, are associative of the upper social class group, are for given buyer characteristics, portray images of thriftiness, luxury and tradition in shopping as they scored standard deviations of more than one (Std. Dev, >1.0).

However, the malls' ability to provide space that allows for dealing in variety of merchandise and assortment, portraying images of innovation in shopping, allowing retailers run advertising and promotion elements of their choice, and the ability to create spaces that do not feel empty when shoppers are not present scored standard deviations of less than one (Std. Dev.<1.0). This shows that there is no significant variation in the retailers' perception about these aspects defining the malls' ambience.

4.3.3 Security in the Shopping Malls

Security is a key element defining the comfort of shoppers, which in turn affects the turnover for the respective retailers. In relation to this, the responding retailers were asked to indicate the extent to which the shopping malls provided a convenient, safe and attractive place for shopping and the findings were as follows.

Table 6: Security in the Shopping Malls

Aspects of the Shopping Mall's Security	Mean	Std. Deviation
Provides a convenient, safe and attractive place for shopping	4.6	.64

Source: Research data

In reference to the security aspect of the shopping malls, the findings as presented in Table 6 indicated that to a large extent, the retailers perceived the shopping malls as providing a convenient, safe and attractive place for shopping, with a mean of 4.6. Furthermore, the findings indicated that there is no significant variation in the retailers' perception of the security attribute of the shopping malls as it had a standard deviation of less than one (Std. Dev.<1.0).

4.3.4 Number of Customers patronizing Shopping Malls

Customers patronizing a given store are of essential benefit to others as the success of each store depends on the presence and efforts of other stores. Respondents were asked to indicate the extent to which they felt that most of the patrons visiting the respective shopping malls were buyers of household goods and the findings are summarized in the table below.

Tab le 7: Number of Customers patronizing Shopping Malls

Aspects of the Shopping Mall's Number of Customers	Mean	Std. Deviation
Patrons are buyers of household goods	3.5	1.3

Source: Research data

Findings indicated that to a moderate extent, the retailers perceived the shopping malls as being patronized by shoppers of household goods scoring a mean of 3.5. However, with a standard deviation of more than one (Std. Dev, >1.0), there is significant variation in the retailers' perception of the shopping with respect to this variable.

4.3.5   Exterior and Interior building materials

The exterior and interior aspects as well the renovation exercises on the building housing the shopping malls are bound to have effect on the shopping experiences in the respective malls. The research south to determine the perception of the retailers in the relation to the attributes that the exterior and interior bulking materials affect the shopping experience, the malls are regularly renovated, enables visitors to easily walk from store to store and provides a wide variety of establishments and the findings were as follows.

Tab le 8: Exterior and Interior building materials

Aspects of the Shopping Mall's Building	Mean	Std. Deviation
Exterior building materials affects buyer perceptions	3.9	.78
Interior building materials affect buyer perceptions	3.9	.84
The building is regularly renovated	3.8	.76
The building allows visitors to easily walk from store to store	4.5	.64
Possess a wide variety of establishments	4.4	.90

Source: Research data

From the research findings presented, with mean scores of more than 3.6, (equivalent to 3.6 to 5.0 on the Likert scale (3.6≤LE<5.0), it is evident that to a large extent, the retailers hold feelings that their malls' exterior and interior building materials affect buyer perceptions, the buildings are regularly renovated and allow visitors to easily walk from store to store and possess a wide variety of establishments.

However, there is no significant variation in the retailers' perception of the respective variables defining the building housing the shopping malls as they all had standard deviations of more than one (Std. Dev.>1.0).

4.3.6 Number of Services provided

The study sought to find out the retailers' perception of the services offered by the different stores operating in the shopping malls. Responses were required to indicate the extent to which they felt that the services were convenient for time-pressed customers, whether they allow consumers to reduce shopping costs, and if the shopping malls lack the uniqueness that enhances the shopping and entertainment experience. The findings are summarized in the following table.

Table 9: Number of Services provided

Aspects of the Shopping Mall's Number of Services	Mean	Std. Deviation
Convenient for time-pressed consumers	4.0	.88
Allows consumers to reduce shopping costs (time, money and energy)	4.4	.87
Provides shoppers with sources of entertainment in their shopping	4.0	1.1
Full service mall where the customer is pampered	3.9	1.1
Most stores are completely self service	3.1	1.4
Mall lacks the uniqueness that enhances the shopping and entertainment experience	1.9	1.1
Business dependent on other stores	3.1	.93

Source: Research data

Findings indicated that to a large extent, retailers have a feeling that the numbers of services offered by the shopping malls are convenient for time-pressed consumers, allow consumers to reduce shopping costs (time, money and energy), provide shoppers with sources of entertainment in their shopping, and that the malls are full service where the customer is pampered. This is reflected by the variables scoring means of more than 3.6 equivalent to 3.6 to 5.0 on the Likert scale ($3.6 \leq LE < 5.0$).

It is also evident that to a moderate extent, the retailers feel that most stores are completely self-service and business in the shopping malls is dependent on other stores scoring means of 3.1 each. Results show that to some extent, retailers feel that shopping malls lack the uniqueness that enhances the shopping and entertainment experience scoring a mean of 1.9.

The research findings indicated that there is no significant variation in the retailers' perception that the shopping malls are convenient for time-pressed consumers, allow consumers to reduce shopping costs (time, money and energy) and the view that business in the shopping malls is dependent on other stores as reflected in the standard deviations of less than one (Std. Dev.<1.0).

However, from the standard deviations of more than one (Std. Dev.>1.0), it is evident from the findings that there is significant variation in the retailers' feeling that the shopping malls provide shoppers with sources of entertainment in their shopping, are full service mall where the customer is pampered, most stores are completely self service and that the malls lack the uniqueness that enhances the shopping and entertainment experience.

4.4 General Retailers' Perception of Shopping Malls

From the analysis, the various attributes of shopping malls are perceived by the retailers to varying degrees. The summary of the analysis is presented in the table below.

Table 10: General Retailers' Perception of Shopping Malls

Attribute of Shopping Malls	Mean	Std. Deviation
Location of Shopping Malls	3.6	.12
Shopping Malls' Ambience	4.0	.58
Security in the Shopping Malls	4.6	0
Number of Customers patronizing Shopping Malls	3.5	0
Exterior and Interior building	4.1	.32
Number of Services provided	3.2	1.2

Source: Research data

It is clear from the findings presented in Table 10 that shopping malls are highly perceived on the security that retailers are guaranteed with their wares by scoring the highest mean of 4.6. This shows that retailers would prefer to operate in a shopping mall that provided a safe, convenient and attractive place for shopping than its location, number of services provided in the mall or the number of customers patronizing the malls. The findings indicate that to a moderate extent, shopping malls are bound to be perceived on the strength of their number of services provided as it scored the least mean of 3.2. Nevertheless, findings indicate that there exists a significant variation in perception on this aspect among the retailers as it has a standard deviation of more than one.

CHAPTER FIVE

DISCUSSION, CONCLUSIONS AND RECOMMENDATIONS

5.1   Introduction

This chapter presents the findings of the study in relation to the research objectives. The study sought to determine the retailers' perception of shopping malls in Nairobi. This chapter presents the summary of the findings as well as the study's conclusions as derived from the data analysis in the preceding chapter. In addition, the chapter also presents discussions of the research findings as well as the recommendations for the study. The results have been interpreted in comparison with the literature review that was done in chapter two.

5.2   Discussion

The findings of the study are in relation to the research objectives. From the study, it was established there is a variation in the retailers' perception of the various variables defining the shopping malls.

In relation to the location of shopping malls, findings indicated that that most of the respondents had a feeling that to a large extent, the shopping malls are closer to the city with no significant variation in the perception among the respondents. This confirms the argument by Dennis (2004) that although shopping malls were first created for the convenience of suburban populations, they can now also be found on main city thoroughfares.

Research findings have indicated that to a large extent, the retailers perceived the shopping malls as having space that allows for dealing in variety of merchandise and assortment, are indicative of product prices, are for given buyer characteristics, portray an image of luxury in shopping, allow retailers run advertising and promotion elements of their choice, and that the malls create spaces that do not feel empty when shoppers are not present. This is in line with the arguments posted on (http/:www.metro.com/upper/metro/11.07.02) that shopping malls create

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spaces that do not feel empty when few shoppers are present, but also have adequate circulation for when the mall is busy.

The findings as presented in Table 6 indicated that to a large extent, the retailers perceived the shopping malls as providing a convenient, safe and attractive place for shopping, a confirmation of Pashigian and Gould (1998) argument that shopping malls are private business properties designed for one purpose: To provide a convenient, safe and attractive place for shopping and carrying out business with retailers who lease space within the mall.

It is evident that to a large extent, the retailers hold feelings that their malls' exterior and interior building materials affect buyer perceptions, the buildings are regularly renovated and allow visitors to easily walk from store to store and possess a wide variety of establishments. As Hartwick and Jeffrey (2004) argued, a shopping mall (or simply mall), shopping center, or shopping arcade is a building or set of buildings that contain stores, and has interconnecting walkways enabling visitors to easily walk from store to store.

Findings indicated that to a large extent, retailers have a feeling that the numbers of services offered by the shopping malls are convenient for time-pressed consumers, allow consumers to reduce shopping costs (time, money and energy), provide shoppers with sources of entertainment in their shopping, and that the malls are full service where the customer is pampered.

It is also evident that to a moderate extent, the retailers feel that most stores are completely self-service and business in the shopping malls is dependent on other stores. This is in line with the observation of Downs (1961) that the retail trends since World War II could be viewed as a method of increasing the shopping efficiency of the average buyer. Among the examples of this are the continued trends toward self-service. Pashigian and Gould (1998) observed that many stores primarily benefit from the incidental mall traffic generated by other stores. Therefore, to varying degrees, the success of each store depends upon the presence and the effort of other stores

5.3   Conclusion

In recent years, the retail industry has been undergoing major shifts. The successful emergence of retail formats has significantly altered the market share of existing retail formats and intensified the competiton in the retail environment. The retail sector has experienced a great revolution over some years ago, with the introduction of shopping malls in the country. Shop owners are very eager to join one of the existing malls.

Shopping malls have various attributes that enhance their attractiveness in the retail industry as well as benefits and limitations to traders. It is these attributes, benefits and limitations of the shopping malls that form the basis of retailers' perception for the same. This study established that most of the respondents had a feeling that to a large extent, the shopping malls are closer to the city with no significant variation in the perception among the respondents. It was established that the retailers perceived the shopping malls as having space that allows for dealing in variety of merchandise and assortment, are indicative of product prices, are associative of upper social class group, are for given buyer characteristics, portray an image of luxury in shopping, allow retailers run advertising and promotion elements of their choice, and that the malls create spaces that do not feel empty when shoppers are not present.

In addition, retailers in the shopping malls perceived the shopping malls as providing a convenient, safe and attractive place for shopping, the retailers hold feelings that their malls' exterior and interior building materials affect buyer perceptions, the buildings are regularly renovated and allow visitors to easily walk from store to store and possess a wide variety of establishments. ,

Furthermore, retailers had a feeling that the numbers of services offered by the shopping malls are convenient for time-pressed consumers, allow consumers to reduce shopping costs (time, money and energy), provide shoppers with sources of entertainment in their shopping, and that the malls are full service where the customer is pampered. It is also evident that to a moderate extent, the retailers feel that most stores are completely self-service and business in the shopping malls is dependent on other stores

5.4   Recommendations

From the findings, it emerged that the retailers perceived the shopping malls as being patronized by shoppers of household goods. In order to increase turnover for those retailers not dealing in household goods, they need to develop proper advertising and promotion tools that will appeal to more customers to patronize their stores apart from relying on those visiting the malls primarily for household shopping.

LIMITATIONS OF THE STUDY

The study had targeted a sample of 150 respondents. However, some of the targeted respondents, mostly of the Asian origin had a negative attitude towards the study. As a result, it was not possible to get the targeted figure owing to the fact that it proved difficult to convince a good number of them to participate in the research.

SUGGESTIONS FOR FURTHER RESEARCH

The study approached the issue of perception of shopping malls from the point of view of retailers. Another study ought to be done from the point of view of customers who patronize the different shopping malls so as to ascertain their perception of the same.

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APPENDIX 1
INTRODUCTORY LETTER

Hellen Samarin Lesirima,

School of Business,

University of Nairobi,

P.O Box 30197,

NAIROBI.

August 2006

Dear Respondent,

RE: <u>COLLECTION OF SURVEY DATA</u>

I am a postgraduate student at the University of Nairobi, School of Business. In order to fulfill the degree requirements, I am undertaking a management research project on the retailers' perception of shopping malls in Nairobi. You have been selected to form part of this study. This is kindly to request you to assist me collect the data by filling out the accompanying questionnaire, which I will collect from your premises.

The information you provide will be used exclusively for academic purposes. My supervisor and I assure you that the information you give will be treated with strict confidence. At no time will you or your organization's name appear in my report. A copy of the final paper will be availed to you upon request.

Your co-operation will be highly appreciated and thank you in advance.

Yours faithfully,

Hellen Samarin Lesirima
MBA Student
University Of Nairobi

Margaret Ombok
Lecturer/Supervisor
University Of Nairobi

APPENDIX 2

RESEARCH QUESTIONNAIRE

PART A: General Information

Please answer the following questions in the spaces provided.

1. Your name...

2. Name of your company...

3. Type of business...

4. Number of years at the Shopping Mall

PART B: Perception of Retailers on the Shopping Mall

5. What made you decide to trade at the Mall at not any other? ....
....

6. On a scale of 1-5 (where 1=Not at all, 2= To a little extent, 3=To some extent, 4= To a large extent, and 5= To a great extent) indicate the extent to which you consider the shopping mall to be appropriate on the following attributes.

No.	Issue	(5) To a great extent	(4) To a large extent	(3) To some extent	(2) To a little extent	(1) Not at all
i.	Closer to the city					
ii.	Closer to trading areas					
iii.	Provide space for public activities					
iv.	Space allows for dealing in variety of merchandise and assortment					
v.	Indicative of the product					

	prices					
vi.	The mall is associative with the upper class social group					
vii.	It is for given buyer characteristics					
viii.	Stores portray an image of thriftiness in shopping					
ix.	Stores portray an image of luxury in shopping					
x.	Stores portray an image of tradition in shopping					
xi.	Stores portray an image of innovation in shopping					
xii.	Retailers run advertising and promotion elements of their choice					
xiii.	Create spaces that do not feel empty when					

xxii.	few shoppers are present					
xiv.	Provides a convenient, safe and attractive place for shopping					
xv.	Most patrons are buyers of household goods					
xvi.	Exterior building materials affect buyer perceptions					
xvii.	Interior building materials affect buyer perceptions					
xviii.	The mall is regularly renovated					
xix.	Enables visitors to easily walk from store to store.					
xx.	Possess a wide variety of establishments					
xxi.	Convenient for time-pressed consumers					

xxii.	Allows consumers to reduce shopping costs- time, money and energy			
xxiii.	Provides consumers with sources of entertaiment in their shopping			
xxiv.	It is a full service mall where the customer is pampered			
xxv.	Most stores are completely self-service stores where the customers are left to fend for themselves			
xxvi.	Lack the uniqueness that enhances the shopping and entertainment experience.			

List of Retailers at Yaya, Sarit Center and Village Market Shopping Malls as at

September 2006

A: THE VILLAGE MARKET

Women's and Men's Fashion

1. Athens
2. Authentic
3. The Bag Shop
4. Bellisimo
5. Khazana
6. Levent Instabul
7. Made In Africa
8. No Limit Sports
9. One Way
10. Tap Tap-
11. Total Sports
12. Treasure Trove
13. Woolworths
14. Zetu Collections

ARTS AND CRAFTS

1. Artz Gallery
2. Blue Rhino
3. The Craft Shop
4. Gallery Unik
5. Jg Designs
6. Jit Crafts
7. Kalabash
8. Kashmir Arts
9. Kazuri 2000

GIFTS

1. Aromatic Perfume Bar
2. Diamond Watch Company
3. The Gift Shop
4. Jit Gems
5. Kalabash
6. Kazuri Beads

7. Lotus
8. One-Der Box
9. Spinn
10. Toy World
11. Unique

ESSENTIALS

1. Avacado-Green Grocer
2. Bakers Den-Bakery
3. Chintu Electronics
4. Florist
5. Morning Glory-Stationery
6. Nairobi Diplomatic Duty Free
7. Nairobi Sport House
8. Nakumatt Supermarket
9. Niks Video
10. Prime Cuts-Butchery
11. Tintoria-Drycleaners

SERVICES

1. Alexander Forbes Insurance Co
2. All Times-News Stand
3. Bunson Travel
4. Chintu Workshop-Electronic
5. Copy Cat &Ups Courier
6. Cybercafe
7. Exclusive Classic Properties
8. Gamewatchers
9. Jaff's Optical
10. Kenya Valuers- Estate Agents
11. Pets &Pots/ One World Courier
12. Phoenix Safaris
13. Post Office
14. Studio Di Moda E Stile
15. Tyre Expert Centre
16. Veterinary Clinic

17. Village Photo Shop

18. Wynton House Of Music

HEALTH & BEAUTY

1. Aromatic Perfume Bar
2. Beauty Works
3. Belladona Pharmacy
4. Divas-Hair Product
5. Dreams Nails
6. Grassroots-Hair Salon
7. Jaff's Optical-Eyecare
8. Salon Malibu
9. Village Dental Clinic

FOOD

1. Arlecchino Ice Cream Parlour
2. Baker Den
3. Caf'e Latino
4. The Cork Wine Bar
5. Debonairs
6. Dormans Coffee House
7. German Point
8. Pomodoro Pizzeria
9. Prime Cuts Deli
10. Ro-Ro Chinese Restaurant
11. Seaworld-Seafood
12. Slush
13. Sofra Turkish Cuisine
14. Steers
15. Sugar Candy
16. Taste Of Africa
17. Thai Cuisine
18. Tokyo Restaurant

ENTERTAINMENT

1. Ampitheatre
2. The Cork Wine Bar
3. Dream Zone Playground
4. Exhibition Hall
5. Hi-Tide Water Park
6. Nu Metro Theatre

7. Pitstop Car Rides
8. Putt-O-Mania Mini Golf
9. Sikiliza Night Club
10. Superbowl
11. Tin Man Pool Hall

LEATHER & FOOTWEAR

1. Athens
2. Authentic
3. The Bag Shop
4. Barton Mode
5. Bata
6. City Walk
7. Leather Variations
8. Nairobi Sport House
9. Woolworths

CHILDREN'S FASHION

1. Athens
2. Authentic
3. Nairobi Sports House
4. No Limit Sports
5. One Way
6. Simply Cuddly
7. Total Sports
8. Woolworths

FURNISHINGS

1. Barkat Furnishings
2. Bellisimo
3. Home Collection
4. Jg Designs
5. Nakumatt Supermarket
6. Woolworths

JEWELLERY

1. Diamond Watch Co.
2. Jit Gems
3. Spinn
4. Unique
5. Zetu Collections

FINANCIAL SERVICES

1. Barclays Bank
2. Charterhouse Bank
3. Chase Bank
4. Commercial Bank Of Africa
5. Kenya Commercial Bank
6. Standard Chartered ATM
7. Veritas
8. Village Market Forex Bureau

B: THE SARIT CENTRE

1. 4U 2
2. Aa Health Centre
3. Adelphi
4. Africolour Labs
5. Afrilog
6. Anicare
7. Arena Health Club
8. Arrow One Way
9. Audio Point
10. Avocado
11. Banana Box Office
12. Bank Of Baroda
13. Barclays Prestige Banking
14. Basil's
15. Bata
16. Beauty Quest
17. Beyond Interiors
18. Bhullar & Co.Advocates
19. C.E.T.
20. Celtel
21. Cfc Bank Atm
22. Chicago Pizzas
23. Chinese Corner
24. Chintu Engineering
25. Clean Point
26. Concorde Car Hire & Safaris
27. Copy Cat
28. Cycle Land
29. Dhl
30. Dormans Coffee Shop
31. Dr. (Mrs) Abda Khan
32. Dr. (Mrs) Mira Joshi
33. Dr. Dogra
34. Dr. A.J.Meyerhold
35. Dr. B.H.Pandit
36. Dr. F.A.Khan
37. Dr.Mohammed M. (Sws)
38. Dr.Mukesh Joshi
39. Dr.R.B.Barad
40. Easysurf
41. Exclamation Marketing
42. Flavours Of Africa
43. Fox Cinplex
44. Fresh Bake
45. Funtime Restaurant

46. Haria Uniforms
47. Healthy U
48. Hidden Agenda
49. Hotpoint
50. Iat
51. I & M Bank
52. Infinity Interiors
53. Intersat Africa Ltd
54. Italian Menswear
55. Jaff's Optical
56. Jewelart
57. Juice It Up
58. K.P.& L.Co.
59. K.P.& T.C.
60. Kashmir Arts
61. Kcb Card Centre
62. Kcb Atm
63. Kenya Commercial Bank
64. Kibic
65. Lipstix
66. Mamma Mia
67. Manix Clothing Store
68. Marshalls (Ea)
69. Men's Secret
70. Micro City
71. Mony's Wines & Spirits
72. Multi-Timber Hardware
73. Naturally Yours
74. New Day Gift Shop
75. Nic Bank Atm
76. Nokia Shop
77. Noor Lampshades
78. Pfp Financial Consulting
79. Posta Com Bureau
80. Premji Dungar
81. Press Play
82. Ranchlands Meat
83. Reliance Pharma
84. Rymans
85. Salon Narcisse
86. Sapphire Collections
87. Sarit Expo Centre
88. Sarit Management
89. Sarit Video
90. Savings & Loan
91. Secrets

92. Security Office
93. Shah Chemist
94. Slurpy
95. Sole-Mates
96. Southern Fried Chicken
97. Standard Chartered ATM
98. Strategic Consultants
99. TBC Sports & Hobbies
100. Technical Engineering
101. Telecare
102. Texchem
103. Text Book Centre
104. The Craft Banda
105. The Garden Centre
106. The Healthcare Mart
107. The Woman Shop
108. Trisons Insurance
109. Truworths
110. Twiga Car Hire & Tours
111. Uchumi
112. Unik Glass
113. Union Forex Bureau
114. United Colours of Benetton
115. Vanela House Of Coffees
116. Wella Care
117. Wimpy (Off)
118. Wonder World
119. Woolworths
120. Woolworths Homestore
121. Woolworths Kids
122. Wwicsafrica
123. Zelma Boutique

C: YAYA CENTRE

1. DHL Worldwide Express
2. Barclays Bank of Kenya
3. Yaya Phonelink
4. Rainbow Orchards
5. Kenya Airways
6. Auto & Electro Care Ltd
7. Standard Chartered Bank
8. Homecare & Hardware Ltd
9. Tazama Africa
10. Homecare & Hardware Ltd
11. Chandarana Supermarket Ltd
12. Gourmet Meat Products
13. The Corner Shop
14. French Bakery / Septaria
15. Yaya Chemists Limited
16. New Day Ltd
17. Anicare Limited
18. City Optics & Contact Lens Centre
19. Video One Limited
20. Deacons Kenya Ltd/Woolworths
21. Rupa's Jewellers & Engravers
22. Moyo Investments Ltd
23. Ruff Kids
24. Card Centre (Yaya) Limited
25. Top Mode Limited
26. Modern Footwear / Bata
27. The Friendship Co. (Tune Inn)
28. The Copy Cat Limited
29. PC World
30. Samish Photolab Limited
31. X-treme Outdoors
32. Healthy U 2000 Ltd
33. Seaways Kenya Limited
34. Ital Drycleaners
35. Touch of Class Hairdressers Ltd
36. Imperial Air Services Ltd
37. Postal Corporation of Kenya
38. Lexy's Collections
39. Rockwood (A) Ltd (Goldiam Jewellers)
40. Rono Limited
41. Sheetal Leather Pride
42. Karina Emporium Limited
43. Casuals Limited
44. The Bronx Ltd (One Way)
45. Terkemen & Persian Limited
46. Sunny Daze
47. Adelphi, The Leather Shop
48. Extreme Outdoors
49. Saffron
50. Saffron Indian Restaurant
51. Fashion Unlimited
52. EASY SURF
53. ALL ABOUT KIDS
54. Aristocuts Limited
55. Kashmir Arts Limited
56. Right Gifts Limited
57. Fu-Yong Restaurant
58. Sugar & Spice Limited
59. Basilico Ltd
60. Cafe Cream
61. Lines Limited
62. The Beauty Shop (Robeston Co.
63. Yaya Centre Forex Exchange Bureau
64. Standard Chartered Bank
65. Montana (La Elegant)
66. Bookstop Limited
67. Facelift Inspirations (Eve's Bayou)
68. La Elegant (Leather Wear)
69. Buttons & Bows Limited
70. Saffron
71. Legacy Books
72. Montana 'A'
73. Rone Munyanja Ltd (Impressions)
74. Nairobi Toys House (Toyworld)
75. Nairobi Sports House
76. Icecube Limited
77. Dr. M.S. Masinde/Prof. E.O. Ogutu
78. Yaya Medical Centre
79. Yaya Centre Diagnostic Lab
80. Muambi Associates

81. Chandarana   Supermarket
    Office
82. ANIMET
83. Animet Limited
84. Prof. W. R. Lesan
85. Dr. Omondi (Gynaecologist
86. Dr. S.S. Andrawes/Dr. (Mrs.) S.
    Andrawes
87. Rono Limited
88. Nash & Associates
89. Dr. Andrew Malavu
    (Paedetrician

90. PC World
91. City Optics & Contact Lens
    Centre
92. Studio Elle Ltd
93. Marryat & Scott (K) Ltd
94. Pete Aviation & Electronics
95. Karimbux Effendy & Co.
    Advocates
96. Concord Insurance Company Ltd
97. Kenya Flourspar Company Ltd

APPENDIX 4

Operational Dimensions of Perception of Shopping Malls

Determinants of Retailer Perception	Variables/ Action required	Relevant Questions
Location	• Closer to the city • Closer to trading areas • Provide space for public activities	i-iii,
Ambiance	• Space allows for dealing in variety of merchandise and assortment • Indicative of the product prices • The mall is associative with the upper class social group • It is for given buyer characteristics • Stores portray an image of thriftiness in shopping • Stores portray an image of luxury in shopping • Stores portray an image of tradition in shopping • Stores portray an image of innovation in shopping • Retailers run advertising and promotion elements of their choice • Create spaces that do not feel empty when few shoppers are present	iv-xiii
Security	• Provides a convenient, safe and attractive place for shopping	xiv

Number of customers	• Most patrons are buyers of household goods	xv
Building	• Exterior building materials affect buyer perceptions • Interior building materials affect buyer perceptions • The mall is regularly renovated • Enables visitors to easily walk from store to store. • Possess a wide variety of establishments	xvii-xx
Number of Services	• Convenient for time-pressed consumers • Allows consumers to reduce shopping costs-time, money and energy • Provides consumers with sources of entertaiment in their shopping • It is a full service mall where the customer is pampered • Most stores are completely self-service stores where the customers are left to fend for themselves • Lack the uniqueness that enhances the shopping and entertainment experience.	xxi-xxvi