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**THE RELATIONSHIP BETWEEN BRANDED SALES POINT AND CONSUMER
PURCHASING BEHAVIOUR: A CASE OF THE WEST HILLS MALL**

BY

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**A LONG ESSAY SUBMITTED TO THE GHANA INSTITUTE OF
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AWARD OF A MASTER OF ARTS DEGREE IN PUBLIC RELATIONS**

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DECLARATION

I hereby declare that this thesis submission is my work which is in the direction of obtaining a Master's in Public Relations and hence all sources cited by me, have been shown and recognized by way of complete references. Therefore, to the best of my knowledge, this study contains materials that have not been earlier submitted or published in full or partial fulfillment of the above-mentioned qualification by any person or persons and has also not been accepted by any other educational institution as requirements for this purpose.

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A handwritten signature in black ink, appearing to read 'Francis', with several horizontal lines crossing through it.

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Date: 9/28/2020

A handwritten signature in blue ink, appearing to read 'Isaac Tandoh', with several horizontal lines crossing through it.

DEDICATION

This research project is dedicated to my parents Mr. Alex Osei and Mrs. Regina Osei and my siblings as well as my boss, Lamont Montee Evans (Nana Kwame Saml)

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ABSTRACT

The study examines the relationship between branded sales points and consumer purchasing behavior, a case in the West Hills Mall. To do so, this research reviews literature for understanding branding and some of the branding strategies, consumer perception, consumer attitude, and consumer purchase behavior. West Hills Mall is chosen as a case study. A descriptive survey of consumers within the mall was carried out through the use of questionnaires as a research instrument. Three hundred and fifty consumers were selected for this study. This design was therefore chosen as the study seeks personal views, opinions, attitudes, and perceptions about the relationship between branded sales point and consumer purchasing behavior. The descriptive research design involves the entire population adopted due to the large sample size of the target population. Data obtained from the field was analyzed by the use of charts and tables, to establish the relationship between the various tenets. The SPSS (Statistical Package for Social Sciences) was used to analyze the data. The data presentation was in the form of descriptive statistics. Statements of the facts found were used to further explain the findings of the research. The study established that the brand image and branding strategies employed by shopping centers have a positive impact on the shopping center. The study further established that consumers' perception and consumer attitude towards shopping malls (West Hills Mall) is positive and significant. Also, the study established that the brand image of the mall has a strong and positive effect on consumer purchasing behavior. The general conclusion of this study is that branded sales point and consumer purchasing behavior, a case of the West Hills Mall share a very strong and positive relationship.

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CHAPTER ONE

INTRODUCTION

1.0 Background of the study

Globally, shopping has become a prevalent activity carried out by people all over the world (Hine, 2002). According to Tauber (1972), shopping is, at its most basic level, a search for value. "Shopping is a spectacle in which one is both performer and spectator it is seeing and being seen, meeting and being met, a way of interacting with others" (Lunt & Livingstone, 1992, p. 189). Tauber (1972) further mentioned that numerous are the reasons why people go for shopping in a market-based economy. He further states that not all shopping adventures lead to the purchase of goods and services, and that several factors such as individual and social motives influence shopping behavior.

The International Council of Shopping Centres – ICSC (2014) defined a shopping mall as "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. The mall's size and orientation are generally determined by the market characteristics of the trade area served by the centre".

A study conducted by Jacobs (1986) revealed that the establishment of shopping malls first began in the United States of America and later, in other countries. Another study by Kowinski (1985) also revealed that the developments of the early shopping malls were in the 1920s in the state of California. He further mentioned that supermarkets were used as anchors and also serve as attractions to smaller stores.

Turchiana, (1990) postulates that the 1975s saw the spread of shopping centres with over 16,400 shopping centres, which accounted for 33% of retail sales.

Despite the slow growth of the consumer markets in Sub-Saharan, shopping malls are being spread across the region. This is as a result of the demographic growth of the region. According to the Africa Development Bank Annual Report (2015), Africa's populations have increased to over 1.1 billion within the last three decades, and it is expected to 2 billion by 2040. Africa's demographic is characterized by lower- and middle-class income earners. Based on the definition provided by the African Development Bank, about 350 million Africans are classified as middle-class earners. The study further revealed that most middle-class income earners are conscious of brands, such that they demand a retail format offered by Africa's new surge of shopping malls. Ghana has witnessed a fast-spreading of shopping centres within the last 10 years.

To compare the development of shopping malls in the developed world and a developing country like Ghana, the country will be considered as a beginner. Ghana's first shopping mall was established in the 2000s in Accra, with the Accra Shopping mall. Before the 2000s, there were no shopping malls in the country. However, over the last decade, the nation's capital has welcomed a moderate number of shopping malls, of which the West Hill Shopping Mall is one.

The West Hill shopping Mall is co-owned by Delico Property Development Limited with 60% shares and Ghana's Social Security and National Insurance Trust (SSNIT) with 40% shares. The mall was opened for business on the 30th of October, 2014. The mall is made up of a two-story building with approximately 27,000m² of lettable space. The mall showcases a lot of products from the western world and Africa as a whole. It is located at Dukonah, near Weija along the Accra – Cape Coast Highway in the Greater Accra Region of Ghana on the GPS co-ordinates (5°32'45"N 0°20'34"W). The mall is located in a neighbourhood characterized by middle-income earners, with the New Bortianor estate closer to it.

The mall consists of shops that offer products and services such as entertainment and dining, fashionable goods, basic household goods, among others. On the ground floor of the mall is the 'Shoprite' which is considered a notable shop. The movement of people inside the shopping malls is in a form of a centralized circulation model, its main entrance goes straight to the main atrium, which is located at the centre of the mall so that all other pathways lead from there. Shops are arranged around the atrium for visibility. The mall has two parking lots, with one situated in front of the mall while the other is located beneath the mall.

Ghanaians and other tourists can view a drastic growing movement in the establishment of shopping malls all over the country, specifically in the main cities. Factors such as the increase in consumer's disposable income, the change in lifestyle, prosperity, differences in cultural differences among visitors, as well as ethnic differences have been attributed to the change in shopping patterns (El-Adly, 2001). For over a decade, the Ghanaian business environment has seen a massive change due to the accelerated globalization and internationalization trends that reflect the busy schedules of the people (Giddens, 2002). Giddens (2002) further stated that most business enterprises have moved to shop malls.

According to Crawford (1992), the current shopping malls have turned to "worlds in themselves" that is made up of retail shops as well as other cultural and social activities (Kunc et al., 2012a, 2012c), and shoppers like to "gravitate" (Wolf, 2003) towards these "magnets". Extant literature (Jackson et al., 2011; van Leeuwen, Rietveld, 2011; Voyce, 2006) shows that shopping malls are providing one-stop-shops for consumers (Szczyrba, 2005), making the traditional form of shopping obsolete.

Numerous factors influence consumers' choice of shopping destinations. Factors such as the attractiveness of the destination, its size, the goods and services offered for sale at the destination, the shopper's choice of goods as well as the atmosphere of the destination. Experience shows that people often do not respect the logic of economic thinking and they do not follow strictly economic aspects. Walmsley and Lewis (1984) believe that the current shopping malls are not meant for all consumers, since most consumers are not prepared to patronize the mall. This can be attributed to patronize per from locations that are far from the malls. It is believed that shopping is influenced by several factors, including the available time of the consumer and space, and that it is a relatively complicated social phenomenon. It has therefore become a difficult phenomenon to simplify and summarise consumer behaviours in a general model. Changes from the behaviour sector and network have a consistent basis influence on consumers' behaviour. Golledge and Stimson (1997) and Spilková (2003, p44) explained "the formation of the process of shopping behaviour in economies of transformation behaviouristic between the phases of the organization of society and the economy, the organization from socialism through a transitional phase to the market economies".

1.2 Problem statement

Scholars such as Spilková and Hocheľ (2009) and Pospěch (2010) have all agreed that the modern-day shopping mall contributes immensely to changes in the consumer societies of post-socialist countries. Terblanche (1999) has also agreed that modern shopping malls play a key role in consumer life-cycle. He further states that the activity has gone beyond the traditional shopping activity as it includes recreational facilities such as playgrounds for children, cinemas, shops, restaurants, among others. The widespread shopping malls in Ghana have provided consumers a variety of choices when it comes to selecting a shopping destination, influencing

them to patronize malls that are attractive to them. Retailers, therefore, situate their shops in locations where these types of consumers reside since they are aimed at meeting the demands of the consumers. It has therefore become prudent for owners of the shopping malls to make their malls more attractive to both retailers and shoppers.

Customer behaviour towards shopping is not about repeat purchases but also experiencing the process of forming.

With the advent of shopping malls in the country, the topic of consumer behaviour has become an area of study. There has been an appreciation of academic research on the success and failures of shopping malls in the developed world. Within the Ghanaian context, research on shopping malls seems to be scantily discussed. Also, the focus of the limited studies is on the shopping malls and not the relationship that exists between the malls as a branded sales point and consumer shopping behaviour. This study, therefore, aims at examining the relationship between branded sales point and consumer purchasing behaviour, a case of the West Hills Mall.

1.3 Study Objectives

The main objective of this study is to examine the relationship between branded sales point and consumer purchasing behaviour, a case of the West Hills Mall.

To achieve the main objective, the study would seek to:

1. Examine the impact of brand image and branding strategies employed by shopping centres.
2. Determine consumer perceptions about brand shopping centres (West Hills Mall)
3. Examine the consumer attitude towards shopping centres.
4. Investigate the effect of brand image on consumer purchasing behaviour.

1.4 Research Questions

1. What are the impacts of mall image and branding strategies employed by shopping centres?
2. What is the consumer's perception of shopping centres (West Hills mall)?
3. What is the consumer's attitude towards shopping centres (West Hills Mall)?
4. What is the effect of brand image on consumer purchasing behaviour?

1.5 Study Methodology

A research design is a map that guides the researcher to achieve the research objectives and questions (Cooper & Schindler, 2011). It refers to the overall approach that is used consistently and rationally to combine the various components of the analysis to solve the research problem effectively. Blumberg et al. (2005) described the research design as a plan that helps the researchers gather and analyse data to find answers to the research questions. To achieve the stated research objectives, the researcher may approach the study quantitatively. The quantitative research methods involve the use of structured questionnaires as its main instrument for collecting data. This study has employed a quantitative method to collect primary data. EasterbySmith et al. (2002) proposed that a suitable research approach, research strategy, and received evidence can also be recognized by a good understanding of a philosophical foundation. Therefore, this research was undertaken from a positive point of view and is based on the premise of the existing truth (Pallant, 2007).

1.6 Rationale of the study

This study is worth undertaking, as the findings will serve as a guide to managers and developers of shopping malls to improve the performance of the retail environment. It will

further equip developers with information on selecting locations that will help them gain a competitive advantage. This is to rejuvenate and educate organizations about their target consumers ' expectations and behaviours towards the very strategies they have been implementing. Thus, there will be an insight into what influences consumers of branded sales points to help develop strategies in winning the hearts of their consumers. This study will also contribute to the existing knowledge of branded sales points in the country and beyond. Importantly, it will serve as a reference document to prospective researchers who may endeavour to repeat and expand on this study.

1.7 Study Organisation

This study is made up of five chapters. The introductory chapter, which is chapter introduces the study by providing the background of the study, the problem statement of the study, the rationale of the study, the research objectives and questions, the limitations of the researcher, definitions of related terms as well as the organization of the study. Chapter two reviews the literature, and also provides insights about the theoretical framework as well as empirical reviews. Chapter three presents the methodology the work employs. The methodology includes the research design, target populations, the sampling procedures, the instrument used in collecting data, the procedure of collecting data as well as the techniques in analysing the data collected. Chapter four presents the analysis of the data, presentation, and interpretation. The final chapter, which is chapter five summarises the findings, concludes the work as also provides a recommendation.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter aims to review relevant literature on the relationship between branded sales points (West Hills Mall) and customer purchasing behaviour. The literature review is guided by the four objectives of the study. Consumer purchasing behaviour will be discussed along with mall image and branding strategies, consumer's perception, and consumer attitude.

2.1 Consumer Purchase Behavior

Consumer buying behaviour is important as it helps researchers to identify the buying process of the consumer. The consumer buying process is made up of six stages. In the first process, the consumer recognizes a need that influences him to make a purchase. The second stage is the search for information, where the consumer search for information on both internal and external (family and friends) sources (Deepali & Ramchandra, 2013), which acquires a larger portion of the mind of the consumer when selecting a product (Nkamnebe, Idoko, & Kalu, 2009). The consumer then evaluates the available alternatives. At the fourth stage, the consumer makes the actual purchase based on the evaluation of the available alternatives. The final stage is the post-purchase stage, where the consumer develops a mind-set as to whether he is satisfied or not. In all, consumer purchase intention is related to the behaviour of the consumers, perception, and attitude (Folorunso, 2013; Deepali & Ramchandra, 2013). According to Kotler and Keller (2007), the consumers' purchase behaviour is an important element for customers in times of evaluating buying behaviours of some products. The consumer purchase intentions are an important factor when trying to predict the purchase process (Chen, 2008). Kotler, Keller, Koshay, and Jha (2007) posits that once the consumer settled on a decision to buy certain

products on certain shop(s), they will be driven by their intention. However, Grewal, Krishnana, Baker, and Borin (1998) mentioned that factors such as value, price, and quality can influence consumers' purchase intention. Further to this, factors such as internal and the external environment could disrupt the consumer. The behaviour of consumers may also be influenced by the physiological motivation that stimulates them to the shopping malls to fulfil their needs.

Scholars such as Baloglu and McCleary (1999) Dobni and Zinkham (1990) and Martineau (1958) have all agreed that human behaviour largely depends on the image and not an object. According to Levy (1959), people purchase products and services not just because of its functionality, but because of the meaning attached to it. What customers considered as personal and social meanings in addition to function. These meanings –along with their functions– set up the image of a specific product or service. This has made the brand image a key element of management, differentiation, and mental construction among consumers.

Scholars such as Aaker (1996), Davis (2002), and Ortégón (2012) have stated that in strategic marketing, it is imperative to analyse the effects of the image on the sales performance of business organizations. The effect the positive image of a product has on loyalty towards the brand (Aaker 1996, Bloemer et al. 1998, Robayo and Ortégón 2013); on the already mentioned corporate image (Balmer 2008, Sánchez and Pintado 2009); or on the image of the shopping mall (Hu and Jasper 2006, Varela et al. 2002).

2.2 Mall Image

Most business organizations use branding as a tool to disseminate the positive information about their brand to customers as names or images to which possess the qualities of persuasions. Dobni and Zinkham (1990) believed that for over five decades, Image has received a lot of scholarly

attention and that the subject of the image has become key to both scholars and managers of marketing.

The concept of the image, which was considered as an important tool that could help businesses gain competitive advantage, was linked to branding. According to Aaker (1992, 1996) and Aghekyan-Simonian et al. (2012) image is a complex and intuitive construct, which is defined by Keller (1993, p. 3) as: “perceptions about a brand as reflected by the brand associations held in consumer memory”. Jannis and Virvilaitė retreated this by saying that the above is a generally accepted view and has also been the basis of other definitions for individual or corporate brands.

Incorporate marketing, brand image is key and is also considered as a type of information that possesses the ability to influence that image of an organization and also the purchase intention of the consumer. Henderson, Cote, Leong, and Schmitt (2003) posit that brand image is about communicating the key external feature of a product to clients. In a situation where consumers develop the interest to purchase products, they are expressing brand association and awareness, and therefore infer the product quality, which stimulates their purchase behaviour (Sierra, Heiser, Williams, & Taute, 2010). Business organizations with a positive brand image will occupy the positive side of consumers' minds (Keller, 2001). For some business organizations, brand image can separate the goods and services that are offered by different suppliers. This is used to show the goods and services offered by the organization (Smith & Wheeler, 2002). According to Howell and Rogers (1980), the image of shopping malls plays an important role in terms of appealing to consumers than the size. Although, the existence of shopping malls in Ghana is at its infant stage, as a result of the non-availability of space and competition, the issue of occupying a larger portion of the minds of consumers is a key element that portrays the characteristics of the malls. With regards to what brand image holds, scholars like Park,

Jaworski, and Macinnis (1986) approached this issue from the angle of benefits that consumers derive, they recommend three factors: experiential, functional, and symbolic. Park et al., (1986) approach has been accepted and used by many to measure brand image (Chao & Kuo, 2013). Knox and Bickerton (2003) believe that product and corporate brands have the same reason for making separation and preferences the complex nature of the corporate connection has essential implications for the nature of the corporate brand (Muzellec & Lambkin, 2009). A study by Anabila and Awunyo-Vitor (2014) revealed that a business organization with strong brands turn to charge higher prices in the face of competition. With the understanding of a brand as a means of creating a competitive advantage, most business organizations are expected to pay more attention to branding (Anabila et al., 2014).

One of the biggest concerns for most retailers is the layout of their shops. According to Juel-Jacobsen (2015) shops that are well structured are key to managers of retail stores, especially for big retail shops. Lewison (1994) posits that the layout of the store has an impact on the atmosphere of the shop and the behaviour of the consumers as well. A shop that is well designed to possess the ability to contribute to the atmosphere of the shop, reflects the expectations of the consumer. However, Juel-Jacobsen (2015) mentioned that most shops seem to be built on the traditional design of the store layout, which has resulted in an outdated store. Some brand strategies that shopping centres adopt to create a brand and mall image:

2.3 The Shopping atmosphere

In simple terms, Kotler and Armstrong (2016, p.433) described a shopping centre as "a group of retail businesses built on a site that is planned, developed, owned, and managed as a unit" (Kotler & Armstrong, 2016, p.433). The shopping mall is considered to be the most popular one and is typically enclosed with a controlled atmosphere (Pitt & Musa, 2009).

The atmosphere in its basics is intended to describe the quality of surroundings, thus the term atmospherics in the marketing literature was precisely defined as “the effort to design a buying environment to produce specific emotional effects in the buyer that enhance his purchase probability” (Kotler, 1973, p. 50).

According to Bitner (1992), consumers are exposed to many cues that may influence them in a store environment. She proposed the term “servicescape” as a new term for the environment of a within the context of services; it was defined as “the man-made physical surroundings as opposed to the natural or social environment” (Bitner, 1992, p.58) and it can be employed as a tool of differentiation highly competitive environments.

Froglu, Machlit, and Davis (200, p. 22) described the atmosphere of a retail shop as the shops "physical and non-physical elements that lie at the retailers' disposal to encourage a desirable behavioural response from customers". However, from the consumer's perspective, the perceived quality of surroundings can be recognized via different sensory channels that involve sight, sound, scent, and touch (Tai & Fung, 1997). According to Jobber (2004), the atmosphere of a store consists of the design, the interior and exterior layout of the store as well as its colour. This is key to shops that operates in a highly competitive environment (Tai & Fung, 1997).

Everett, Pieters, and Titus (1995) described the environment of the consumer as a nested sphere. Although these boundaries are not clearly defined, customers mostly walk from the widest range which is "the macro" (e.g. the shopping mall) through a narrower one which is "the miso" (e.g. the store) to the narrowest one which is "the micro" (e.g. the aisle within the store). Taking into consideration the terminologies of environmental factors that affect customers, Massara and Pelloso (2006) postulate that the environment of the shopping mall is made up of three scales, namely: the external environment of the mall (e.g. size of building); the internal(interior)

environment of the mall (e.g. space design and allocation) and the microenvironmental variables involving all the aspects close to the consumer in a geographical sense (e.g. color and lighting). Ballantine et al., (2010) proposed a new type of environmental factor of hedonic retail based on the role they perform in affecting the hedonic experience of retail customers. The atmospherics of the store were classified by Ballantine et al., (2010) into two broad categories. The first category is attractive stimuli, these include factors that are responsible for drawing customers' attention, entertaining them, and stimulating approach behaviour. This involves sound, lighting, space, layout, colour, product display, and design features. The other category is about facilitating stimuli involving cues that play a role in facilitating customer involvement with products in the store. These cues are comfort features such as suitable shelves, product display features, lighting, crowding, and employees.

Conclusively, considering the features and conditions that are made up of the shopping centres are unlimited, researchers have made several attempts to list those features and conditions into a limited set of categories. Kotler's (1973) proposal was the early attempts to manifest the part of atmospherics in the context of retailing as a marketing tool; however, his approach falls short as most scholars and practitioners did not adopt it. Other typologies are too generic (Massara & Pelloso, 2006) and do not take into consideration the human variable within the shopping environment (Bitner, 1992).

Contrary to this, the concern of Baker's (1986) typology was on the internal form of the environment of the retail shops and explicitly addressed the role of human/social factors within the environment. This study, therefore, adopts the approach to understand the impact of the many environmental features of the shopping environment on consumer behaviour. The design of the Shop layout is made up of many key elements. The focus will be on two main components of

shop layout; shelf design and aisle design which are brand strategies used by shopping centres. These two components will be discussed more comprehensively. These layouts will be separately discussed based on their characteristics.

2.3.1 Aisle design

Personal space is considered one of the key factors that determine "consumer comfort" in a retail store. A study by Bittner (1992) revealed that personal space within a retail store can impact consumers' experience and choices they intend to make within a retail store (Turley & Miliman, 2000). A study was conducted by Lavav and Zhu (2009) to examine the "effects of space experience on consumer purchase behaviour" revealed that the space available to consumers in a retail store influences their purchase behaviour. The study found that consumers in a behaviour seek more variety in their purchases. When this spatial confinement is generated by a high density within a store, consumers tend to "reaffirm their identity as independent and unique individuals" (Xu et al., 2012). The study further revealed this resulted in consumer buying behaviour that influences them to select more goods that can represent their identity. Maeng et al. (2013) added their voice by saying that consumers who found themselves in densely populated shops are likely to focus their attention on the preventive measure, resulting in safety-related product choice.

Store traffic and customer traffic can also be used to describe the density of a store. These two concepts are however differentiated by the number of customers who visit the shop at a specified time and the movement of customers in the store. Empirical studies (Anic et al., 2010) revealed that both store traffic and customer traffic are all used to determine the performance of the retail store. Scholars such as Lam et al., (1998) and Beemer (2003) have all agreed that store traffic is

not a guarantee of store performance. Hasty and Reardon (1997) also mentioned that low traffic in-store does not mean low sales.

In their research, Anic et al. (2010), tried to reveal a correlation between both store traffic and customer traffic flow on consumers' spending in supermarkets. The study revealed that these two factors, put together positively influences consumers expenditure. They, however, mentioned that despite the positive influence of store traffic and customer traffic on sales, other factors have more influence on sales. Anic et al., (2010) concluded by saying that for retailers to strike more sales, they must make sure that customers pass through most of the aisle when in the shop, and also buy in different aisles. This can be achieved by taking into consideration the type of layout to use in their stores.

2.3.2 Shelf design

Well-structured shelf design is an advantage to the consumer and the retailer. This is because consumers are satisfied when the shelves in the store are well designed and structured. Based on this, Fancher (1991) believed that there is a positive relationship between consumer satisfaction and sales. A study by Drèze et al. (1995) revealed that one-quarter of decisions made by customers are made before the actual visit, indicating that two-thirds of customer decisions are made in the shop, this is a sign of involvement (Dagnoli, 1987). According to Hoyer (1984) and Dickson and Sawyer (1990) believed that consumers who make decisions in the store spend less time searching for products and does not also compare prices. According to Drèze et al., (1995), managers whose shelves are well structured can significantly influence the shopping behavior of customers. Further research shows that visual attention, which results in in-shelf product visibility, actively influences consumers' brand consideration set (Pieters & Warlop, 1999). Chandon et al. (2006) also seconded this notion by saying that the customer in-store behaviour is

influenced by in-store factors, such as shelf position and the number of facings. These factors possess the ability to create a so-called "visual lift" for their brands, meaning such products stands the chance of getting consumers in-store visual attention (Chandon et al., 2006).

2.4 Consumer Perception

Kim, Lee, and Kim (2011) argue that consumers do not only visit shopping malls to buy goods and services, but also entertain themselves from the shopping experience. According to Farrag et al., (2010), consumers tend to be engaged in different activities when they found themselves in shopping malls. Gilboa (2009) supported this by identifying activities and grouped them according to the following categories:

2.4.1 Consumption activities by shopping mall visitors

Gilboa (2009) described consumption activity as the visit to coffee shops and restaurants, acquiring insights about new products and services, as well as window shopping. Kuruvilla and Joshi (2010) visitors in a shopping mall have different reasons for visiting the mall. Reasons such as buying clothes and shoes, browsing, among others are some of the reasons why most consumers visit the shopping mall. They further argued that different people visit shopping malls with different products and services in mind. They believed that some consumers visit the malls for the window. Farrag et al. (2010) described window shopping as a situation where a consumer visits the shopping mall to gain ideas about the prices of goods and services, and also to keep up with the current trends. They added that consumers also visit the coffee shops and restaurants for launch or coffee. Moreover, besides, family members can also hold family gatherings at restaurants (Farrag et al., 2010).

2.4.2 Participation in shopping mall-initiated activities by shopping mall visitors

Golboa (2009) mentioned that visitors usually visit the shopping mall to partake in the activities of the mall as a form of entertainment. It includes cultural events and children's programs. Farrag supported this by saying that visitors can also attend fashion programs at the shopping malls. Besides, while family members are at the malls, they may leave their children at the playgrounds. Other activities such as the gym, banks, and post office are also available for clients to visit (Gilboa, 2009).

2.4.3 Social activities and entertainment

According to Gilboa (2009), social activities involve interaction among people, this includes sitting in public places, interactions with people from all walks of life, social gathering, trolling among others. According to Kuruvila & Joshi (2010), visitors of the various shopping malls are interested in experiences related to consumption, shopping malls have therefore become a "haven" for these people, especially the younger generation. Finally, visitors can as well watch live sporting games, and movies at the shopping mall (Farrag et al., 2010; Gilboa, 2009; Kim et al., 2011).

2.5 Consumer Attitude

Blackwell, Miniard, and Engel (2006) described consumer attitude as the views of people, objects, events, or behaviours, which reflects the individual preferences, objectives, events, or behaviour. These views can either be positive or negative. This thereby generates either a positive or negative intention toward a repeat purchase behaviour. Consumer attitude is key in influencing consumer's buying behaviour (Sierra & Hyman, 2011). It is important to note that in designing marketing strategies, consumer attitudes are an important element to consider.

Therefore, all elements of consumer attitudes must be considered, including cognitive, affective, and behaviour components (Rosenberg & Hovlland, 1960). Recent academic studies (Kang, Tang, & Bosselman, 2011; Sierra & Hyman, 2011) from different fields have understudied consumer behavior. The findings of these studies show that there is a positive relationship between consumer behaviour and purchase intention. In furtherance to this, Ranjbarian, Fathi, and Jooneghani (2013) in their study to examine the relationship between brand image and consumer attitudes found that there is a positive relationship between brand image and consumer attitudes.

2.6 Theoretical framework

A theoretical framework can be described as a collection of related concepts and ideas, and support a theory of study subject. The location is an important feature that shopping mall managers should pay attention to. Within the context of the shopping mall, many theories have made attempts to explain the importance of the shopping mall. This section aims to provide brief about two theories that are related to retail branding. They are the Central Place Theory and the Congener Conglomeration Theory. The Central Palace Theory principles are closely linked with shopping mall location as a brand that establishes a relationship with consumer purchasing behaviour. Congener Conglomeration Theory is concerned with brand strategies employed by shopping centres, which is one of the objectives of this research.

Within this study, the Central Palace Theory and the Congener Conglomeration Theory were used. Numerous are theories that can be used. However, the Christaller (1993) Central Palace

Theory and the Hotelling (1929) are used to explaining the relationship that exists between branded sales point and consumer purchasing behaviour.

2.6.1 Central Place Theory

The Central Place Theory (CPT) was put forth by Walter Christaller (1933), a German geographer. Christaller realizes that there exists an economic relationship between the cities and the hinterlands. The theory was tested in Southern Germany and concluded that the basic reason why people gather in the cities was purely economic reasons.

The Central Place Theory assumes that in mapping a shopping mall, it is important to consider the geographic surroundings of the said mall. Christaller further stated that the demand for goods and services is not consistent, but influenced by the distance of the city. Therefore, the increase in distances, decreases demand, because of the need for consumers to travel to the centre for goods. Huff (1964) emphasized this by noting that decreasing shopping probabilities radiate outward from a shopping centre.

Central-place theory advances the idea of a hierarchical connection between cities depending on the rank size. There is a connection between bigger cities and smaller ones, therefore, the activities in the bigger cities affect the smaller cities. According to Dicken and Lloyd (1990), the nature of services in big cities largely depends on the size of the cities. This means that there is more service provided in the bigger cities than the smaller cities. This type of hierarchical order for cities is also found in retail markets. Similarly, in the shopping mall, the smaller shops are attracted by the existence of the bigger ones. Applebaum et al. (1974) divided the shopping areas into a separate hierarchical circle of demand and distinguished between a primary area where the

demand is very high a secondary area where demand is relatively lower and a peripheral ring where consumers would prefer to shop somewhere else.

Christaller also identified threshold as an important aspect of the theory. He further stated that a limited number of people are required for the continuation of the central place business or activity. This brought about the classification of goods into high order and low order goods. He identified low-order goods as those items that are perishable and must be changed frequently, as food and other routine household items. Because these items are purchased regularly, small businesses in small towns can survive because people will buy frequently at the closer locations instead of going into the city.

However, the higher-order goods are described as specialized items as automobiles, furniture, and household appliance that are sought out. Since they require a large threshold and people do not purchase them regularly, many businesses selling these items cannot survive in areas where the population is small. Therefore, they locate in large cities that can serve a large population in the surrounding hinterland.

2.6.2 Congener Conglomeration Theory

An early study by Hotelling (1929) revealed that shops in a perfectly competitive market can attract more customers. He mentioned that the focus of the congener conglomeration theory is on the needs of customers. The congener conglomeration theory supports more market options for products and services to have productive buying choices and reduce the risk to the user of losing out on future great deals while shopping in a shopping area. The theory further states that customers may do a comparison between the goods they choose to avoid vital information about the selected products since many products are similar. In situations where customers are attracted

to few shops in a mall, there is a high possibility that they will pay attention to the other stores, thereby increasing the turnover of the other stores (Yi, 2007). It is generally accepted that the congener conglomeration theory explains the effectiveness of known stores in a shopping centre and further explained that individual retailers within a shopping mall work in harmony to achieve a common goal. A study by Eppli (1964) revealed that the introduction of known shops could help the sales of less known shops increase between 50%-200%.

2.7 Summary of the Chapter

This section summarizes the key findings of the literature review in general terms. This chapter has discussed the relationship between branded sales point (West Hills Mall) and customer purchasing behaviour organized in four themes, which include consumer purchasing behaviour, the brand image of shopping centres, consumer perception of shopping centres, and consumer attitude toward shopping centres.

Branding has been discussed in a two perspective that is brand image and branding strategies. Incorporate marketing, brand image plays a vital role, as consumers consider it as a source of information, which does not only affect the organization's image but also as a basis for consumers' purchase intention. According to Henderson, Cote, Leong, and Schmitt (2003) brand image portray the external characteristics of products to consumers.

In designing a shopping mall, much attention should be placed on internal lighting, the corridors must be wider and spacious atrium. Also, the design of the shopping mall must make provisions for the flow of traffic in all parts of the mall. Shops should be assigned to specific locations in the mall in a way that ensures an equal distribution of customer foot traffic across all shopping areas (Bader et al., 2014).

The atmosphere is intended to describe the quality of surroundings, thus the term atmospherics in the marketing literature was precisely defined as “the effort to design a buying environment to produce specific emotional effects in the buyer that enhance his purchase probability” (Kotler, 1973, p. 50). A study conducted by Levav and Zhu (2009) to examine the "effect of space experience on purchase behaviour" revealed that the amount of space available to a consumer has a great impact on his decision. This notion was seconded by Chandon et al., (2006) who mentioned that factors such as shelf position and the number of facings influence consumer decision.

This implies that brand image fully affects customer purchasing behaviour positively. Various scholars cited in the literature review have a common view that consumers have perceptions about shopping centres leading to customer purchasing behaviour. Kim, Lee, and Kim (2011) argue that apart from purchasing goods and services, consumers also consider shopping mall visits as a form of entertainment. Gilboa (2009) supported this by identifying and grouping shopping mall activities into consumption, entertainment, social, and partaking in the shopping mall-initiated activities.

Sierra and Hyman (2011) identified consumer attitude as a key element that affects consumer purchase intention. Blackwell et al., (2006) described consumer attitude as an individual view about events, objects, people, or their behaviours. This view may either be positive or negative. Recent studies on the relationship between consumer attitudes and purchase intention have been widely considered in different fields, showing that consumer attitudes have a positive effect on purchase intention (Kang, Tang, & Bosselman, 2011; Sierra & Hyman, 2011).

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

The attention of this chapter is on the method applied in collecting data for this study. The methodology talks about methods and procedures followed to carry this study. The population of the study, the sample size, and sampling technique, data collection method, as well as the data analysis, would be described in detail.

3.1 Research Design

Descriptive research design deals with sample sizes that are large and are used to describe events or define attitudes, behaviours, or opinions that are measured or observed in an environment. (Mcnabb, 2002). Like descriptive research, a combination of techniques was used to describe how shopping centers (West Hills Mall) employ branding strategies, what impact does brand has on shopping centres (West Hills mall), what consumers perception on branding are as well as the effect of branded sales point on consumer purchasing behaviour.

Therefore, the design was selected for this research to seek opinions, views perception, and attitudes about the relationship between branded sales point and consumer purchasing behaviour.

3.2 Population of the Study

Mugenda and Mugenda (2003) defined a population as a complete set of individuals, cases, or objects with some common observable characteristics, (Mugenda & Mugenda, 2003). The study was limited to customers of the West Hills Mall. Data was collected from these primary sources of respondents, that is, customers of West Hills Mall. The estimated population of customers of West Hills Mall was five hundred (500).

3.3 Sample size and sampling procedure

Tashakkori and Teddlie (2003) described the sample of a study as the selection of a subset of people within a statistical population to estimate features of the whole population. According to Deming (2010), the sample of a study possesses the ability for a better interview, thorough investigation, better processing as well as better supervision than the entire population. This study employed the convenience sampling technique to select the respondents (customers of the shopping mall) of the study. This can be described as a non-probability sampling technique. Tashakkori and Teddlie (2003) described the non-probability sampling technique is about selecting a section of the population as a sample for a study. That is, a population is selected because it is readily available and convenient. The sample size used for the customers was two hundred and thirty (230).

3.4 Method of Data Collection

Schutt (2006) described data are a set of values of qualitative or quantitative variables. The source of data for this study is the primary and secondary sources. According to Schutt (2006), secondary data is data that was used gathered by a different researcher for another purpose. The available source of data includes government departments, population and housing census, records of organizations among others. On the other hand, the primary data is data collected by a researcher for conducting research. This study employs structured questionnaires for gathering primary data. The questionnaires were distributed to the customers of the West Hills Mall.

3.5 Questionnaires

Dillman, Smyth, and Christian (2014) described a questionnaire as an instrument that is made up of a series of questions that helps the researcher to collect data from his sample population. The

questionnaires were designed based on the objectives of the study. Closed and open-ended questions were used. The questionnaire was divided into sections. The first section was about the demographic's characteristics of the respondents, and the other sections were divided based on the study objectives. The researcher personally distributed the questionnaires to the sample population.

3.6 Method of Data Analysis

Mugenda and Mugenda (2003) posits that it is difficult to interpret raw data, and as such must be reduced to its simplest meaning. For that matter, the data gathered were given codes before been entered into a computer. The Statistical Package for Social Sciences (SPSS) was used to analyse the primary data collected from the field.

Furthermore, descriptive statistics such as frequency distribution tables, charts, and graphs were used to identify results collected from the field (O'Neil and Schutt, 2014). The sample size used for this project is five hundred (500) concerning the number of people possible to show up in a day at the mall.

CHAPTER FOUR

DATA ANALYSIS, PRESENTATION, AND INTERPRETATION

4.0 Introduction

This section presents the results and findings of the research. In total, several three hundred and fifty customers of the West Hills Mall were used for the study. Questionnaires were used as the data collection instrument. Out of the total sample of three hundred and fifty customers, two hundred and sixty responded, hence giving the response rate of 74.2%.

4.1 Response Rate

In simple terms, the response rate is about the number of the sampled population in percentage terms who responded to the questionnaires. The higher response rate assumes that the results of the study are the true reflection of the sample, provided the sampling is appropriate. However, Mugenda & Mugenda (2003) however mentioned that a response rate that is above 50% is fit for statistical reporting.

Table 4.1 Response Rate

Sample	Number of respondents	Percentage
350	260	74.2%

4.2 Demographic characteristics

The study sought to establish the demographic information of the sampled population which included gender, age, level of education, employment level, and marital status.

4.3.1 GENDER

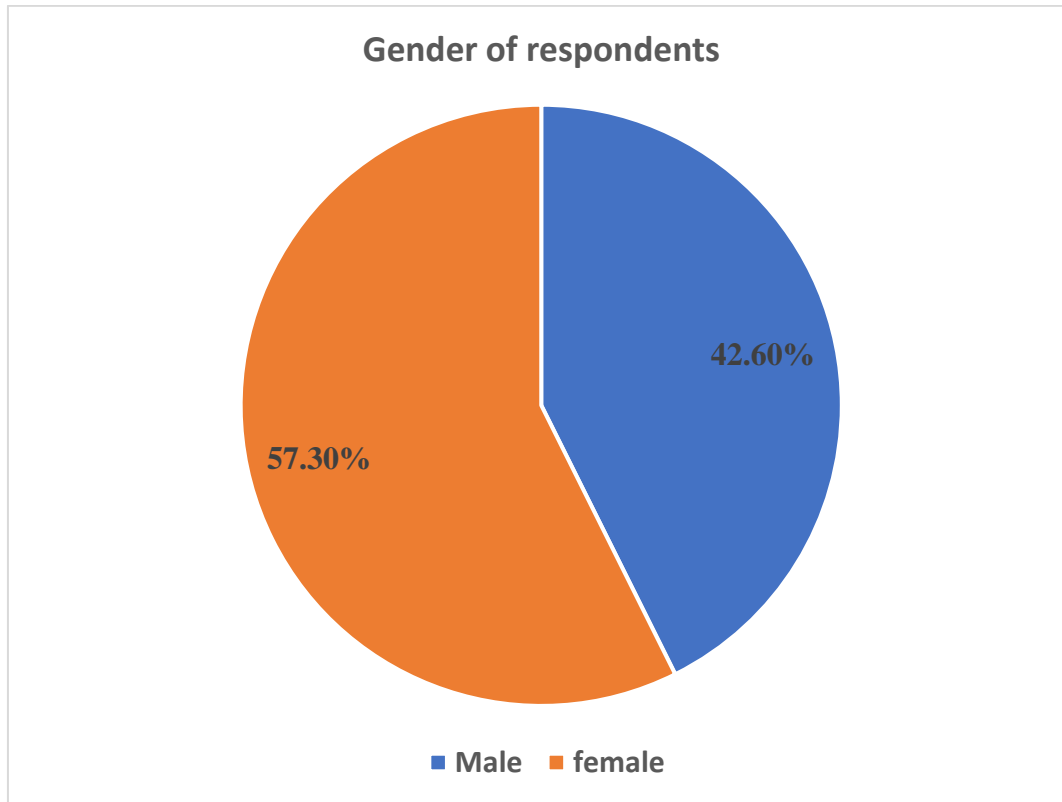


Fig 1: Gender of Respondents **Source: Field Study, 2020**

From the above, it can be seen that the female respondents recorded 57.30% representing 149 of the total population, and the male recorded 42.60% on the chart representing 111 of the total population. This illustrates that more of the visitors to the shopping centre are females.

4.2.1 Age

The researcher asked the respondents to show their age to determine their ability in answering the stated research questions. The response is presented in Table 4.2 below.

Age group	Frequency	Percentage%
16 - 25	118	45.3%
26-35	112	43.0%
36-45	24	9.2%
46-55	5	1.9%
56-65	1	0.3%
Total	260	100%

Table 4.2 Age Distribution

Source: Field Study, 2020

A majority of the respondents, one hundred and eighteen (45.3%) were aged between 16 and 25 years. This was closely followed by the age group between 26 and 35 years recording one hundred and twelve (43.2%). In general, two hundred and thirty (88.3%) of the respondents were aged between 16 and 35 years reflecting the youthful level of the respondents and their ability to answer the questions. Only thirty (11.7%) of the respondents were above the youthful age.

4.2.2 The level of education

The study sought to find out the education level of the respondents who visit the West Hills Mall.

The results are presented in Table 4.2 below.

Level of education	Frequency	Percentage%
Tertiary	69	26.5%
Secondary	118	45.3%
Basic school	49	18.8%
Informal	24	9.2%
Total	260	100%

Table 4.3 the level of education

Source: Field Study, 2020

A big number of the respondents had a Secondary school educational background constituting one hundred and eighteen (45.3%) of the respondents. Approximately sixty-nine (26.5%) of the respondents had a tertiary background. This was followed marginally by those who had a Basic school educational background at forty- nine (22%). The author noticed that most of the respondent's visits to the mall were for entertainment and purchase. Therefore, to have the acumen and pedigree to make prudent choices, academic qualification was very crucial. This explains why a majority of the respondents were educated with one hundred and eighty-seven (71.8%) having secondary education and above.

4.2.3 Employment

Employment	Frequency	Percentage%
Employed	140	53.8%
Unemployed	119	45.7%
Retired	1	0.3%
Total	260	100%

Table 4.4 Employment

Source: Field Study, 2020

A majority of the respondents one hundred and forty (53.8%) are employed, followed by those who had no employment at one hundred and nineteen (45.7%) and finally the retired group at one (0.3%) respectively. With these demographics, it could be said that the buying rate at the mall may be affected positively more especially with the record of employed customers at one hundred and forty (53.8%) being potential buyers.

4.2.4 Marital Status

Status	Frequency	Percentage%
Single	169	65.0%
Married	88	33.0%
Divorced	2	0.7%
Total	260	100%

Table 4.5 Marital Status

Source: Field Study, 2020

Concerning the marital status of the respondents, one hundred and sixty-nine (65.0%) were single, while eighty - eight (33.0%) and two (0.7%) were not married and divorced respectively.

4.3 Impact of brand image and branding strategies employed by shopping centres

The attributes of a shopping mall image are considered as its preference and choice. They are perceived as an important factor in influencing consumers to a shopping mall. The study identified that mall image and branding strategies employed by the shopping centre has a strong and positive impact on consumers. Subsequently, the study assessed the extent to which mall image and branding strategies were employed by the shopping centre through the respondents' level of agreement. The respondents were to choose from a given option to know exactly what the value of branding is as far as the West Hills Mall is concerned. The response was computed and below is the result.

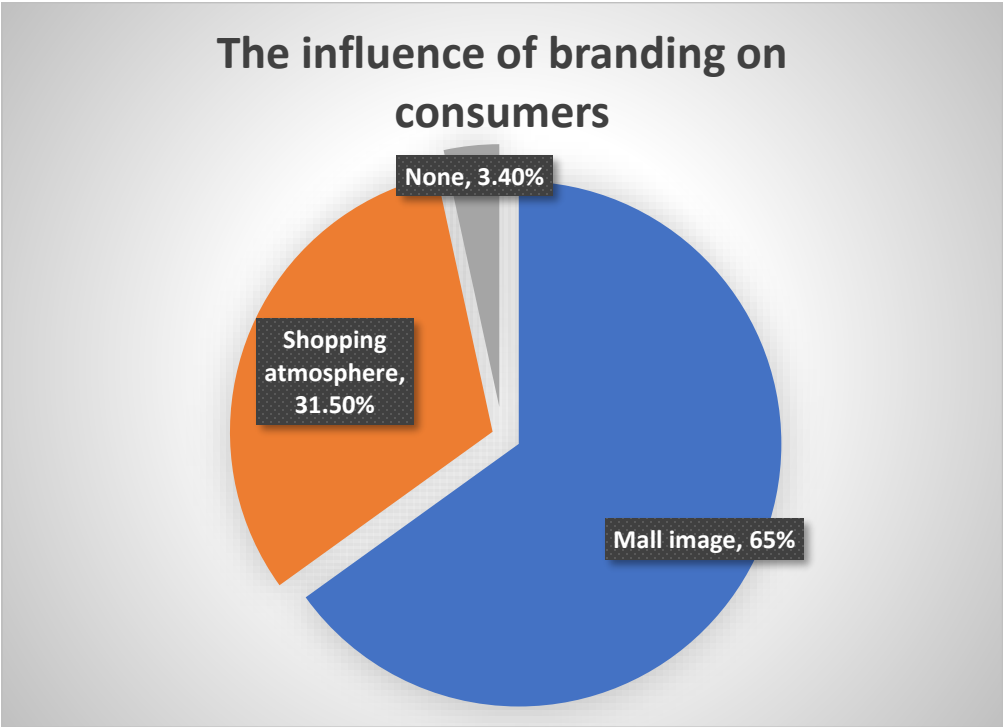


Fig 2: Impact of brand image and branding strategies employed by shopping centres.

Generally, respondents were observed to agree with branding playing a role in their visit to the mall. This is made clear as mall image/ beauty recorded one hundred and sixty - nine (65%) of the total population, making it the highest in terms of influence on consumer's visit to the Shopping centre. Shopping atmosphere, another form of branding strategy employed by shopping centres recorded the second highest with eighty- two (31.5%). None as an option recorded nine (3.4%) of the population in terms of influence.

In general, the respondents noted in the results provided that a combination of the mall image/ beauty and the shopping atmosphere all a form of brand strategies employed by shopping centres, two- hundred and fifty- one (96.5%), greatly has an impact on the shopping centre which can be said as the influencing factor for consumers' visit. From the above analysis, it is apparent that the brand image and branding strategies employed by shopping centres have a positive impact on the shopping centre.

4.4 Consumer's perception of shopping centres (West Hills mall)

Consumer's perception of West Hills Mall is positive and significant. An analysis was done to determine the consumer's perception of shopping malls (West Hills Mall) below.

Consumer Perception						
Entertaining			Activities		Product	
	F	P%	F	P%	F	P%
Yes	243	93.4%	147	56.5%	51	19.6%
No	17	6.5%	49	18.8 %	209	80.3%
Sometimes			64	24.6%		
Total	260	100%	260	100%	260	100%

Table 4.6 Consumer's perception of the shopping centre Source: Field Study, 2020

The table above indicates that consumers have a positive perception of the shopping centre. This is evident in the table where two- hundred and forty- three (93.4%) respondents agreed to the fact that the shopping centre is entertaining against seventeen (6.5%) of the total respondents disagreeing to the shopping centre not entertaining.

Again, about Gilboa (2009), customers may visit the shopping mall to take part in the mall's entertainment. A total of one hundred and forty- seven (56.5%) of the population attested to the fact as it recorded the highest followed by respondents who do participate but not often with sixty-four (24.6%) and finally forty-nine (18.8%) respondents do not partake in the mall's activities.

As fifty-one (19.6%) out of the total population revealed they go to the shopping centre only for the product, two- hundred and nine (80.3%) respondents disputed the fact that they do not go to the shopping centre only for products.

The analysis above indicates strong and positive that, some customers visit the shopping mall not only to search for and or buy goods, but they also perceive as a form of entertainment activity that provides fun and pleasure from the shopping experience (Kim, Lee & Kim, 2011).

4.5 What is the consumer's attitude towards Shopping Centres (West Hills Mall)?

According to Blackwell, Miniarf, and Engel (2006), the attitude of the consumer is described as an individual's views about events, behaviours, people, or objects that reflect the preference about these events, behaviours, people, or objects. This view can be positive or negative. Further, it can generate either positive or negative intention toward continues buying behaviour.

The table below shows what the consumer's attitude towards the shopping centre is as far as this study is concerned.

Consumer attitude						
	Much time		Level of impression		Overall feeling	
	F	P%	F	P%	F	P%
Yes	178	68.4%	235	90.3%	217	83.5%
No	80	30.7%	25	9.6 %	43	16.5%
Sometimes	2	0.7%				
Total	260	100%	260	100%	260	100%

Table 4.7 Consumer’s attitude towards the Shopping Centre Source: Field Study, 2020

From the table above, it is indicated that a total of one hundred and seventy-eight (64.8%) respondents spend much time at the mall during their visit as eighty (30.7%) and two (0.7%) do not and do sometimes respectively.

Again, the table indicates that two hundred and thirty-five (90.3%) of the respondents feel Impressed with the shopping centre as twenty-five (9.6%) do not. Two hundred and seventeen (83.5%) respondents at an overall score feel positive about the mall as forty-three (16.5%) of the respondents felt negative towards the mall. The interpretation of the above analysis is that most of the respondents agreed to a great and positive attitude towards the mall.

4.6 Effect of brand image on consumer purchasing behaviour

The (Chart) established that a combination of the mall image/ beauty and the shopping atmosphere all a form of brand strategies employed by shopping centres, two- hundred and fifty- one (96.5%), greatly has an impact on the shopping centre which can be said as the influencing factor for consumers' visit. The chart below sought to evaluate the extent of the effect on which brand image has on consumer purchasing behaviour.

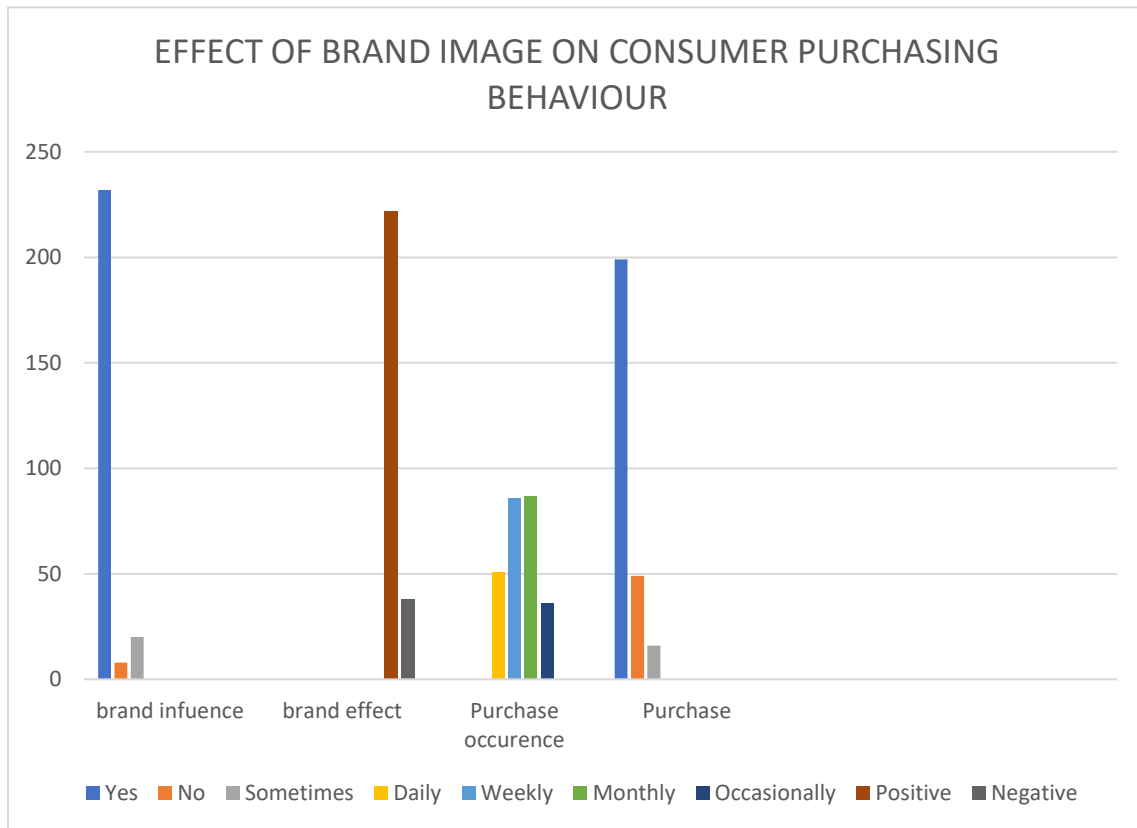


Fig 3: Effect of brand image on consumer purchasing behaviour

In the chart above, one hundred and ninety-nine (75%) respondents agreed that they purchase on their visit to the mall whereas forty-nine (18.8.4%) of the total respondents do not purchase their visit, and sixteen (6.5%) respondents sometimes make a purchase on their visit.

Weekly purchase respondents at the mall recorded ninety-five (36.5%) being the highest, followed by monthly purchase respondents at seventy-seven (29.6%) with a small margin ahead of occasional purchase respondents at sixty-four (24.2%) as daily purchase respondents recorded the least at twenty- five (9.6%).

Two hundred and twenty (89.2%) respondents according to the chart agreed that brand image influences their purchase. Twenty (7.6%) respondents agreed that the brand image sometimes influences their purchase whereas eight (3.0%) of the respondents revealed that the brand image does not influence their purchase.

From the same chart, the extent to which the consumer purchasing behaviour is influenced by the mall's image was coined in a question that required a straight forward answer to help determine how effective the influence is, which revealed that out of the total respondents, two hundred and twenty- two (85.3%) attest to the fact that the influence of the brand image affected them positively as thirty- eight (14.6%) of the respondents gets affected negatively.

The analysis above can be interpreted that, the brand image of the mall has a strong and positive effect on consumer purchasing behavior. This is evident from the analysis of the chart above as two hundred and twenty (89.2%) respondents according to the chart agreed that brand image has an influence on their purchase and in addition to that, the chart revealed that out of the total respondents, two hundred and twenty- two (85.3%) attest to the fact that the influence of the brand image affected them positively.

CHAPTER FIVE

SUMMARY, CONCLUSION, AND RECOMMENDATIONS

5.0 Introduction

The final chapter, which is chapter five, presents the summary of the findings, conclusions, and recommendations of the study based on the objectives of the study and suggestions for further studies. The main objective of the study was to examine the relationship between branded sales point and consumer purchasing behaviour, a case of the West Hills Mall.

5.1 Summary of Findings

The summary of the findings is organized based on the order of the study objectives and presented as follows:

5.1.1 Impact of brand image and branding strategies employed by shopping centres

The study established that the attributes of a shopping mall have a great influence on preference and choice and is perceived as a possible important element in influencing customers to the shopping mall. The research further established that all the aspects of brand image and branding strategies. Further, the study revealed that the layout of the mall and the general image of the shopping mall includes entertainment, mall atmosphere, and special events that have equal importance in their evaluation of mall suitability a huge influence on shopping centres and consumers.

5.1.2 Consumers' perception of brand shopping centres (West Hills Mall)

The study established customers does not only visit the shopping mall in the search to buy goods and services, but they also perceive these visits as a form of entertainment, that provides fun and

pleasure from the shopping experience. The study also revealed that customers all visit the shopping mall to take part in the entertainment activities organized by the shopping mall which strongly affirms how positive consumers perceive the brand shopping centres (West Hills Mall).

5.1.3 Consumers attitude towards shopping centres (West Hills Mall)

The interpretation of the analysis indicated that consumers have a strong positive attitude towards the mall. This was obvious as most of the consumers for the study shared a strong attachment and feeling towards the mall on different grounds.

5.1.4 Effect of brand image on consumer purchasing behaviour

The study established that the brand image of the mall has a strong and significant positive effect on consumer purchasing behaviour. This is evident from the analysis as a huge number of consumers for the study revealed that brand image has an influence on their purchase and not only that but attests to the fact that the influence of the brand image affected them significantly and positively.

5.2 Conclusions

This study sought to examine the relationship between branded sales point and consumer purchasing behaviour, a case of the West Hills Mall. To do so four tenets which, include, consumer purchasing behaviour, brand image and branding strategies, consumer perceptions, consumer attitude, and consumer purchasing behaviour were identified and formed part of the respondents' determinants evaluation considerations. The general conclusion to this study is that branded sales point and consumer purchasing behaviour, a case of the West Hills Mall share a very strong and positive relationship. From the moment the visitor decides on visiting the mall down to when the visitor arrives at the mall with numerous expectations to the moment when the

visitor settles on positiveness and finally making a purchase has to do with a brand image. It is clear that in all the tenets discussed, brand image runs through in assisting and leading to consumer purchase behaviour.

5.3 Recommendations

The study concentrated on four tenets and upon assessment of the findings, the study suggests the following recommendations:

1. This research recommends that before developing a shopping mall, developers of shopping malls should conduct a feasibility study to get the best site for the development of the mall. This will ensure that the mall is situated in the most suitable available location that will ensure quick view and attraction of consumers which in a way is a basic ground for potential purchase.

2. Most customers visit the shopping malls not only to buy goods and services but to also take part in entertainment activities organized by the mall, hence the study recommends the Mall initiate include many entertaining activities that will inculcate into the consumers a strong and positive feeling towards it

5.4 Suggestion for further Study

Further research can be conducted to find out the influence of the media on the publicity of the shopping centre.

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APPENDIX I: QUESTIONNAIRE

SECTION 1: BIODATA

This section is intended to provide demographic information of the respondent. (circle the correct answer)

1. Gender

a. Male b. Female

2. Age

a. 16 - 25 b. 26-35 c. 36-45 d. 46-55 e. 56-65

3. Education

a. Tertiary b. Secondary c. Basic d. Informal

4. Employment

a. employed b. unemployment c. Retired

5. Marital status

a. single b. married c. divorced

SECTION 2 (Branding)

6. Are you a first timer in this shopping centre/mall?

a. Yes b. No

7. Did you discover the mall through the media?

a. Yes b. No

8. Which of these influenced your visit to the mall?

a. Mall image/ beauty b. Shopping atmosphere c. A&B d. None

9. How often do you visit the shopping centre/mall?

a. daily b. weekly c. monthly d. Occasionally

SECTION 3 (Consumer's perception, attitude and purchasing behaviour)

10. Do you visit the shopping centre in search of only products?

a. Yes b. No

11. Do you see the shopping centre as entertaining?

a. Yes b. No

12. Have you been part of any of the shopping centre's entertaining activities?

a. Yes b. No c. Sometimes

13. Do you like spending much time at the mall?

a. Yes b. No

14. Do you feel impressed with the mall's image?

a. Yes, b. No

15. What is your overall feeling towards the mall?

a. positive b. negative

16. Do you buy it from the mall on your visit?

a. Yes b. No

17. Which of these do you think has the most influence on your decision to buy from the Shopping centre/mall?

a. Mall image/beauty b. shopping atmosphere c. others

18. How often do you visit the mall to purchase?

a. daily b. weekly c. monthly d. Occasionally

19. Does the mall's image and atmosphere influence your purchase?

a. Yes b. No

20. What effect does the mall have on your purchase?

a. positive b. negative

APPENDIX II: Images of West Hills Mall





