



ST. MARY'S UNIVERSITY
SCHOOL OF GRADUATE STUDIES

**ASSESSMENT OF CUSTOMER PREFERENCE ON SHOPPING MALLS
IN ADDIS ABABA**

By: GEZAHEGN TESHALE

ID NO: SGS/0015/2008A

JUNE 2017
ADDIS ABABA, ETHIOPIA

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**A THESIS SUBMITTED TO ST. MARY'S UNIVERSITY, SCHOOL OF
GRADUATE STUDIES IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE DEGREE OF MASTER OF BUSINESS
ADMINISTRATION**

JUNE 2017

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APPROVED BY BOARD EXAMINERS

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DECLARATION

I, the undersigned, declare that this thesis is my original work, prepared under the guidance of _____
_____. All the sources of materials used for the thesis duly acknowledged. I further confirm that the thesis has not been submitted either in part or in full to any other higher learning institution for the purpose of earning any degree.

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St. Mary's University, Addis Ababa

June, 2017

ENDORSEMENT

This thesis has been submitted to St. Mary's University, school of Graduate studies for examination with my approval as a university advisor.

Advisor

Signature

St. Mary's University, Addis Ababa

June, 2017

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Acknowledgements

Above all I thank the wonderful God for his unlimited support in all my life. First of all, I would like to express my sincere gratitude to my advisor, *Teklegiorgis Assefa (Asst. prof)* for his genuine support, helpful ideas, and kind responses during the entire phases of my thesis. And I wish to present my special thanks to all respondents who spent their valuable time in filling questionnaires. My special thanks also go to my families and all my friends who assisted me in different aspects throughout my study.

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Abstract

This study has designed to assess how customers prefer specific shopping malls in terms of location, image, value, tenant mix, and parking space to examine to what extent these factors influenced the customer's preference at Addis Ababa. In order to achieve its objectives the study gathered data from 100 visitors of shopping malls in Addis Ababa by using open and close ended questionnaires. The data were analyzed through the help of micro soft excel software. The findings revealed that nearness of residence or place of work, accessibility of public transport , Mall operating hours, interior design, feeling of relaxation, store layout, games for children, advertising/promotion, security and safety ,availability of new products, social life, affordability of prices, product quality, value of product, availability of merchandise, latest fashion, availability of numerous brands, varieties of products, availability of substitute products, availability of ample parking space are factors which influences customers preference .The study indicated that location, image, values, tenant mix and ample parking space are the major elements which influences shoppers preference.

Keywords: Shopping malls, customer preference, customer values, mall image, tenant mix, location, ample parking space.

CHAPTER ONE

INTRODUCTION

1.1 Back ground of the study

A shopping center is a group of retail and other commercial establishments that is planned, developed, owned and managed as a single property, typically with on-site parking provided. According to International Council of Shopping Centers (ICSC), (2013), the center's size and orientation are generally determined by the market characteristics of the trade area served by the center. A shopping center is an object which is centrally managed and which comprises operations of at least 10 independent stores (tenants), the area (rented or useful space) allocated to them makes up at least 5 thousand sq. and the anchor tenant occupies up to 70 percent of the rented area.

Ms.Lathak ,S.Mohapriya (2015) found that A shopping mall, shopping Centre, shopping arcade, or simply mall is one or more building forming a complex of shops representing merchandisers, with interconnecting walkways enabling visitors to walk from unit to unit, along with a parking area a modern, indoor version of the traditional marketplaces. Nowadays, the modern life completely changes the way we shop. Little, local shops disappear and big shopping centers come instead. The shopping centers are the places that are packed in weekends. The shopping centers of today's world are huge and provide all the products that a man desires as a source of entertainment. The people come with the families for shopping and fun in the shopping centers. They are large in size with hundreds of shops under a roof. It attracts huge youngster crowd towards them. These shopping centers are constructed beautifully to attract more and more customers. So the people prefer Modern shopping centers the most.

According to Assael (1987), shopping behavior is the most unique for behavior which the consumers exhibit. Gifts, clothing, groceries, gifts and household items are some of the most common type of shopping which consumers indulge in a highly frequent manner. But according to Dholakia (1999), occasion and motives are also some crucial points which influence the consumers shopping behavior. For example, for some consumers, shopping is all

about getting the best deal out of bargaining, for some (especially teenagers or the young crowd) shopping is a means of getting acquainted and interact more with others in a social context and for some it is a way of breaking out from the regular monotonous professional and personal routine (Reid and Brown,2010).

Hawkins, Mothers Baugh. (2007).Consumers can shop for utilitarian reasons related to achieving specific purchase goals. Alternatively, they can shop for hedonic reasons related to having fun. As catalogs and the Web make it easier to satisfy utilitarian motives, traditional retailers are finding that they need to examine hedonic shopping motives and related marketing strategies. A recent study uncovered six hedonic shopping motives related to McGuire's typology.

Adventure shopping refers to shopping for fun and adventure and relates to the need for stimulation, e.g., "I enjoy shopping. It brings me great excitement and sometimes suspense as to what I'm going to find."

Social shopping refers to the enjoyment that comes from socializing and bonding while shopping and relates to the need for affiliation, e.g., "Well, I shop because it gives me a chance to spend time with my friends and family.

Idea shopping involves shopping to keep up with trends and fashions and relates to categorization and objectification needs, e.g., "I like new gad-gets, new technology and see the new toys that are out there. It is kind of a hobby.

Role shopping relates to the enjoyment that consumers feel from shopping for others and relate to the identification motivation, e.g., "I love to buy gifts for other people. It makes me feel good to buy something for someone that I know they are going to like.

Value shopping involves shopping for deals and relates to assertion needs, e.g., "It's exciting, because you feel like you're winning. That's like the competitive part of shopping.

Being able to understand and be proactive towards consumer wants and needs have a central role in marketing philosophy. To be able to perceive what the consumers prefer and what they're emphasizing when it comes to choosing between different alternatives is substantial for every company. Thus the importance of being able to meet these preferences could be the difference between live or die for some companies. Research on store loyalty, store preference

is broad but when it comes to shopping malls, the Current research done on shopping mall preferences is not very broad. Shopping mall consists of different stores with different store image. This could generate a consumer who prefer a store, but won't visit the shopping mall who contains this specific store hence a dislike of one or more of the shopping mall features and thus puts the importance of being able to successfully understand and meet the consumer's shopping mall preferences. (Joachim Olsen June 2015)

Retail business in Ethiopia

According Anthon Hugo, Charmaine Haskell, Catharine Ensor, Embers Moodley, Jaco Maritz. (March 2016). Unlike other African countries that have opened their doors to foreign vendors, Ethiopia's retail sector is closed to outside companies. Wal-Mart's South African subsidiary, Massmart, describes Ethiopia as a "compelling growth opportunity", albeit one it cannot legally pursue. Despite having a population of over three million, the capital Addis Ababa has limited formal trade. By 2013, there were only eight modern retailers operating a combined total of 15 medium-sized stores of no larger than 1500m². But there is a growing demand for more organized shopping experiences in malls such as the Friendship City Center and Dembel City Center. Cameroon Street, a popular commercial area in Addis Ababa, is already home to numerous restaurants, coffee shops, fashion outlets and a cinema. Local chains such as Shoa Bakery and Kaldi's Coffee have multiple outlets and are expanding to second-tier cities. Market intelligence firm Sagaci Research suggests there is an opportunity for up to 20 new modern supermarkets and ten shopping centers in Addis Ababa over the medium term. It is the informal sector that dominates trade. At Addis Ababa's bustling Merkato open air market – said to be the largest in Africa – hundreds of traders sell everything from agricultural commodities to kitchen utensils to fuel. But even vendors here have noted a decline in sales as those with the means increasingly shop from mini-markets.

1.2 Problem statement

The purpose of this thesis is to get an understanding of what drives consumers towards shopping malls. The choice of shopping malls as a subject for this paper is based on that the researcher would like to look closer into shopping mall developer/Manager/owner in Addis Ababa have to consider what drives customer to prefer one shopping mall over the other

shopping malls as the numbers of shopping mall is increasing in Addis Ababa, it would be interesting to investigate which preferences that shopping mall customers have. Secondly the phenomenon of shopping is something that every man and woman has been involved in, thus can create many different preferences. Thirdly there is a growing demand for more organized shopping malls in Addis Ababa which leads for the study of customer preference on shopping malls. Finally there are no studies made on shopping malls preference in Addis Ababa, as far as the researcher knows.

1.3 Research Questions

1. What is the significant difference in the preferences related to demographic charters tics?
2. What are the factors that affect customer preference in shopping mall?
3. What is the tenant mix needed for attracting the customer?
4. What are the values which are given due emphasis by customers?

1.4 Research objectives

1.4.1 General objectives

The research objective was the assessment of customer preference on shopping mall.

1.4.2 Specific objectives

1. To determine the difference in preference related to demographic charters tics.
2. To identify the factors that influence customer preference on shopping mall
3. To determine the tenant mix needed for customer preference.
4. To determine the values selected by customers.

1.5 SIGNIFICANCE OF THE STUDY

All activities in mall management to be directed at enhancing the guest experience and increasing the value of the Centre through strong merchandising and great marketing (McArthur, 2011) for owners, mall managers, investors, tenants, customers, government, statutory organizations, researchers, academicians and other stakeholders viz. media partners, event sponsors, outdoor advertisers, kiosk owners and others. The paper also tries to facilitate

the Mall developers, Managers, Marketers, and Operators with the perfect blend of necessary acumen in terms of various shopping dimensions required to offer the targeted customers so as to operationalize the mall with utmost productivity and performance.

1.6 Scope of the study

The study focused on selected areas of Addis Ababa at Sarbet, Bole, and Megenagna where many shopping malls and visitors situated .Out of the many malls in Addis Ababa 3 shopping malls are selected for the study.

1.7 Organizations of the study

The study is organized into five chapters. Chapter One, which is the introductory part, contains the background of the study, the statement of the problem, objectives of the study, research questions, significance of the study, limitation of the study. In Chapter Two, literature review is presented. The chapter included the theoretical and empirical literature necessary to understand the variable constructs. The literature section covers the research findings carried out by different researchers in different parts of the world. Chapter Three encompasses the research methodology under which, research design, target population, sampling procedure, research instrument in data collection, validity and reliability of the instruments, data collection procedures and data analysis techniques are discussed. Chapter Four presents the data analysis, presentation and interpretation. Lastly Chapter Five presents the summary of findings, discussions, conclusion and recommendations.

CHAPTER TWO

LITERATURE REVIEW

2.1 Theoretical Literature

In the following section the author presented the chosen literature that has remained as the foundation for this paper. The theoretical focus of this paper contains effects of location on choice of shopping malls, effects of image on malls choice, Effects of consumer values on shopping center choice, Tenant Mix and shopping mall preference and Parking and shopping mall preference. Reviews for each of these topics discussed and presented in the next part of this paper.

2.1.1 Effects of location on shopping mall choice

Location plays an important role in consumer store choice. If all other things are approximately equal, the consumer generally will select the closest store. Likewise, the size of an outlet is an important factor. Unless the customer is particularly interested in fast service or convenience, he or she would tend to prefer larger outlets over smaller outlets, all other things being equal.

The **retail attraction model**, also called the **retail gravitation model**, is used to calculate the level of store attraction based on store size and distance from the consumer. In the retail gravitation model, store size is measured in square footage and assumed to be a measure of breadth of merchandise. The distance or travel time to a store is assumed to be a measure of the effort, both physical and psychological, to reach a given retail area. The effect of distance or travel time varies by product. For a convenience item or minor shopping good, distance is important, since shoppers are unwilling to travel very far for such items. However, major high-involvement purchases such as automobiles or specialty items such as wedding dresses generate greater willingness to travel. Willingness to travel also varies with the size of the shopping list for that trip. Thus consumers who would not be willing to travel very far to purchase three or four convenience items may willingly go much farther if 20 or 30 such items are to be purchased on the same trip. Consumers often combine shopping trips and purposes. Thus, a consumer may visit a health club, have lunch with a friend, pick up the laundry, shop for food for the next few days, and pick up a prescription on one trip. Thus, retail patronage is in part a function of an outlet's location in relation to other outlets and consumers' travel patterns. Combining outlets or adding departments in response to such

shopping patterns can produce value for customers and increased revenue for the firm. For example, supermarkets such as Safeway have added pharmacies to their outlets. (Del I. Hawkins and David L. Mothers Baugh 2010)

Malike Ozsoy (2010) found that Location is proximity to housing and accessibility: Retailing academics and practitioners seem always to emphasize “location, location, location “as the key to success. Convenient location has been validated as an important determinant of shopping mall visit frequency. Shopping mall location selection is one of the core business activities of developers for long-term capital investment. Geographical location of shopping center play very important role in choice of a shopping center.

2.1.2 Effects of image on shopping malls choice

Rasa Gudonavičienė, Sonata Alijosiene) (2013), found that a model that distinguishes the highest number of image attributes was layout of stores and merchandising, accessibility (macro and micro accessibility), service, atmosphere, amenities, ambience, entertainment, security. The other image attributes of a shopping Centre divided into 5 groups: features of goods sold, attitude and behavior of staff, geographic location, lowering of prices, regularity. The 20 image attributes of a shopping Centre which are classified into 5 groups: ambience (illumination, landscaping, background music, ambient odor, general hygiene, temperature control), physical infrastructure (open space, size of the shopping Centre, parking space, size of the atrium), marketing focus (promotional schemes, tenant-mix, external environment, promotional events), convenience to a customer (utilities, lifts and escalators, distance of a shopping Centre to home), safety and security (safety from accidents, safety while shopping, security against acts of terror). Names as many as 28 items, which are connected into 6 groups of factors: shopping Centre essence, popularity and promotional programs, personal service, internal atmosphere, recreational options, external atmosphere. One may notice that the authors distinguish a lot of elements of the same nature though name them differently or classify different elements into the groups of attributes.

2.1.3 Effects of customer values on shopping malls choice

Swinyard (1998) argues that it is the consumer values that are the reason for shopping mall visits. Based on the list of values that originated from Maslow (1954), these values were tested against shopping mall visits. Sense of belonging, warm relationship and security were the values that related to the consumers that had high visit frequency. He argues that customers have the needs of nesting. Which corresponds with the three values that were recognized as drivers towards the shopping mall visits? Further Kim (2002) argues that shopping values that consumers obtain are either extrinsic or intrinsic, and where retailers and shopping malls must arrange the different actions so that these values are met. Convenience, resources, product performance, service, entertainment, social interaction and ambience are the different values that are highlighted as the main values that consumers hold and expect to be met by the shopping mall in order for the shopping mall to be considered as a shopping destination. The extrinsic value of resources and more specifically the time and effort have been supported by Brunner and Mason (1968), who are specifying that the customers are more likely to visit a shopping mall if it is in a satisfying driving distance away. Oppewal, Louviere and Timmermans (1996) found travel time and the size of the mall to be less an important value-determinant for visiting shopping mall if the store mix is gratifying towards their expectations. Hence the growing competition inside the city center for both customer and location, locating the shopping mall outside the city will most likely be accepted and visited by the consumer. (Joachim Olsen, June 2015)

2.1.4 Tenant Mix and shopping mall preference

One of the success factors for developers and tenants is the arrangement or assortment of stores in the shopping mall. Several studies have noted the importance of tenant mix to the success of a shopping mall. However, all the authors agree that ideal tenant mix is still a mirage and yet to be formulated, but can be observed and monitored through shopper survey (Greenspan, 1987). An ideal tenant mix is conceived to include a wide category of tenants, presence of a strong anchor tenant, ideal store size, appropriate placement of tenants and the ability to meet customer demand. The variables related to store attractiveness and preference can be largely divided into four types based on previous studies i.e. anchor tenant, variety of tenants, number of tenants and tenant placement.

Mall preference by retailers is based on the presence of other tenants in the mall, especially the anchor tenant. Anchor tenant is a store with reputable brand which can generate high pedestrian flow on its own and therefore generates trade for smaller tenants. For this reason they enjoy longer leases and pay lower rentals per square feet compare to other tenants (Guy, 1994). Scholars have suggested that anchor tenants have the ability to attract attention in a shopping mall and hence determine the level of success of a shopping mall. It has been noted that the anchor tenant determines the number of customer that visit the shopping mall, commodity retail prices at the mall and the level of profit achievable at the mall. Yuo et al., (2004) conducted an empirical study on the influence of anchor tenants in the mall performance and noted that anchor tenant has relevance to the expenses for entering the shopping mall. He noted that shopping mall attractiveness varies based on the presence of anchor tenants and the extent to which it can draw customers to the mall.

The second variable of tenant mix refers to the type and number of product categories in the shopping mall that are provided to customers or to the composition ratios of the types of other stores Kim et al. 2005). Studies show that the appropriate mix of product categories increases the revenue of the shopping mall hence attract and retain more tenants, and in the reverse case, decreases the revenue and limits the number of tenants Yuo et al., (2004). Baker and Haytko (2000) noted that along with the number, the variety of different stores is also a decisive aspect for consumers to shop at shopping malls. Variety types of tenant in shopping mall create excitement in shoppers (Cockerham, 1995), noting that shoppers enjoy clustering of shops.

Highman (2010) described clustering as the assemblage of similar tenants into one location, further noting that tenant clustering process is proven to be productive and able to generate higher sales. The advantage of clustering tenant is to attract customers to shop for the goods in that particular shopping centre frequently. The views of Highman (2010) emphasizing on the findings of Cockerham, (1995) affirms that clustering builds a customer perception that the shopping centre offers wider range of products or services and thus will sell the item that the customer looks for. However, Hussein (1991), while contrasting their views, noted that the existence of similar merchandise on the same floor creates unnecessary competition although the floor specialization approach creates convenience to shoppers.

According to Abratt et al. (1985) the presence of various tenants maximizes shopping Centre attractiveness and presence to the population of the catchment area. They argue that the frequency at which shoppers visit the mall will increase if there is a wide range of tenants. An appropriate mix of tenants should offer to the customers a wide range of goods and services. Besides, a shopping mall that can meet customer demands by providing a medium to high range products and quality services can contribute to increased customer traffic flow (Kirkup and Rafiq, 1994). Customer will also find it more attractive to shop at larger stores for certain products or services as it has wider selection compares to smaller store (Carter, 1993).

It has been suggested that tenant placement affect performance of other stores within the mall, thus is an important preference consideration for the prospective tenants considering locating in the mall. The location of anchor tenant in relation to other tenants is important as it attract people to the Centre from the entry point and therefore needs to avoid situation where only few tenants can survive by avoiding areas of low pedestrian flow (Downie et al., 2001). The main spillover effect identified from previous researches is from anchor stores to non-anchor stores: hence anchor store attraction and location are emphasized as highly significant factors in the shopping mall management literature (Mejia and Benjamin 2002)

According to Calus (1975), the specific location of each tenant needs to be carefully looked at and the arrangement should be based on the shopping mall's design and the tenant's relationship with other shops. This arrangement is important so as to create high pedestrian flow according to Abratt et al., (1985). However, Kirkup et al. (1994) note that it is not easy to attain optimum tenant mix in terms of specific location due to the fact that larger tenants tend to demand specific locations. (PHILMON OUMA OJUOK 2016.)

2.1.5 Parking and shopping mall preference

Tenants /retailers may not necessarily need many parking lots to operate their businesses within the mall. However, their customers will. A big number of customers visiting shopping malls use cars as their preferred means of transport. It therefore means that availability of parking is a major determining factor for a shopper to choose a certain shopping mall over the other (Ndungu, 2008). Essentially, the parking system wills most shoppers' first and last impression of the shopping Centre.

According to Gibbs (2012), parking is one of the most critical issues facing any retailer or shopping district today. He observes that, unlike work, school, or obligatory tasks, most shopping trips are elective activities. People do not have to shop and will often avoid shopping centers whose parking is difficult to find or challenging. If parking is not readily available, potential customers will simply continue on their way, often to alternative malls.

Parking should not just be adequate, but rather should be secure and easily accessible. The walk from the parking is also important. It should be comfortable and as short as possible. The transition from the parking to the other spaces within the shopping mall should provide a rather enjoyable experience.

Levy and Weitz (2012) observed that the importance of good parking facilities must not be overlooked in assessing a location and specific sites in a mall while Coombe et al., (1997) noted that parking affects shopping and travel behavior of consumers. They noted that parking situation affects shopping destination choice and mode of travel, parking lot choice and route to this parking and frequency of the shopping trip.

Parking is considered to affect performance of the mall. The ways in which consumers react to parking availability affect the economic performance of shopping malls and individual stores. Therefore the amount and quality of parking facilities are critical for evaluating a shopping mall and specific site within the mall. If there are not enough spaces or the spaces are too far from the store, customers will be discouraged from patronizing the store. According to Popp (1992), retailers fear a decline of sales because consumers may choose to visit other malls or to visit other shops in the shopping mall in response to parking availability and location.

Parking in the mall can be categorized in terms of different attributes including scale, location, tariff, regulation and accessibility (Popp 1992). However, according to Oppewal (1995), the parking situation considered for a shopping destination is usually defined by one and sometimes two attributes including parking convenience and parking costs. Other attributes of parking noted by Timmermans, (1996) are parking search time, availability of parking facilities, quality of parking facilities and number of parking spaces. Oppewal (1995)

showed that the parking situation has some influence on consumers and retailer shopping destination choice.

Van der Waerden and Oppewal (1996) while investigating choice of parking lot and shopping destination noted that characteristics of available parking lots such as maximum parking duration, parking costs, walking distance between parking lot and shopping area played an important role in the choice of a shopping mall by consumers and retailer. However, the relationship between the chosen parking lot and the shops visited was investigated by Van der Waerden and Borgers (1995) who found empirical evidence of a strong relation between the two. They concluded that the probability for customers to visit shops nearer to the chosen parking is higher than visiting stores located at some distance.

Another aspect of parking evaluated by both retailers and consumers is the relative congestion of the parking area. Congestion is an excess level of traffic that results in customer delays. According to Levy and Weitz (2012) there is an optimal level of congestion for customers. They noted that too much congestion can make shopping slow, irritate customers and generally discourage sales. However, a relative level of activity in a shopping mall creates and stimulates sales. (Philmon Ouma Ojuok 2016)

2.2 Empirical Review

Joachim Olsen (2015) .The study finds that consumers prefer a shopping mall to include good variation of stores and also that the location of the mall is located convenient to them. In conclusion, the paper gives an overview of what consumers emphasizes when it comes to planning and choosing their shopping mall trip and the author is hopeful to see this being compared to another market that holds un-similar shopping trends.

Sujo Thomas (2012). The study focused on the shopping mall attractiveness wherein the attempt was to study the behavior and attitude of the shoppers towards malls thereby bringing out the characteristics of an ideal mall, based on the survey of shoppers in a mega city in the state of Gujarat. The five major underlying factors revealed in this study from shopper's perspective, that best explain the Important characteristics of an ideal mall are Overall Attractiveness, Amenities and Atmospheric, Personnel, Shopping Ease and Convenience. The research suggested that further analysis of the meaningful data if more responses are collected for each of the individual malls and perhaps even if the number of malls for survey could be increased.

Simon Kanoga, Reuben Njugana, Shadrack Bett (2015) .The research entitled” The Effect of Place on Performance of Shopping Malls in Nairobi County Kenya”. The study is undertaken to understand the role of marketing mix dimensions focusing on place mix on the performance of shopping mall while buyer behavior taking a moderating role. The research implies that mall managers and potential investors would get more insight on where to locate their mall and what to incorporate in the architectural design for the purpose of benchmarking in order to remain competitive and acquire competitive advantage.

MS.Latha .K. and S.Mohanaproya (2015). The research made to understand Customer Preference and Satisfaction towards Modern Shopping Centers in Coimbatore City. The research suggested that quality of customer care, parking facility, special offers and discounts, better display of product, feedback system can improve the satisfaction of customer. The research concluded that customers perceived experiential value can be improved and

satisfaction can be enhanced by increasing quality of personal service encounters, attractive rewards and updating the layout and design of service of facilities and environment frequently.

MONIKA GUPTA, (2013). The research entitled “Strategies for shopping mall loyalty”. The study undertaken to propose strategies for creating shopping mall loyalty by identifying relevant shopping mall attributes in mall selection, assessing underlying customer perceptions leading to categorization of various shopping malls and profiling shopping mall customers based on demographics and behavioral variables. The researcher recommend that the mall operators need to focus on developing effective entertainment strategy, mall managers need to focus on having a right mix of national and international brands and private labels, a discount orientation strategy is suitable for low to medium stores inside malls, Malls can be centrally placed either in Heart of the City adjoining residential areas or can be located in pleasant and peaceful environment, surrounded by major corporates. Hydraulic parking could be adopted to resolve parking issues.

Yip, T., Chan, K. and Poon, E. (2012) studied in their paper on Attributes of young consumers’ favorite retail shops. The study attempts to identify the common attributes of the physical retail outlets favored by Hong Kong youths. The study findings suggested that the attractiveness of these stores was mainly based on product or service quality and price, but location and the behavior of the shop assistants were also cited as influential. The results reinforce the conclusion that Hong Kong retailers need to emphasize sales training and management in order to create an appealing shopping experience for young consumers.

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

3.1 Research Design

A research design specifies the methods and procedures for acquiring the information needed to structure and solve the research problem. The overall operational design for a research project stipulates what information is to be collected, from what sources, and by what procedures. A good research design ensures that the information obtained is relevant to the research problem, and that it is collected by objective and economical procedures.

3.1.1 Quantitative design

The researcher used Quantitative design to find objective existence of reality that is reality/knowledge exists objectively in the shopping malls and is governed by laws and theories, and these need to be tested or verified. This method of gathering answers has different advantages. Besides being easy and quick for the respondents and the researcher, it's also a low-cost method of getting answers. This paper is to discover preferences towards shopping mall in Addis Ababa.

3.1.2 Descriptive Studies

The researcher used descriptive design to address the demographic and socioeconomic characteristics of shopping mall visitors, to answer how extensively existing shopping mall services being used, and what are members' attitudes toward such services? To assess the degree of interest in specific new services in shopping malls?

3.2 Population and sampling technique

The target population of the study was visitors of shopping mall. The collection and promotion of the questionnaire distributed to the respondents who have completed their shopping. Questionnaires' printed out hard copies delivered to random people in shopping malls. This causes the sample as a non-probability sample and more precisely a convenience sample where the populations are self-selected. This technique could mean that those who are respondents may be to homogenous due to demographics, psychographics as well as

motivational and behavioral variables thus means that the result can be biased. In order to minimize the chance of this, the questionnaire distributed on different shopping malls in Addis Ababa. This way, the chance of getting not similar groups would be increased. As the phenomenon of shopping is very customary to the normal man and woman, there are no screening questions, and thus makes everyone in the desired geographical area a potential respondent.

To determine the sample size for this experiment, there are eight aspects to consider (Malhotra and Birks, 2007): They are: The importance of the decision, Nature of the research, the number of variables, the nature of the analysis, Sample size used in similar studies, incidence rates, completion rates, resource constraints. The sample in this study distributed amongst three malls chosen in Addis Ababa. Stratified sampling used in order to cover all the age groups while within them. Due to the unknown number of flow of people per day in the shopping mall it was difficult to get the population of the study .However, because of the limited financial capacity of the researcher and Sample size used in similar studies 100 respondents selected to represent the general population.

3.3 Source of Data

Both Primary and Secondary data used for the study purpose. The primary data collected from the customers of shopping mall with the help of structured questionnaire. The questionnaire prepared in such a way that they are simple and understandable so as to enable the respondents to express their views and opinions freely. The secondary data collected by referring to literatures or data from journals, articles, books and magazines and various relevant websites.

3.4 Data Collection Instruments

The researcher used two main research instruments in collecting primary data: questionnaires, and qualitative measures.

3.4.1 Questionnaires

A questionnaire consists of a set of questions presented to respondents. Because of its flexibility, it is by far the most common instrument used to collect primary data. The researcher need to carefully develop, test, and debug questionnaires before administering them on a large scale. The form, wording, and sequence of the questions can all influence the responses. The researcher used *Closed-end questions* which specify all the possible answers and provide answers that are easier to interpret .The researcher used *Open-end questions* which allow respondents to answer in their own words and often reveal more about how people think. They are especially useful in exploratory research, where the researcher is looking for insight into how people think rather than measuring how many people think a certain way.) (Philip Kotler and Kevin Lane Keller. 2012)

3.4.2 Qualitative Measures

Qualitative research techniques are relatively unstructured measurement approaches that permit a range of possible responses. Their variety is limited only by the creativity of the researcher. Because of the freedom it affords both researchers in their probes and consumers in their responses, qualitative research can often be an especially useful first step in exploring consumers brand and product perceptions. It is indirect in nature, so consumers may be less guarded and reveal more about themselves in the process. Qualitative research does have its drawbacks. Marketers must temper the in-depth insights that emerge with the fact that the samples are often very small and may not necessarily generalize to broader populations. (Philip Kotler and Kevin Lane Keller, 2012)

The researcher collected qualitative data by using open ended questionnaires' which helps the respondents to give their views without limitations.

3.5 Procedures of Data Collections

For identifying the consumer preferences, a questionnaire developed on the basis of the foregoing review of the literature. The questionnaire consist of 27 closed ended questions which was framed keeping in mind the various factors that the respondent may wish to see in the shopping mall. After demographic characteristics of respondents are asked, the indicators of consumer preferences were placed. The data collected in the selected shopping mall, where the respondents were consumers who have completed their shopping in three major shopping

malls and willing to respond to the questions. Data collected on a Likert-type of scale, where 1 stands for maximum agreement, 2 represents agreement 3 stands for neutral, 4 stands for disagreement and 5 stands for maximum disagreement

3.6 Pre-test

Before being able to create the questionnaire, an initial interview round conducted in order to create the list of attributes that will be a part of the survey. To be able to discover the most significant attributes of a shopping mall in the consumers mind, interviews with ten respondents who prefers different shopping malls. The purpose of the interview was to get the interviewees to determine the strength of the different features of shopping malls that they emphasized when they visit the mall. After these interviews, there would be different attributes. Out of the total attributes there are excluded attributes. In order to exclude attributes, a group of individuals asked to rank the importance of the different attributes using the Likert scale (1-5).

3.7 Method of Data Analysis

Raw data obtained from the field is difficult to interpret and should be cleaned, coded and key punched into a computer for purposes of analysis (Mugenda & Mugenda, 2003). According to Cooper and Schindler (2011) the reason for data analysis was to synthesize gathered data to manageable size, applying statistical methods, establishing summaries and seeking trends and tendencies. Data obtained from the field were analyzed using tables and graphs to establish the relationship between the various independent variables and the dependent variable. Microsoft excel used to analyze the data. Data presentation is in form of descriptive statistics such as percentages and tables. Statements of the facts found out were used to further explain the findings of the research.

3.8 Ethical Considerations

Ethical issues denote conduct that guides the researcher's behavior in the process of carrying out the research (Mugenda and Mugenda, 2009). The ethical concerns arising from being in possession of information from the mall and the respondents was addressed by maintaining high level confidentiality of the information volunteered in addition to using the information solely for the purpose of this research study. In order to avoid any doubt among the respondents as to what purpose the information they avail is used for, the researcher explained to the respondents the purpose of the research. All the personal details are limited to general information.

3.9 Validity of the Research Instrument

Validity determines the level at which a research instrument measures that which it is designed to measure and the truthfulness of the research outcome. It tests whether the research instrument allows the researcher to measure what he sets out to measure. Validity is also determined by posing a number of questions where upon the researcher seeks for answers to his questions in the research of others. If the validity or trustworthiness can be optimized or verified then a more reliable and defensible result will lead to high quality result and generalizability. A pilot study was used to validate the research instrument. A pilot study was carried out on a sample that was taken from a nearby Adams pavilion mall in order to measure the validity. This preceded the actual research on the population of other mall. Some modifications were done to the wording of the questionnaires that were used in the actual data collection based on the outcome of the pilot study. Pretesting of the questionnaire proved important during the survey. This helped in avoiding any ambiguity, confusion or potentially offensive questions to the respondents that would result in prejudiced answers. This helped in increasing validity of the research instruments.

3.10 Reliability of the Research Instrument

Reliability refers to the degree at which results of a study are consistent over time and precise depiction of the total population under study. Joppe (2014) states that a research instrument is considered to be reliable if the outcome of the study can be replicated under similar research

methodology. In this study, a pilot study was carried out. Piloting is important as it reveals questions that would be unclear thereby allowing for reviewing and revision so that the questions can convey the same meaning to all the respondents. The pilot sample consisted of ten respondents from the nearby Adams pavilion mall. The researcher presented the questionnaires personally to the respondents. This was employed in order to determine the coefficient of internal consistency and the reliability coefficient whose value varies between 0.00 (indicating zero reliability) and +1.00 (indicating perfect reliability).

Chapter 4

Data analysis and Interpretation

The presented data shows the result from the questionnaire was uploaded to excel. The total number of respondent is 86. In this section, the collected data results are discussed and analyzed and the questionnaires initiated with demographic data represented by questions number 1-7. The rest of questions were designed as follows. Questions 8, 9 encompass customer preference on shopping malls with regard to location. Questions 10-15 cover respondents' answers on the shopping mall image. Questions 16-23 associated with customer values on shopping mall preference. Questions 24-26 encompass tenant mix on the shopping mall. Question 27 represents the availability of ample parking space on shopping mall preference.

4.1. Respondents demographic data

Table 1 illustrates that, out of 86 respondents were constituted equal percentage proportion of 50 percent male and 50 percent female. Thus it showed gender couldn't be a factor to identify a shopping behavior.

Table 1: Respondents Gender

Gender	<i>frequency</i>	percent
Male	43	50%
Female	43	50%
Total	86	100%

Source: Own survey, 2017

Table 2 represents that, the respondents' age in four groups, 18-25, 26-35, 36-45 and above 45. The four age groups constituted 20% in 18-25, 44% are in 26-35, 28% in 36-45 and 8% above 45. It showed most shoppers in Addis Ababa are young Adults.

Table 2: Respondents age

Age Group	frequency	percent
18-25	17	20%
26-35	38	44%
36-45	24	28%
above 45	7	8%
total	86	100%

Source: Own survey, 2017

Table 3 represents income per month of respondents of which 17% belongs to income less than 5000, 40% belongs to income between 5001-10000, 20% belongs income “between” 10001-15,000.00 and 23% of respondents represents income above 15,000.00 per month. Thus it showed monthly income of more than 5000.00 is highly involved in visiting shopping malls in Addis Ababa city.

Table 3: Respondents income per month

Income per month	frequency	percent
Below 5000	15	17%
5001-10000	34	40%
10001-15000	17	20%
Above 15000	20	23%
TOTAL	86	100%

Source: Own survey, 2017

Table 4 Illustrates out 86 respondents 37 which are 43% were married and 49 which are 57% were unmarried. Most visitors of shopping malls in Addis are unmarried.

Table 4: Respondents Marital status

Marital status	frequency	percent
married	37	43%
unmarried	49	57%
TOTAL	86	100%

Source: Own survey, 2017

Table 5 shows respondents occupation. Out of 86 respondents students contributed 1%, Business men/women contributed 29% and most of the respondents were employed people which contribute 70% of the respondents. Thus it showed that employed people better involved in visiting shopping malls in Addis Ababa than business owners.

Table 5 :Respondent occupation

occupation	Frequency	percent
Student	1	1%
Business/self employed	25	29%
employed	60	70%
others	0	0%
Total	86	100%

Source: Own survey, 2017

Table 6 displays average time spent for shopping .Out of the total respondents 41 people which is 48% spent 0.5-1 hours for shopping,27 people(31%) of the respondents were spending 1-1.5 hours ,10 people(12%)of respondents spent 1.5-2 hours,1person(1%)were spending 2-2.5 hours,2 people(2%) were spending 2.5-3 hours of shopping, 5 people(6%) were spending above 3 hours of shopping. Therefore most visitors spent 0.5-1 hours of shopping whereas few visitors spent more than 3 hours of shopping.

Table 6: Respondents time spent on shopping

Average time spent for shopping	frequency	percent
0.5-1	41	48%
1-1.5	27	31%
1.5-2	10	12%
2-2.5	1	1%
2.5-3	2	2%
Above 3 hours	5	6%
TOTAL	86	100%

Source: Own survey, 2017

Based on table 7 respondents who visit shopping malls on daily bases were 11(13% of the respondents), respondents visits once in every 7 days were 27(31% of the respondents), respondents visits once in every 14 days were 17(20% of the respondents), respondents visits once in every 30 days were 5(6% of the respondents), respondents visits once in every 45 days or higher were 26 (30% of the respondents).The study showed that most visitors of shopping malls in Addis Ababa visited either once in a week or once in every 45 days.

Table 7: Respondents frequency of visit

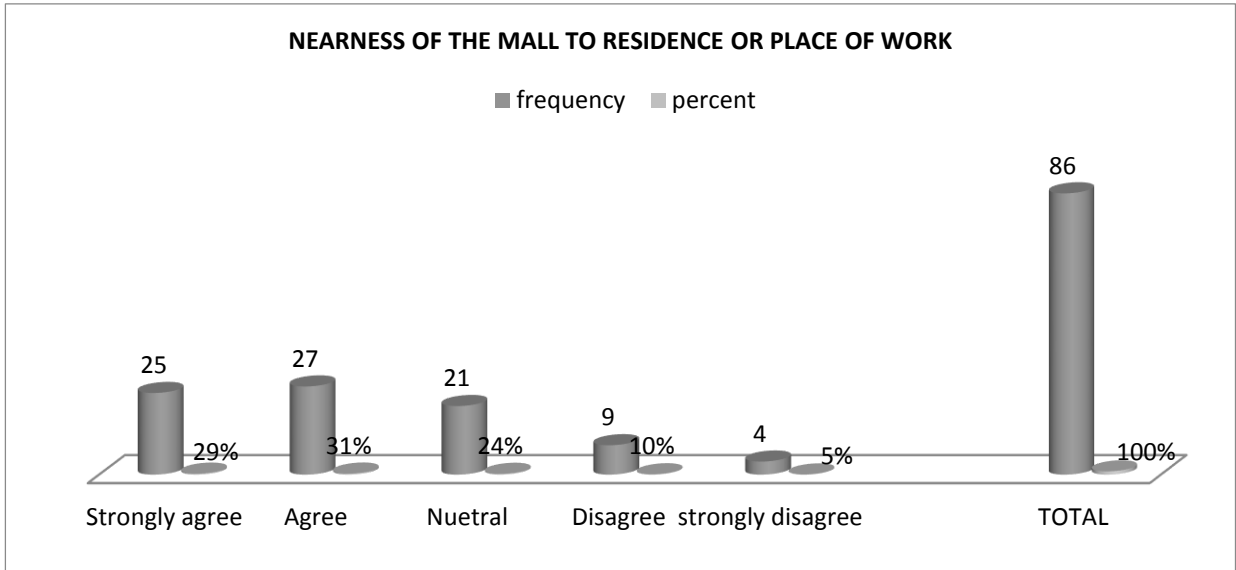
frequency of visit	Frequency	percent
daily	11	13%
once in every 7 days	27	31%
once in every 14 days	17	20%
once in every 30 day	5	6%
once in every 45 days or higher	26	30%
TOTAL	86	100%

Source: Own survey, 2017

4.2 Effects of location on shopping mall preference

Figure 8 shows the nearness of the shopping mall to residence and place of work. Out of 86 respondents 27 people (31%) agreed that nearness of the shopping mall to residence and place work influence their purchase decision, 25 people (29%) strongly agreed that nearness of the shopping mall to residence and place work influence their purchase decision, 21 people (24%) neutral about nearness of the shopping mall to residence and place work, 9 people (10%) disagreed that nearness of the shopping mall to residence and place of work influence purchase decision, and 4 people(5%) strongly disagreed about nearness of the shopping mall to residence and place of work influence purchase decision. Therefore, most visitors of shopping malls in Addis Ababa preferred malls nearest to residence or place of work.

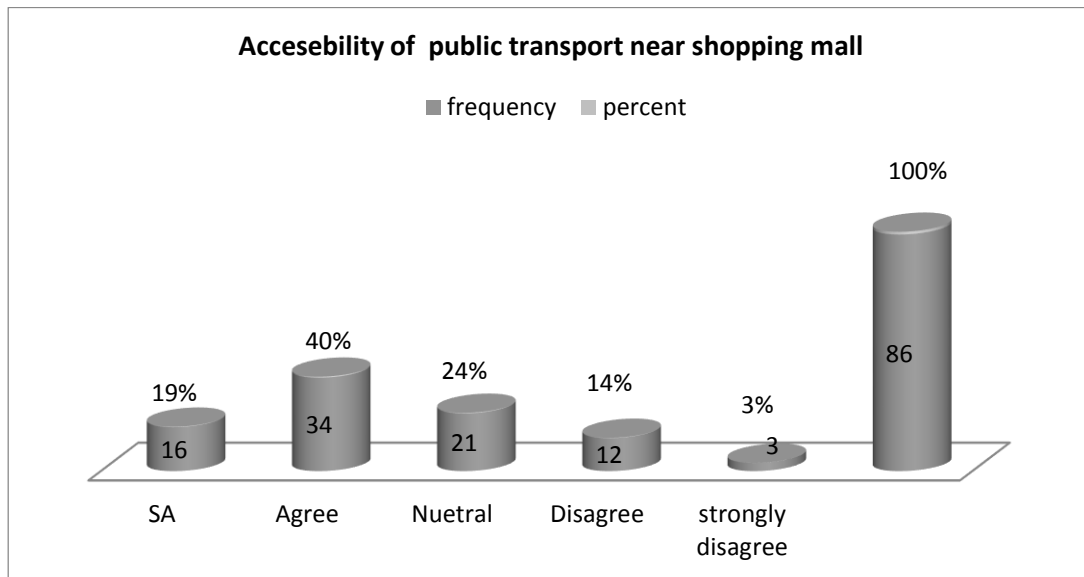
Figure 8: Respondents preference on nearness of shopping mall to residence and place of work



Source: Own survey, 2017

Figure 9 represents accessibility of the shopping mall to public transport. From the total respondents 34 (40%) agreed that accessibility of public transport near shopping mall influenced purchase decision. 21 respondents (24%) accessibility of public transport near shopping mall had no influence their purchase decision, 16 respondents (19%) strongly agreed that accessibility of public transport near shopping mall influenced purchase decision, 12 respondents (14%) disagreed that accessibility of public transport near shopping mall influenced their purchase decision, and 3 respondents (3%) strongly disagreed that the accessibility of public transport near shopping mall influences their purchase decision. Thus, most visitors of shopping malls preferred malls with the accessibility of public transport whereas fewer visitors accepted the accessibility of public transport nothing to do with the preference of shopping malls.

Figure 9 Respondents preference on accessibility of public transport near shopping mall

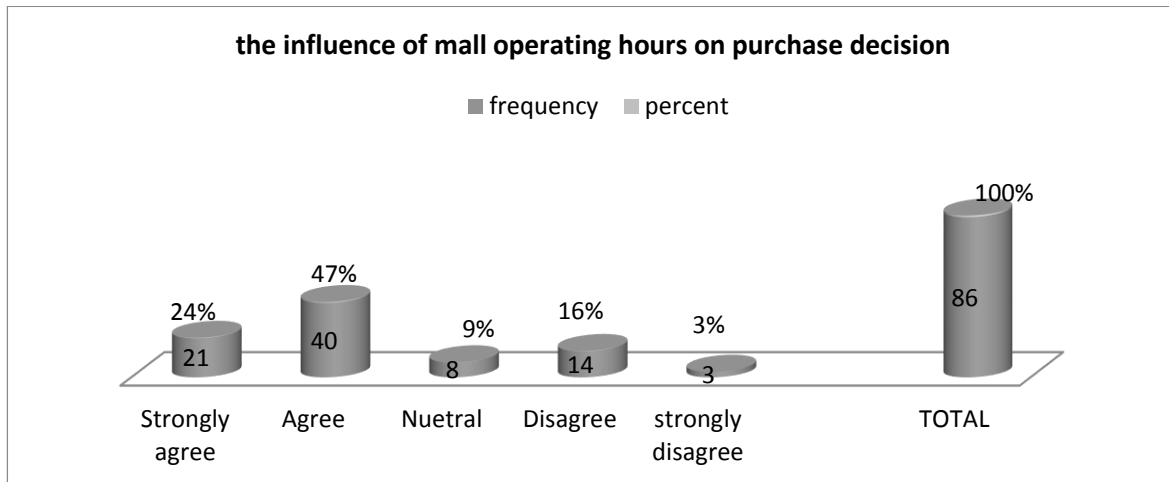


Source: Own survey, 2017

4.3 Effects of image on choice of shopping mall

Figure 10 displayed the influence of mall operating hours on purchase decision. 40 respondents (47%) agreed that mall operating hours were influenced purchase decision. 21 respondents (24%) strongly agreed that mall operating hours were influenced purchase decision, 14 respondents (16%) disagreed that mall operating hours were influenced purchase decision, 8 respondents (9%) replied mall operating hours had no influence on their purchase decision and 3 respondents (3%) strongly disagreed that mall operating hours were influenced purchase decision. Thus operating hours are the most important factors influenced preference of shopping malls.

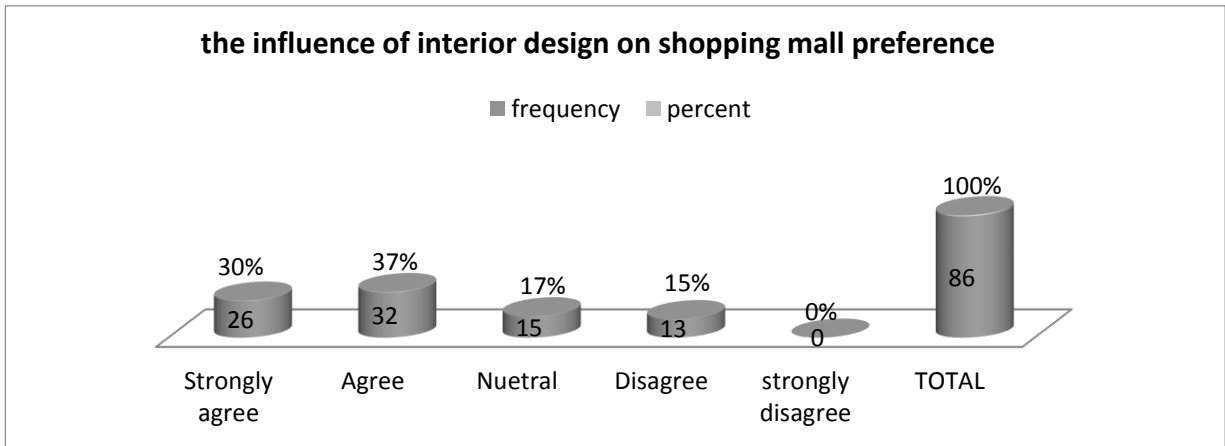
Figure 10: Respondents preference on mall operating hours



Source: Own survey, 2017

Figure 11 illustrates the influence of interior design on shopping mall preference. 37% of respondents agreed that shopping mall interior design were attracted to choose the mall, 30% of respondents strongly agreed that shopping mall interior design were attracted to choose the mall, 17% of respondents replied that interior design had no impact on shopping mall preference, 15% of respondents strongly disagreed that shopping mall interior design were attracted to choose the mall. Hence the interior design of a shopping malls are highly influenced most visitors.

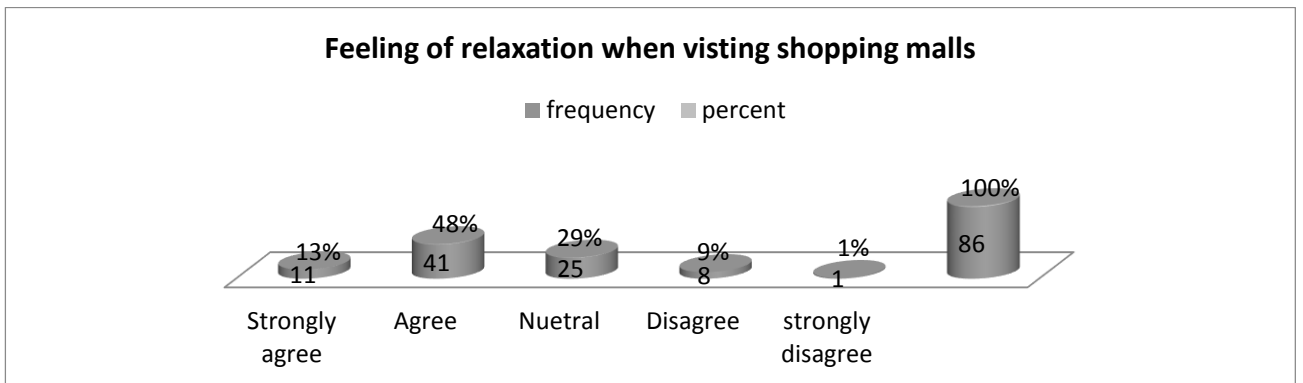
Figure11: Respondents preference of interior design on shopping malls



Source: Own survey, 2017

As indicated on Figure 12 people feeling of relaxation when visiting shopping malls. 41 respondent agreed that they felt relaxed when visited the shopping malls, 25 respondents replied they were neutral about the feeling of relaxation when visiting shopping malls, 11 respondent strongly agreed that they felt relaxed when visited the shopping malls, 8 respondent disagreed that they felt relaxed when visited the shopping malls, 1 respondent strongly disagreed that he/she felt relaxed when visited the shopping malls. Thus most shoppers relaxed when visiting shopping malls whereas not few visitors only focused on the merchandise they would like to purchase.

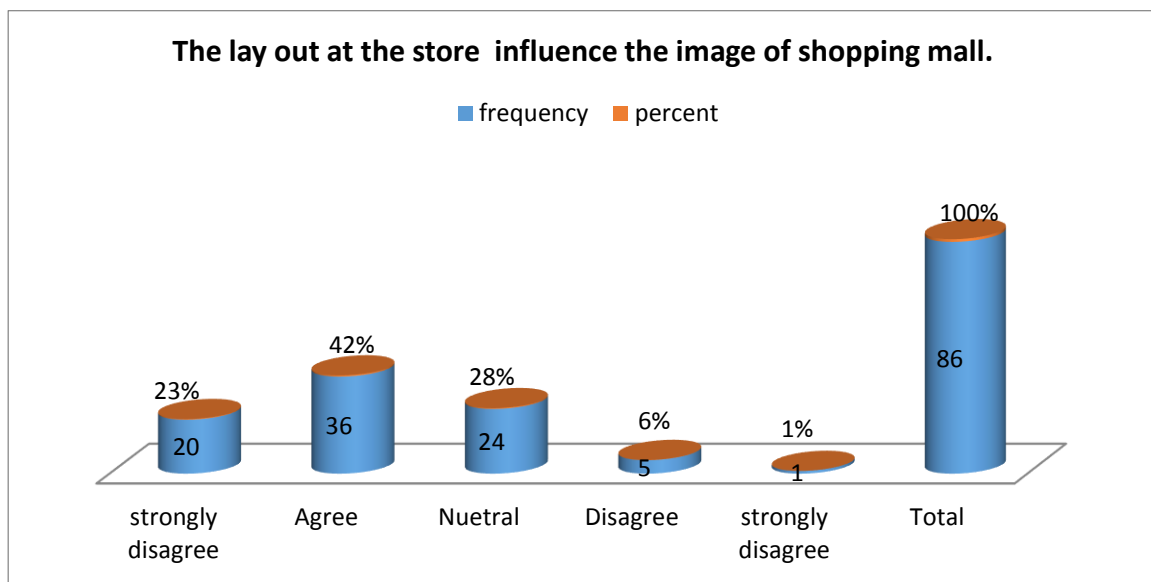
Figure12: Respondent feeling of relaxation when visiting shopping malls



Source: Own survey, 2017

As shown on Figure13 the layout of the store have influence the shopping mall image .36 respondents agreed that the lay out at the store had an impact on shopping mall image,24 respondents neither agreed nor disagreed the layout of store had an impact on shopping mall image, 20 respondents strongly agreed that the lay out at the store had an impact on shopping mall image, 5 respondents disagreed that the lay out at the store had an impact on shopping mall image,1respondent strongly disagreed that the layout of the store had an impact on shopping mall image. Therefore most visitors preferred shopping malls with proper arrangement of stores (lay out), whereas fewer visitors neutral about the layout of the stores.

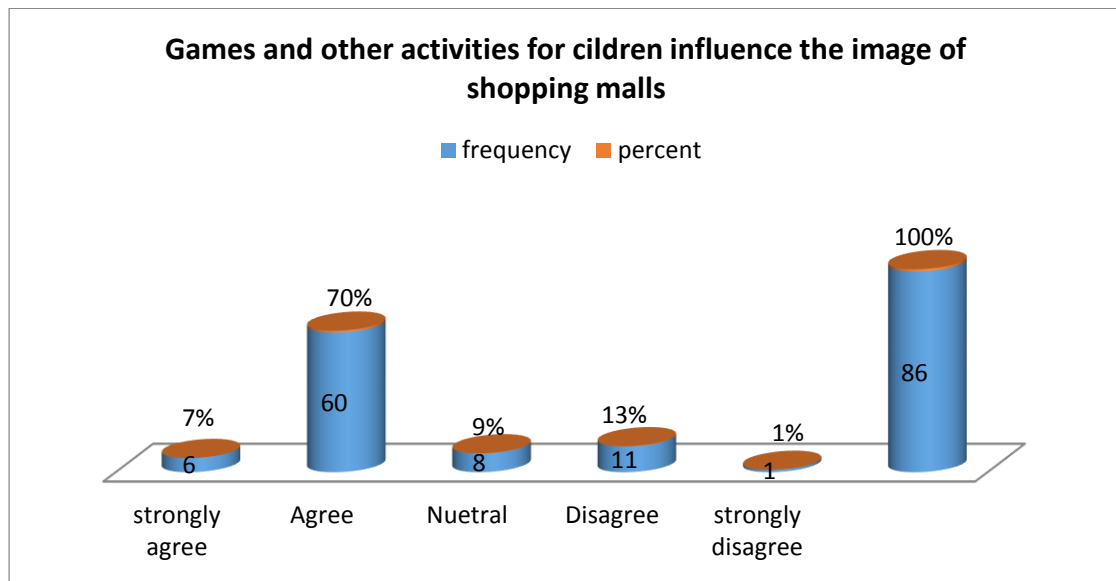
Figure 13: Respondents answer on the influence of layout of the store shopping mall image.



Source: Own survey, 2017

On the Figure14 below 60 respondents agreed that game and other entertaining activities for children were influenced to prefer specific shopping malls, 11 respondents disagreed that game and other entertaining activities for children were influenced to prefer specific shopping malls, 8 respondent neutral about games and entertaining activities for children, 1 respondents strongly disagreed that game and other entertaining activities for children were influenced to prefer specific shopping malls. Thus the availability of games and other activities for children highly influenced the preference of shopping malls.

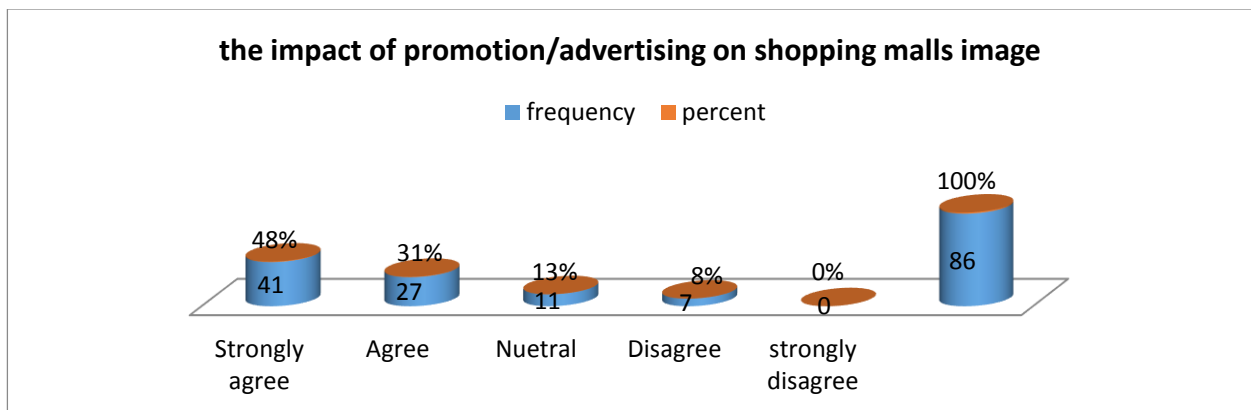
Figure 14: The influence of games and entertaining activities for children on shopping malls image



Source: Own survey, 2017

As illustrated below on figure 15, 41 respondents strongly agreed that advertising on shopping malls were influenced to attract shoppers, 27 respondents agreed that advertising on shopping malls were influenced to attract shoppers, 11 respondents neutral about the impact of advertising on shopping malls image and attraction of shoppers, 7 respondents disagreed that advertising on shopping malls were influenced to attract shoppers. Therefore advertising and promotion highly influenced visitors preference on shopping malls.

Figure 15: The impact of promotion/advertising on shopping malls image

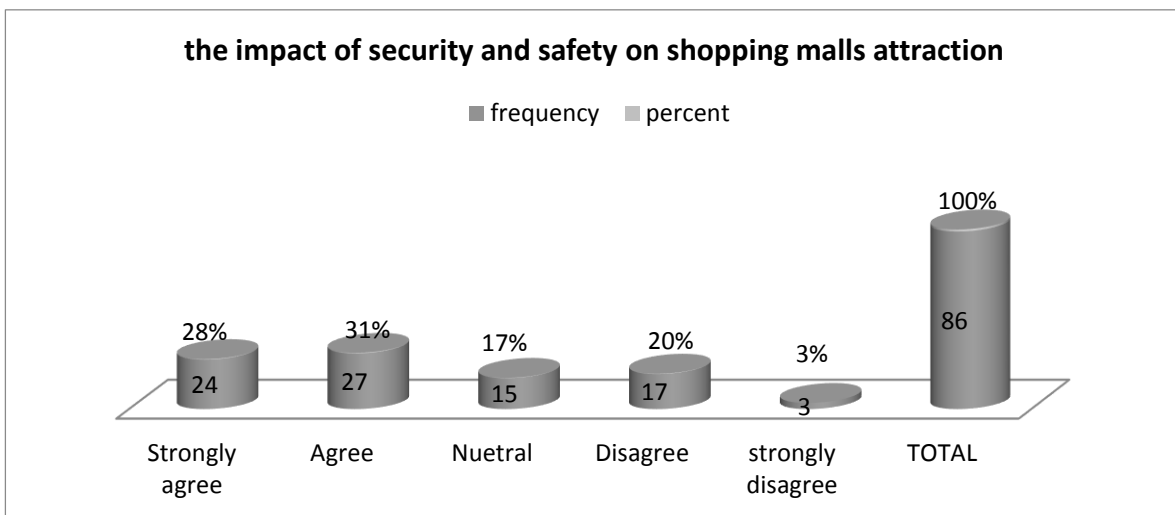


Source: Own survey, 2017

4.4 Effects of customer values on shopping mall choice

Based on figure 16, 27 respondents agreed that security had an impact on shopping mall attraction, 24 respondents strongly agreed that security was their primary concern on choosing shopping malls, 17 respondents disagreed that security had an impact on shopping mall attraction, 15 respondents didn't care about the security of shopping malls, 3 respondents strongly disagreed that security had an impact on shopping mall attraction. Thus, security and safety are most visitors valuable factors influenced shopping malls preference whereas fewer visitors didn't care about security and safety of shopping malls.

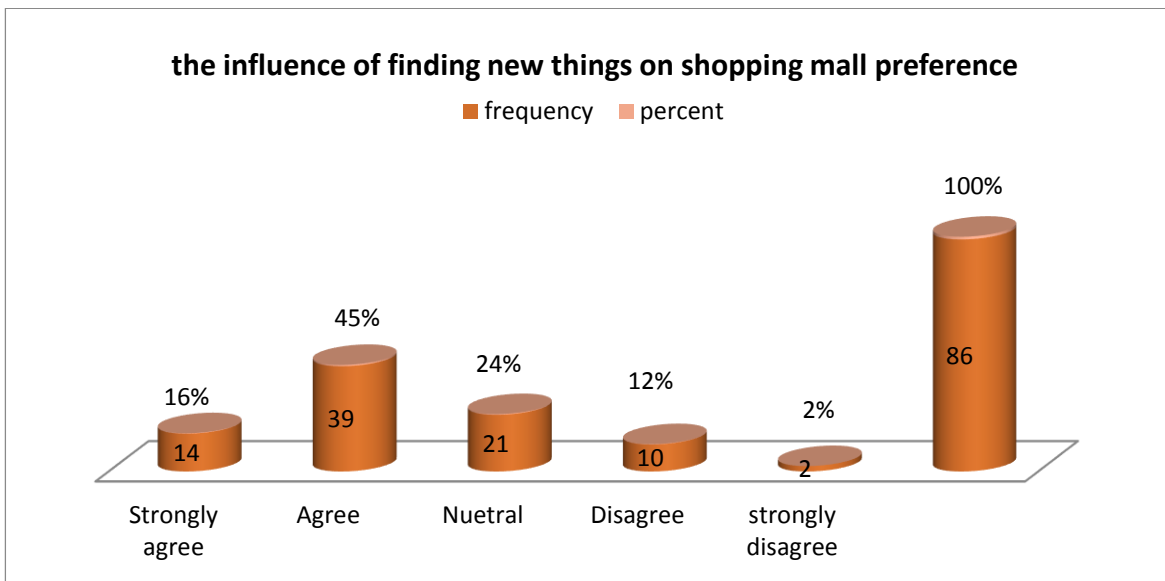
Figure 16: Respondents response on the impact of security/safety on shopping mall attraction



Source: Own survey, 2017

The results on figure 17 showed that 39 respondents agreed that shopping mall was a good place to find out new things, 21 respondents neutral about finding new things on shopping malls, 14 respondents strongly agreed that shopping mall a good place to find out new things, 10 respondent disagreed that shopping mall a good place to find out new things, 2 respondent strongly disagreed that shopping mall a good place to find out new things. Hence, finding new product, things in the shopping malls helps to attract shoppers to malls, whereas some visitors believed that finding what they want instead of new things are preferred.

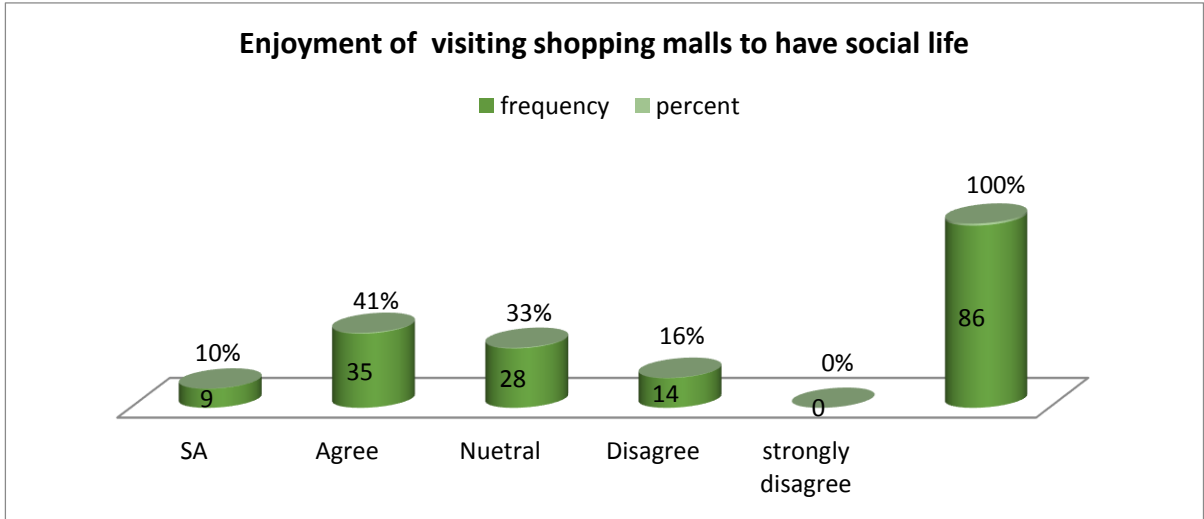
Figure 17: respondents answer on the influence of finding new things on shopping mall preference.



Source: Own survey, 2017

The Figure 18 below indicated that 41% of respondents agreed that having fun with friends impacted on the preference of shopping malls, 33% of the respondents felt neutral about having social life have an influence on shopping mall preference, 16% of respondents disagreed that having fun with friends impacted on the preference of shopping malls and 10% of respondents strongly agreed that having fun with friends impacted on the preference of shopping malls. Thus, most visitors agreed that shopping malls suitable for group shopping (shopping with friends) Preferred by customers where as some visitors didn't associate shopping with friendship.

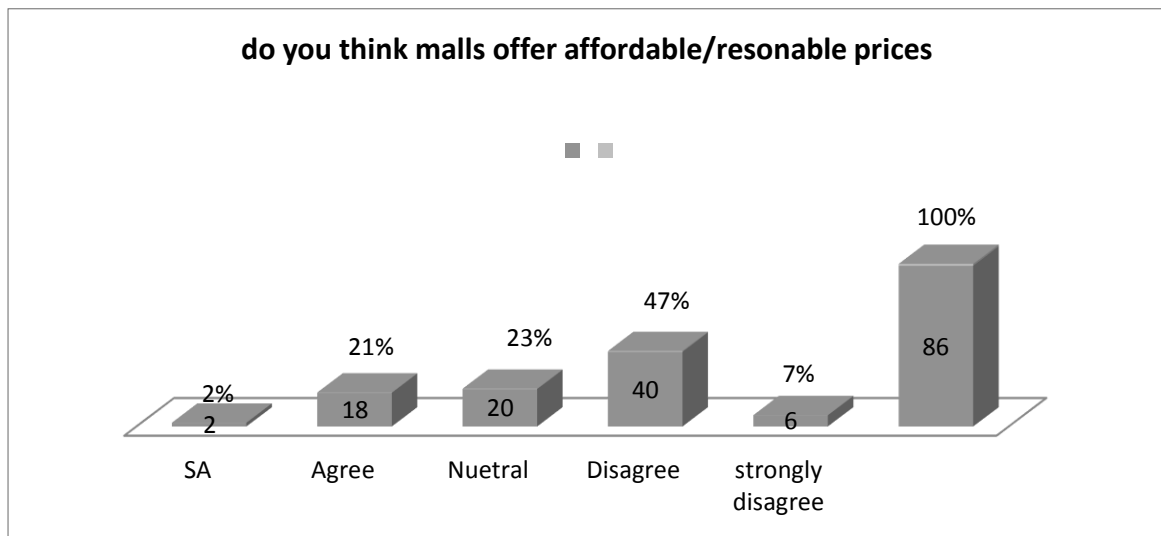
Figure 18 Enjoyment of visiting shopping malls to have social life



Source: Own survey, 2017

Figure 19 illustrated 40 respondents disagreed that shopping malls offer affordable prices, 20 respondents neither agreed nor disagreed that shopping malls offer affordable prices, 18 respondents agreed that shopping malls offer affordable prices, 6 respondents strongly disagreed that shopping malls offer affordable prices, 2 respondents strongly agreed that shopping malls offer affordable prices. Thus most visitors strongly agreed that shopping malls in Addis Ababa didn't offer affordable prices for customers.

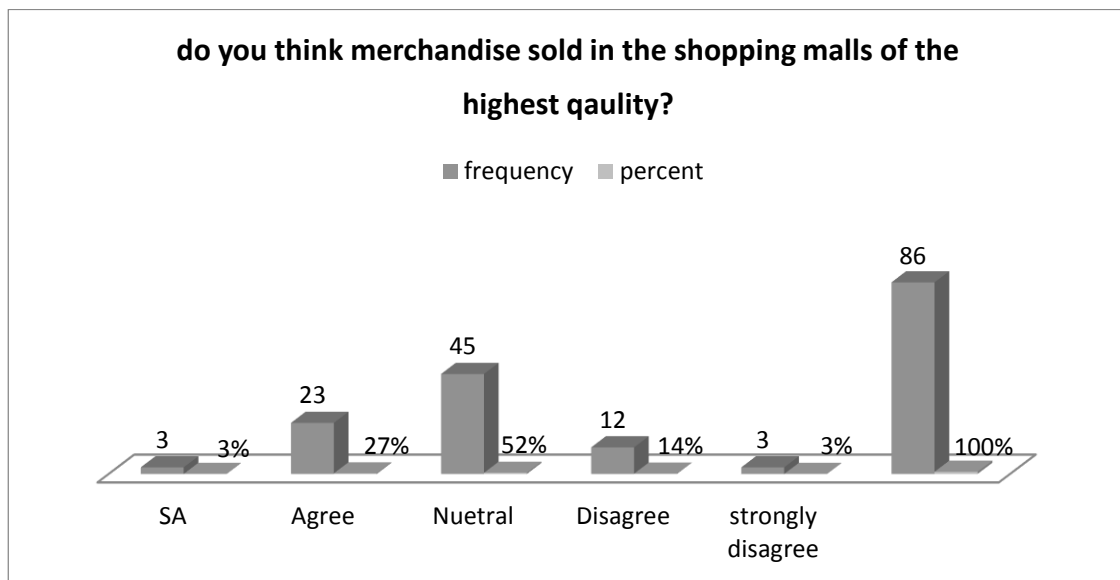
Figure 19: respondent's response on the affordability of prices on shopping malls



Source: Own survey, 2017

Figure 20 illustrated that 45 respondents out of 86 neutral about whether shopping malls offered the highest qualities of merchandise, 23 respondents agreed that shopping malls offered highest quality merchandises, 12 respondents disagreed that shopping malls offered highest quality merchandises ,3 respondents strongly agreed and strongly disagreed respectively about merchandise sold in shopping malls of the highest quality. Therefore, most visitors hesitated that shopping malls in Addis Ababa provide highest quality merchandise.

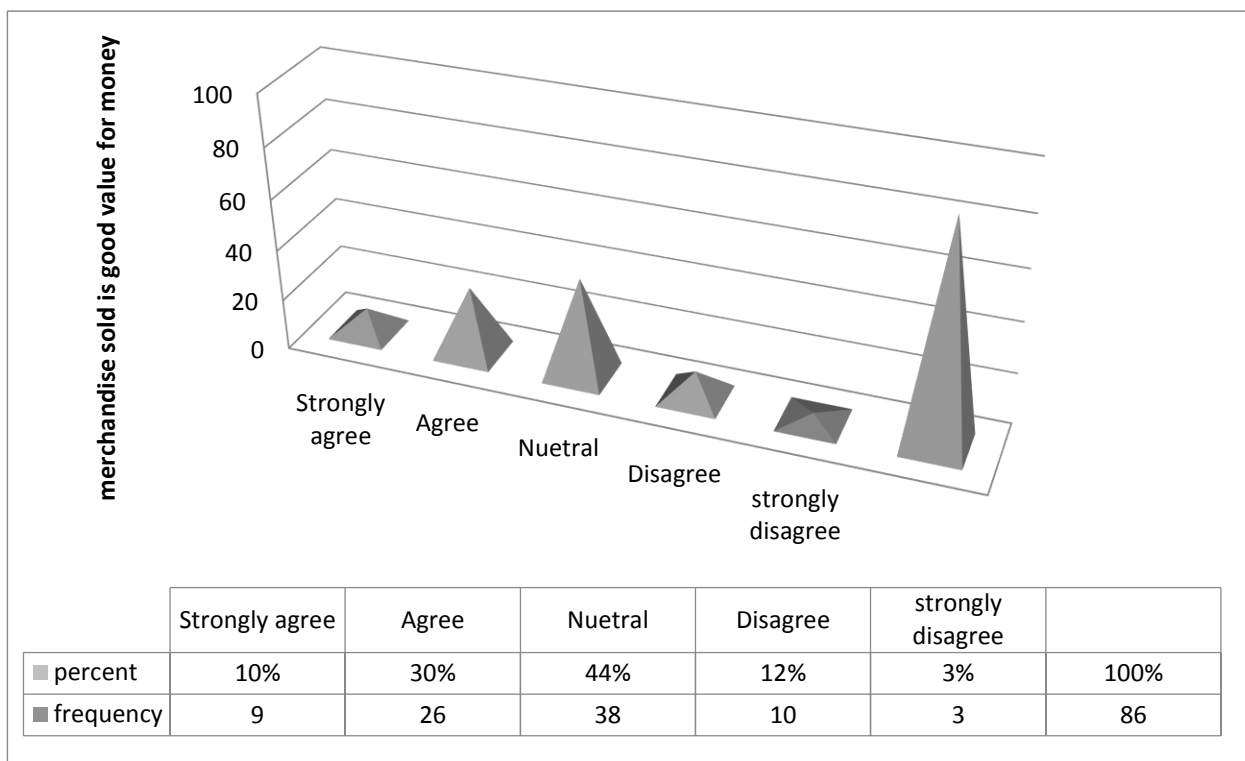
Figure 20: Respondents answer on merchandise sold in the shopping malls of the highest quality



Source: Own survey, 2017

Respondents asked to answer merchandise sold in the shopping mall is a good value for money as shown in figure 21, respondents replied that 44%(38 respondents) they felt neutral about it, 30%(26 respondents) agreed that merchandise sold in the shopping mall was a good value for money, 12%(10 respondents) disagreed that merchandise sold in the shopping mall was a good value for money, 10%(9 respondents) strongly agreed that merchandise sold in the shopping mall was a good value for money, however 3%(3 respondents) strongly disagreed that merchandise sold in the shopping mall was a good a good value for money. Thus, most visitors of shopping malls in Addis Ababa hesitated that there is proportionality of money paid for merchandise and the values it provides whereas, some visitors believed that there is proportionality of money paid for merchandise and the values it provides.

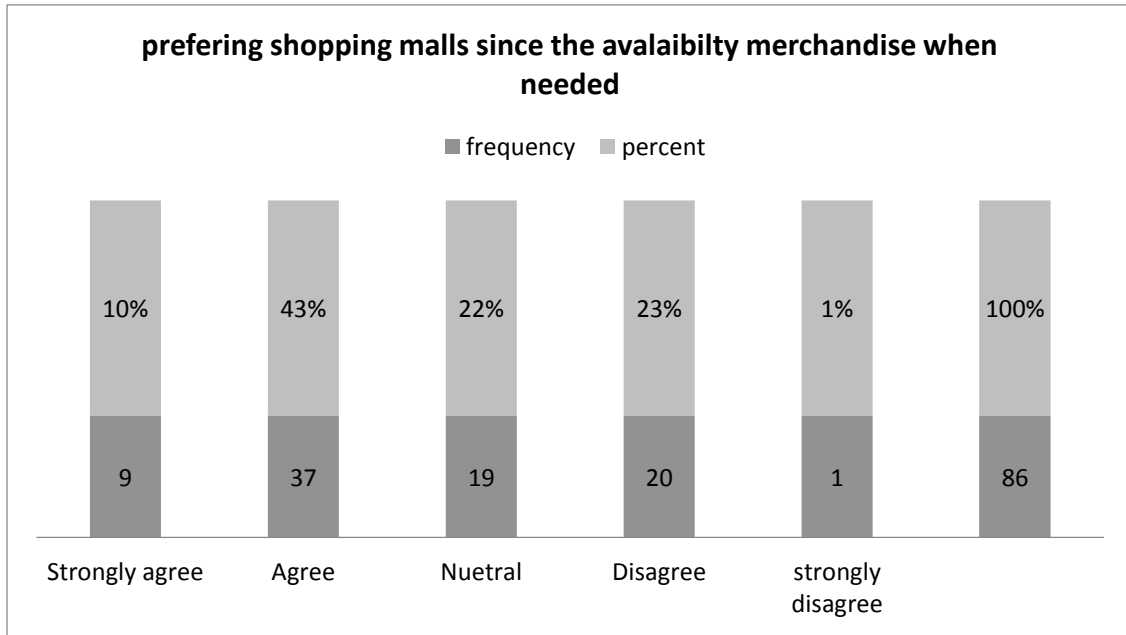
Figure 21: respondents answered whether money paid for merchandise is equivalent to the value it provides



Source: Own survey, 2017

As shown figure 22 below 43% of respondents (37) agreed to prefer shopping malls which have enough merchandise when needed, 23% of respondents (20) disagreed to prefer shopping malls because of the availability of merchandise when needed, 10% of respondents (9) strongly agreed to prefer shopping malls which have enough merchandise when needed, and only 1% of respondents (1) strongly disagreed to prefer shopping malls because of the availability of merchandise when needed. Thus, most visitors agreed that availability of merchandise when needed in the shopping malls is highly preferred.

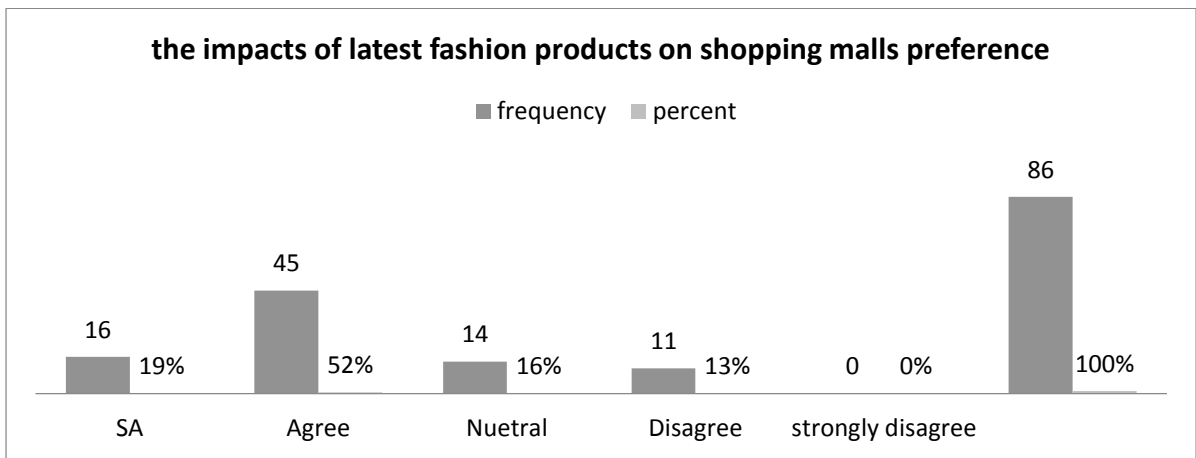
Figure 22: Respondents response on the availability of merchandise when needed



Source: Own survey, 2017

Based on the data collected 52% of respondents agreed that latest fashion had an influence on prefer ability of shopping malls ,19% of respondents strongly agreed that latest fashion had an influence on prefer ability of shopping malls,16% of respondents neutral about fashion ability of products,13% disagreed about fashion ability helps to choose shopping malls. The above mentioned data could be illustrated on the Figure 23 below. Thus, most visitors of shopping malls preferred latest fashions products.

Figure 23: Respondents response on fashion ability of products on shopping malls preference

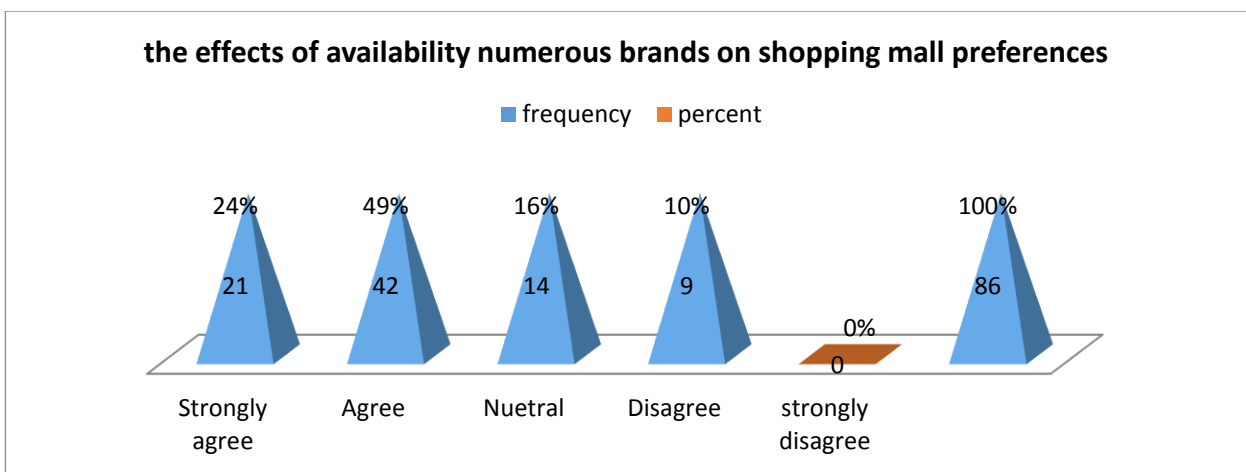


Source: Own survey, 2017

4.5 Tenant Mix and shopping mall preference

The results discussed below on Figure 24 showed that 49% of respondents agreed that availability of numerous brands influenced their decision to prefer shopping malls, 24% of respondents strongly agreed that availability of numerous brands influenced their decision to prefer shopping malls, 16% of respondents neither agreed nor disagreed on the availability of numerous brands in the shopping malls preference. Thus, visitors preferred shopping malls which have numerous brands.

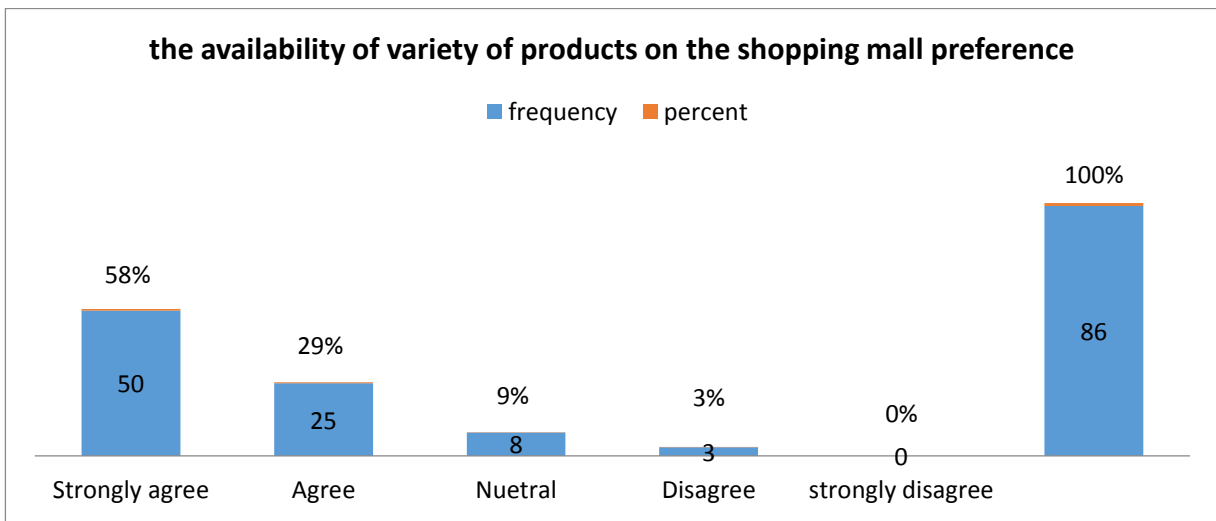
Figure 24: The effects of availability of numerous brands on shopping mall preference



Source: Own survey, 2017

As shown on the Figure 25 below 58% of respondents (50) strongly agreed that the availability of varieties of products in the shopping mall were influenced their preference, 29% of respondents (25) agreed that the availability of varieties of products in the shopping mall were influenced their preference, and 9% of respondents (8) were neutral about varieties of products in the shopping malls influenced preference of customers 3% of respondents(3) strongly disagreed that the availability of varieties of products in the shopping mall were influenced their preference. Therefore, the availability of varieties of merchandises in the shopping malls preferred by visitors.

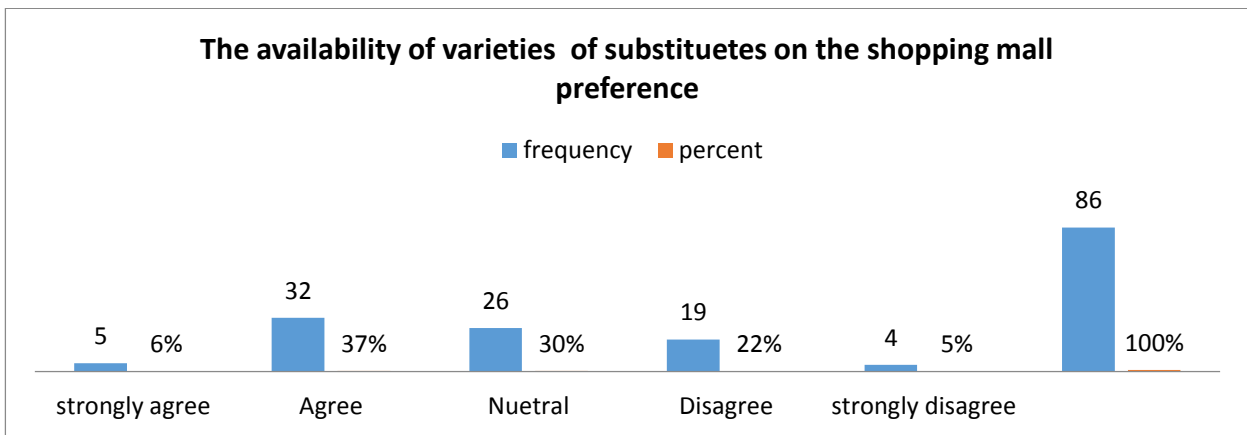
Table 25: Respondents answer on the availability of varieties of products in the shopping mall preference



Source: Own survey, 2017

Based on the data presented on Figure 26 below 32 respondents (37%) agreed that varieties of substitutes influenced preference of shopping malls, 26 respondents (30%) neutral about varieties of substitutes influenced preference of shopping malls, 19 respondents (22%) disagreed that varieties of substitutes influenced preference of shopping malls, 4 respondents 5% strongly disagreed that varieties of substitutes influenced preference of shopping malls. Hence, most visitors preferred shopping malls that have substitute products when the needed merchandises are not available.

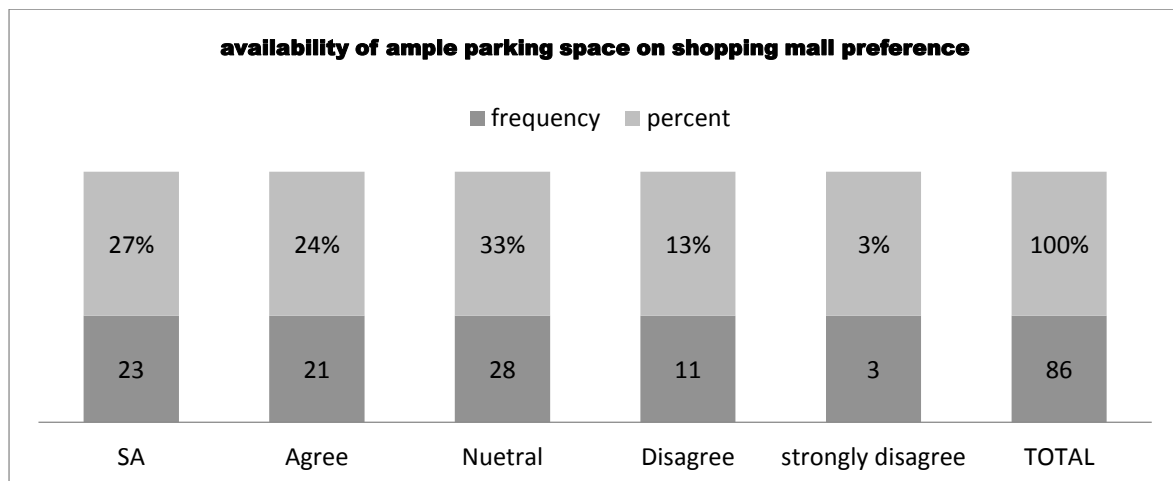
Figure 26 respondents reply on the availability of varieties of substitutes on the shopping mall preference



Source: Own survey, 2017

The data below on figure 27 illustrated that 33% of respondent neutral about the availability ample parking space on shopping mall preference, 27%, 24% of respondents strongly agreed, agreed respectively on the availability of ample parking on shopping mall preference. Therefore, most visitors neutral about the availability of ample parking space whereas not fewer visitors preferred shopping malls with ample parking space.

Figure 27 Respondents response on availability of ample parking space on shopping mall preference



Source: Own survey, 2017

Chapter 5: Summaries, Conclusions and Recommendations

5.1 Summaries of findings

In this section major findings of the study summarized as follows:

Regarding respondent's demographic data there is equal proportion of gender contribution. The data indicated that most shoppers fall in to the age of 26-45. Concerning respondent's income per month, most respondent's income group fall in to 50001-15000.00. In the findings of respondent's marital status most of them were unmarried. The data indicates marital status has no impact on shopping character. In the findings of respondent's occupation most of them were employed. This indicates most shoppers are employed in private and government organizations. Most shoppers are spent 0.5-1.5 hours of shopping. The final demographic findings was frequency of visiting shopping malls, according to the data collected most shoppers visiting shopping malls either weekly or once in every 45 days.

The results found on the effects of location on shopping mall preference, regarding the nearness of shopping mall to residence and place of work most respondents agreed that nearness of shopping mall to residence or place of work influenced shopping mall preference. And other points discussed on the location of shopping mall was the accessibility of public transport near shopping mall and most respondents agreed on the issues, This indicates location has an influence on shopping mall preference.

The findings on the influence of image of shopping malls on customer preference were summarized below. Based on figure 10 most visitors' agreed that mall operating hours had an impact on shopping mall preference. This indicates operating hours of shopping malls influenced the flow of visitors. According to figure 11 respondents answered on the influence of interior design on shopping mall preference. Most respondents agreed that interior design had influenced shopping mall preference .This indicates interior design of shopping malls increases the attraction of shopping malls . Relaxation of respondents when they were visiting shopping malls was illustrated on figure 12. Out of 86 respondents most of them were agreed on visiting shopping malls created feeling of relaxation . The other elements of shopping mall image was the layout of store .Based on figure 13 respondents most respondents agreed on store layout on the shopping mall have an influence on shopping mall preference. Another element of shopping mall image was the inclusion of games and other activities this would be

described on figure 14, most respondents agreed that games and other activities for children had an influence on shopping mall preference. The last element of image of shopping mall was advertising/promotion and its impact on attractiveness of the mall ,Thus Most respondents agreed on the importance of advertising /promotion on the image and prefer ability of shopping malls was illustrated on figure15.This indicates advertising influences shoppers mind.

The results discussed on customer values on shopping malls preference would be illustrated on the following paragraph as follows. The first element of customer values to prefer shopping malls was security and safety of shopping malls .According to figure 16: most of respondents agreed on security and safety had an impact on shopping mall attraction. This shows that Security and safety of shopping malls increases visitor's confidence. The other values of customer on shopping malls preference was the finding of new things this could be explained on figure 17. According to the figure 17,Most respondents agreed on the finding of new things in the shopping mall would influence their preference positively .The other values of customer when preferring a shopping mall was to had social life with friends. According to figure 18, respondents agreed that shopping with their friends helps to socialize and it could be a source of attraction for the shopping mall. figure 19 showed that affordability of prices on the shopping mall, most shoppers in Addis Ababa believed that merchandise sold in shopping malls is not affordable. According to figure 20, the other values which was given due attention by the customer was the quality merchandise sold in the shopping malls in Addis Ababa. Most respondents hesitates that highest quality of merchandise sold in the shopping malls of Addis Ababa. In the findings discussed on figure 21, most respondents believed that there is no proportionality of money paid and merchandise sold. The other value of customer to choose specific shopping mall was the availability of merchandise when needed, most respondents agreed on the availability of merchandise when needed helps to prefer specific shopping malls. The other values which affects the prefer ability of shopping malls was the availability of latest fashion in the shopping malls this could be illustrated on figure 23,most of respondents believed latest fashion in the mall was their primary concern to prefer shopping malls.

The other variables which were criteria for selecting a shopping mall was tenant mix in the shopping malls, figure 24 showed that one of the elements of tenant mix is the availability of

numerous brands in the shopping malls. Most respondents believed that availability of numerous brands helps to choose shopping malls. The other variables representing tenant mix illustrated on figure 25 was the availability of varieties of products on shopping mall. Most respondents agreed that varieties of products in the shopping mall gave the chance to prefer specific shopping mall. Based on figure 26, most of the respondents accepted that availability of substitute products have favored to prefer shopping malls.

The last variables which influenced shopping mall preference were the availability of ample parking space. Most of them agreed that the availability of ample parking space is their prior concern. Whereas some respondents confused about the availability ample parking space helps to choose specific shopping malls. This is because most of them doesn't have car at all.

5.2. Conclusions

Based on the analysis conducted in this study the following important conclusions are drawn below.

Demography: The study found that equal proportion of male and female respondents participated on the research, most of the respondents were in the young age group and few of them were adults, most of the respondents were employed and earned income around 10000.00 per month and few of them were self-employed, most of the respondents spent 0.5-1.5 hours of shopping on a weekly bases. Thus demographic characteristics are the most important factors which can influence shopping mall preference.

The study findings indicated that among other factors location, image, customer values, tenant mix and ample parking space were considerably important basis for customer preference on shopping malls in Addis Ababa.

Location: concerning location of shopping malls, the study found that shopping malls near residence or place of work and accessibility of public transport near shopping malls preferred by customers. Thus it was concluded shopping mall developers have to consider the nearness of place of work, residence and accessibility of public transport was very important.

Image: with respect to images of shopping malls, the study discovered that to increase the attractiveness and prefer ability of shopping malls to the customers, the operating hours of the shopping malls, interior design of the shopping malls, feeling of relaxation in the shopping

malls, the layout of the store, games and other activities for children, promotion/advertising were the most important factors influenced customer preference. Thus it was concluded to attract customer to the shopping malls marketing managers must arrange suitable operating hours for shoppers, the interior design has to be arranged in the way comfortable to shoppers, the sense of relaxed environment has to be created, the store arranged to identify the needed products, the inclusion of games and other activities ,promotion and advertising of malls products to the customers were the important elements helps respondents to prefer a specific shopping malls .

Customer values: Regarding the values of customer on shopping mall preference, the study found that security and safety of shopping malls, the finding of new things in the shopping mall, the availability of merchandise when needed, the availability of latest fashion products in the shopping mall were factors preferred by respondents of the shopping malls in Addis Ababa however the study showed that merchandise sold in the shopping malls Were not the highest of qualities and money paid for merchandise were not equivalent to the values it provides. Thus from these it could be concluded that elements of customers values which are security, new product, availability of enough merchandise, latest fashion, qualities of products, equivalency of money paid the value it provides are the most important elements of customer values which helps to prefer shopping malls.

Tenant mix: concerning tenant mix the study found that, the availability of numerous brands, varieties of products and varieties of substitute products were the most important factors which influence customer preference. Thus from these it could be concluded that retailers mix was one of the most important factors which influenced customer preference on shopping malls.

Ample parking space: with respect to the availability of ample parking space the study discovered that customers who use cars for their activities preferred the availability of ample parking space. Thus it could be concluded that the availability of ample parking space is a major determining for the shopper to choose a certain shopping mall over the other.

5.3. Recommendations

The study concentrated on six attributes of the shopping mall in this section some viable recommendations are forwarded on the bases of the research findings.

1. The study recommends that mall manager/marketing manager have to develop a marketing strategy to address old and teenagers, income group less than 5000 and self-employed people and also Marketing manager/mall manager have to create an environment for shoppers to spent more time on shopping malls and to increase the frequency of visit.
2. The study recommends that shopping mall developers has to prepare a feasibility study before establishing the shopping mall by considering the suitability, nearness to residence and nearness to place of work and the accessibility of transportation .This will ensure that the shopping mall is situated in the most suitable location for customers.
3. The study recommends that the mall managers need to ensure there is an optimal tenant mix .This will ensure the availability numerous brands, variety of merchandise and the availability of substitute products which will attract customers to the shopping malls.
4. The study further recommends that mall developers make sure that there is adequate space for parking during the design stage of the mall development. Availability and adequacy of parking will ensure attraction and retention of customers.
5. The study recommends that mall managers need to make sure that the operating hours of the shopping malls, interior design of the shopping malls, the creation of feeling of relaxation in the shopping malls, the layout of the store, games and other activities for children, promotion/advertising were the most important factors which will ensure the attraction of shopping malls .
6. The study recommends that Mall managers have to make sure that customer values which are security and safety of shopping malls, the finding of new things in the shopping mall, the availability of merchandise when needed, the availability of latest fashion products in the shopping mall were the most valuable elements which are given due attention by shoppers . However highest quality of merchandise and the proportionality of money and the value it provides has to be given prior attention by the mall managers.

5.4 Limitations of the study

The main limitations of these studies were lack of literatures made on shopping malls in Addis Ababa. Thus it was difficult to suggest based on foreign literatures. Most malls in Addis Ababa are incompetent to be considered as shopping malls, so selecting samples of shopping malls for the study also a challenging task for the researcher. Most visitors showed no interest on filling the questioners which hinders the study for additional days.

5.5 Suggestions for further study

The variables mentioned for customer preference of shopping mall in Addis Ababa, were limited. However another study should be carried out by considering other variables such as shopping malls attitude and behaviors of staff, size of shopping mall, land scape, ambience and so on are variables which can influence shopping mall users.

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Appendix 1: Questionnaire

Research Questionnaire-The Shopping Mall Shoppers

Introduction

This questionnaire is part of the study that is being carried out study on shopping mall preference. The researcher is kindly requesting you to give with appropriate information. Please note that this information is meant for academic purpose and will be treated with utmost confidentiality. Please provide the following information in regards to shopping mall. Answer each question as completely and clearly as possible by ticking appropriate answer in the box (choose only one answer per question).

Part 1: Respondent Profile

1. Kindly select your gender.

Male Female

2. In which of the following age group do you belong?

18-25 26-35 36-45 year's above 45 years

3. What is your current income per month (birr)

Less than 5,000 5,001–10,000 10,001-15,000 Over 15,000

4. Marital status

Married unmarried

5. Occupation

Student Business/ self-employed employed others

6. Average Time spent for shopping (in Hours)

0.5- 1 1.5- 2 1.5- 2 2.5- 3 3.5- 4 above 4

7. Frequency of Visit

Daily once in every 7 days once in every 14 days once in every 30 days once in 45 days or higher

Part 2: Purchase Decision

Please indicate how strongly you agree or disagree with the statements using the scale provided (1- Strongly agree, 2-Agree, 3-Neutral, 4- Disagree and 5- strongly disagree) in regards to mall visit, quality of service and purchase decision by ticking the appropriate box.

Effects of location on shopping mall preference

8. The nearness of the mall to my residence or place of work influence my Purchase decision and visit

Strongly agree Agree Neutral Disagree strongly disagree

9. The accessibility of mall near to public transport influences my visit and purchase decision

Strongly agree Agree Neutral Disagree strongly disagree

Effects of image on shopping mall choice

10.. The mall operating hours influence my decision to visit and purchase.

Strongly agree Agree Neutral Disagree strongly disagree

11. The interior design of the mall attracts me

Strongly agree Agree Neutral Disagree strongly disagree

12, I get the feeling of relaxation when I visit the mall

Strongly agree Agree Neutral Disagree strongly disagree

13. The layout at the store makes it easy to find needed items

Strongly agree Agree Neutral Disagree strongly disagree

14. The store provides games and other activities for children

Strongly agree Agree Neutral Disagree strongly disagree

15. Promotion/advertising Helpful in selecting shopping malls

Strongly agree Agree Neutral Disagree strongly disagree

Effects of customers values on shopping mall choice

16. The security and safety influence my visits in the mall

Strongly agree Agree Neutral Disagree strongly disagree

17. Mall is a good place to find out what is new

Strongly agree Agree Neutral Disagree strongly disagree

18. I enjoy going to malls when I am with friends (to have social life)

Strongly agree Agree Neutral Disagree strongly disagree

19. Malls offer reasonable/affordable prices in the area

Strongly agree Agree Neutral Disagree strongly disagree

20. Merchandise sold in the mall of the highest quality

Strongly agree Agree Neutral Disagree strongly disagree

21. Merchandise sold is a good value for the money

Strongly agree Agree Neutral Disagree strongly disagree

22. Availability of supporting staff in the shopping malls affects my visits to shopping mall

Strongly agree Agree Neutral Disagree strongly disagree

23. Products of latest fashion and style

Strongly agree Agree Neutral Disagree strongly disagree

Tenant mix and shopping mall preference

24. Availability of Numerous brands affects visits to shopping malls

Strongly agree Agree Neutral Disagree strongly disagree

25. Mall is a place where variety of products will be found

Strongly agree Agree Neutral Disagree strongly disagree

26. Variety of substitutes is available in case the needed product is not available

Strongly agree Agree Neutral Disagree strongly disagree

Availability of ample parking space on shopping mall preference

27. The availability of ample parking space impacts my visits in mall.

Strongly agree Agree Neutral Disagree strongly disagree

28. Any other opinion _____

