



**The perception of people on shopping malls
satisfaction and utilisation in Ngaka Modiri
Molema region**

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requirements for the degree *Master of Business
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DECLARATION

I, **B.J Gabanakgosi** declare that this dissertation, titled “*Customer satisfaction and utilisation of shopping malls in Ngaka Modiri Molema region, South Africa*”, has not been submitted by me for any degree at this or any other university; that it is my own work in design and execution, and that all materials contained in this work have been duly referenced and acknowledged.

BJ Gabanakgosi
Signature

22 November 2019
Date

CERTIFICATION

I certify that this research was carried out by **B.J GABANAKGOSI** (Student Number 20968868) of the Department Business Administration, North-West University (Mafikeng Campus), South Africa under my supervision.

.....

PROMOTER

Dr. G N Molefe

.....

DATE

DEDICATION

This dissertation is dedicated to God Almighty, because to Him I owe my life. I also dedicate this dissertation to my late mother, Sicoline Gabanakgosi.

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First of all, I thank God, my creator for affording me good health, wisdom, determination and grace for the successful completion of this dissertation. Indeed, He is worthy of my praises and gratitude.

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ABSTRACT

The shopping malls are growing rapidly in South Africa. The success of a shopping mall is measured by the ability of the service provider to attract traffic and satisfy its numerous customers. Yet, **it is** unfortunate that shopping mall service quality does not meet the visitors' expectations and preferences. Superior service quality is a major factor that is neglected by many shopping mall management. Quality attributes present both utilitarian and hedonic values which culminate in customer satisfaction. The purpose of this study was to get an in-depth understanding of customer experiences on how each shopping mall's attributes influence satisfaction.

The constructivism philosophical approach, which is associated with the qualitative research approach, was suitable for this study. The empirical study collected data from 20 participants within Ngaka Modiri Molema District Municipality in the North West province, South Africa. Semi-structured interview and open-ended questionnaires were used to gather data from four major shopping malls, the likes of Mega City, New Mall, The Crossing, North-West Mall and Mafikeng Mall. The data was then linked to the research questions as stated in this study. Non-probability, purposive convenient sampling method was adopted for this study. This study adopted a descriptive cross-sectional survey design while the data for this study was analysed through ATLAS.ti and thematic analysis.

The results from the analyses showed that cleanliness and architectural structure of the mall, shopping mall convenience, extended hours of operation of the shopping mall, sectionalisation of the mall, safety and security, service quality and customer expectation are the determinant factors for customer satisfaction and utilisation of shopping malls. The results of this study further showed that all the shopping malls in Ngaka Modiri Molema district are challenged by one issue or the other and also, the majority of the participants observed that there was nothing appealing about all the shopping malls in the district. In their opinions, all the shopping malls lack appealing attributes.

Therefore, it is recommended that shopping malls and stores should endeavour to provide shoppers with positive shopping experience that will always remain with the customers based on assorted brands and quality products, aesthetic appeal and eco- natural environments that offer hedonic gains as well as utilitarian benefits. Lastly, further research should progress and adopt empirical approaches to study larger samples across the North-West province and South Africa at large to generalise these findings.

Key words - Utilitarian and Hedonic benefits, Shopping mall, Customer satisfaction, Service quality

TABLE OF CONTENTS

DECLARATION	i
CERTIFICATION	ii
DEDICATION	iii
ACKNOWLEDGEMENT	iv
ABSTRACT	vi
TABLE OF CONTENTS	viii
LIST OF FIGURES	xiii
LIST OF TABLES	xiv
CHAPTER ONE	1
INTRODUCTION AND BACKGROUND TO THE STUDY	1
1.1 Introduction.....	1
1.2 Motivation for the study.....	3
1.3 Problem statement.....	6
1.4 Aims of the study	7
1.5 Research questions.....	8
1.6 Research objective	8
1.6.1 Primary objective	8
1.6.2 Secondary objectives of the study.....	8
1.7 Scope of study.....	9
1.8 Significance of the study.....	9
1.9 Justification of the study	10
1.10 Limitations of the study	11
1.11 Technical terms	11
1.11.1 Consumer satisfaction.....	11
1.11.2 Hedonic value	11
1.11.3 Patronage.....	12
1.11.4 Perception	12
1.11.5 Shopping mall	12
1.11.6 Utilitarian value	12
1.12 Structure of the Study	12
1.13 Summary of the chapter	13

CHAPTER TWO	14
LITERATURE REVIEW	14
2.1 Introduction	14
2.2 The overview of Shopping Mall	14
2.3 Consumer behaviour in services industry	17
2.4 Consumer perception	18
2.4.1 Factors that influence consumer perception of shopping mall	20
2.5 The Motives of Shopper for shopping	23
2.6 Customer satisfaction	26
2.7 Link between perception and satisfaction	27
2.8 Hedonism-Utilitarianism value	28
2.9 Service quality and dimension	31
2.10 Customer loyalty	34
2.11 Customer relationship management	36
2.12 Theoretical framework	37
2.12.1 The importance - performance model	38
2.12.2 Value-perception disparity theory	39
2.13 Conceptual Framework	39
2.14 Summary of the study	41
CHAPTER THREE	42
RESEARCH DESIGN AND METHODOLOGY	42
3.1 Introduction	42
3.2 Research Philosophy	42
3.3 Research paradigm	43
3.2.1 Constructivism paradigm and my scientific belief	44
3.3.2 Justification for constructivism	44
3.4 Research design and descriptive research design	45
3.5 Research approach	46
3.5.1 Comparison between qualitative and quantitative approaches	48
3.5.2 Reasons for adopting a qualitative research method	48
3.6 Research setting	48
3.6.1 Population and sampling method	49
3.6.2 Population	49

3.6.3	Sampling method	50
3.6.4	Purposive sampling	50
3.7	Data gathering method	51
3.7.1	Data gathering adopted in the study	52
3.8	Role of researcher in qualitative research	55
3.8.1	Interview Process	57
3.9	Choice of participant (shopping visitors and shoppers) and their role	57
3.10	Piloting	58
3.11	Ethical considerations	59
3.12	Data analysis	60
3.12.1	Data analysis process	60
3.13.2	Thematic process of qualitative data analysis	62
3.14	Trustworthiness	65
3.15	Executing the research	66
3.15.1	Entrée in the research setting: Process of gaining entrance into an organisation	66
3.15.2	An outline of the research application process to study area	69
3.15.3	Researcher experiences with supervisors	70
3.15.4	Data collection	71
3.15.5	Data capturing and storage	72
3.15.6	Field notes	73
3.15.7	Audio tape and photographs	74
3.15.8	Methods and procedure used for coding and analysing data	75
3.16	Summary of the chapter	76
CHAPTER FOUR.....		77
PRESENTATIONS OF FINDINGS.....		77
4.1	Introduction	77
4.2	Profile of Participants	77
4.3	Analytical process for data analysis	78
4.3.1	Demographics of participants	78
4.4	Thematic approach to coding	80
4.5	Findings connected to each research question	82
4.5.1	Mall attributes that attract potential customers to a particular shopping mall in the Ngaka Modiri Molema district	83

4.5.2	Service quality dimensions of shopping mall that attract potential customers to a given shopping mall in the Ngaka Modiri Molema district.....	87
4.5.3	Customer perceptions that influence consumer satisfaction of the shopping mall patronage in Ngaka Modiri Molema district.....	94
4.5.4	Criteria used in the selection of shopping malls in Ngaka Modiri Molema District	100
4.6	Summary of the chapter	104
CHAPTER FIVE		105
CONCLUSIONS AND RECOMMENDATIONS.....		105
5.1	Introduction.....	105
5.2	Discussion of Research Questions	105
5.2.1	Discussion of Research Question 1.....	106
5.2.2	Discussion of Research Question 2.....	107
5.2.3	Discussion of Research Question 3.....	111
5.2.4	Discussion of Research Question 4.....	112
5.3	Key Findings and recommendations.....	115
5.3.1	Cleanliness and architectural structure of the mall	116
5.3.2	Shopping mall convenience	117
5.3.3	Extended hours of operation of the mall.....	117
5.3.4	Sectionalisation of the mall.....	118
5.3.5	Safety and security	118
5.3.6	Service quality	119
5.3.7	Customer expectation.....	119
5.4	Implications of Findings	120
5.4.1	Theoretical implications.....	120
5.4.2	Practical and managerial implications	121
5.5	Limitations and suggestions for future research	124
5.5.1	Limitations	124
5.5.2	Suggestions for future research.....	124
5.6	Concluding remarks	125
References.....		127
ANNEXURE A.....		150
Consent form.....		150
ANNEXURE B.....		151

Interview Questionnaire	151
Invitation to participate in a research survey	151
ANNEXURE C	152
Questions relating to the research	152
ANNEXURE D	157
Request for Permission to Conduct Research – A letter	157
ANNEXURE E	158
District/Facility Letter Of Support Letter	158
ANNEXTRE F	250
Turnitin certificate	250
ANNEXTRE G	251
Language Editing Certificate	251
ANNEXTRE H	252
Ethical Clearance Certificate	252

LIST OF FIGURES

- Figure 2-1: A standard shopping mall
- Figure 2-2: Dimensions of service quality
- Figure 2-3: Personal and social motives for shopping
- Figure 2-4: Link between perception and satisfaction
- Figure 3-1: Data collection procedure
- Figure 3-2: Step by step approach for qualitative approach
- Figure 3-3: A four stage approach access model
- Figure 4.1: Length of stay in Ngaka Modiri Molema District
- Figure 4.2: Marital status of participants
- Figure 4.3: Education level of participants
- Figure 4.4 showing Motive for choice of a shopping mall
- Figure 4.5: Choice of a shopping mall
- Figure 4.5: Consumer loyalty
- Figure 4.6: Showing research question two with its three sub-themes
- Figure 4.7: Characteristics of a shopping mall
- Figure 4.8: Customers' 'expectations of a shopping mall
- Figure 4.9: Showing customers 'expectations for excellent shopping mall shopping mall
- Figure 4.10: Service quality in a shopping mall
- Figure 4.11: Showing research question 3 and its three sub-themes
- Figure 4.12: Opinions and comments on influence
- Figure 4.13: Trust opinions on choice of shopping mall
- Figure 4.14: Personal experience
- Figure 4.15 Showing research question 4 and its two sub-theme
- Figure 4.16 Showing frequencies of shopping malls
- Figure 4.17: Showing customers preference for a shopping mall
- Figure 4.18 Customer satisfaction

LIST OF TABLES

Table 3-1: Qualitative and quantitative research

Table 3-2: Sample size and respondents per mall

Table 4.1 Profile of participants

Table 4.2 Analytical process for data analysis

Table 4.3: Study themes and sub-themes

CHAPTER ONE

INTRODUCTION AND BACKGROUND TO THE STUDY

1.1 Introduction

Facility managers of shopping malls attempt to satisfy shoppers by creating an attractive environment for shopping. According to Rousseau and Venter (2014:9) “many consumer’s desires are not always met in terms of service quality that the shopping mall gives”. Consumer wants and preferences are ever changing; they are never satisfied, and many factors contribute to this level of dissatisfaction. In order to meet these customers’ ever changing preferences, many modern shopping malls are moving towards “one stop shopping” status, which means one big building with many retail outlets inside and these are recognised as a typical “one stop shops” (The Country Side Agency 2003; Fredriksson, 2017; Narahari,& Kuvad, 2017). Shoppers use different yardsticks to measure and determine their satisfaction when shopping in a mall compared to shopping on the street and on online platforms (Wiese, 2013; Abrudan & Dabija, 2014).

The choice of shopping mall selection mall is influenced by the specific attributes of shopping malls. These encompass easy entry and exit to the shopping mall, retail outlets atmosphere, the shopping mall brand, spacious parking lots and other attributes that attract shoppers to a shopping malls (Hart *et al.*, 2007; Gudonaviciene & Alijosiene, 2013 Makgopa, 2016). In this study, perception was considered as a significant influence in shaping consumer behaviour relative to their favourable or unfavourable knowledge of a particular shopping mall.

Pena *et al.* (2013), Nguyen (2014) and Mmutle and Campus (2017) reveal that consumer satisfaction identifies the gap between the perception and expectations of shoppers towards a service quality offered by a shopping mall. So, a higher service quality knowledge attained during a shopping exercise by a shopper transforms into optimum level of satisfaction desired by the shopper (Van Ree, 2010; Hui *et al.*, 2013).

Perception is capable of changing shoppers’ choice and influencing their buying decisions in a shopping mall. Both customers’ perception and satisfaction are linked to shoppers’ purchasing decision process, depending on the service quality of a product they intend to purchase (Shiau & Luo, 2012; Wu, 2013; Nayeem, 2014; Alavi, *et al.*, 2016). However, the studies of Carpenter and Brosdahl (2011) and Masicotte *et al.*, (2011) recognise unidentified attributes that are related to the customer decision-making processes and insights towards shopping malls.

Furthermore, consumers' purchase intention arises as a result of customer buying decision-making processes – need identification, information search, evaluation of alternatives, purchase of products and post-purchase evaluation (Ahmad, 2015; Stankevich, 2017). Accordingly, Darley *et al.* (2010) propose that customer satisfaction and purchase intention constructs should be considered when promoting models of customer buying decision-process. In addition, the study of Darley *et al.* (2010) and Mishra (2014) indicates that shoppers' perception towards a particular shopping mall has an impact on purchase decision and satisfaction: it could be favourable or unfavourable. Therefore, shoppers' irrational attitude has a great impact on their purchase decision relative to their perception and previous experience encountered with shopping mall (Hernández, *et al.*, 2010; Alavi *et al.*, 2016).

Shopping mall visitors' variety of needs and preferences determine the product line available in retail outlets in a particular shopping mall (Lautiainen, 2015). The earlier study of Kanaiyalal (2012) asserts that shopping mall customers' behaviour are likened to fingerprints, that is no two shopping mall visitors will ever have the same behavioural imprints. Thus, shoppers experiences will surely differ according to the individual shopper's choice and preferences towards a particular shopping mall and retail stores visited.

Perception is the interpretation of information and the manner in which a person selects, organises and interprets information in its immediate environment to produce significant attitudes towards an action (Agyekum *et al.*, 2015). One of the greatest challenges encountered by shopping mall managers is how to combat the issues relating to shoppers unfavourable perceptions towards a shopping mall (Hanna *et al.*, 2013).

South African shoppers are evolving into international customers, craving for improved and better facilities, better quality, superior and top of the range brands, and yearning for international standards (Kanaiyalal, 2012). Thus, there are opportunities and hope for greater heights for shopping malls in South Africa. Numerous efforts have been put into place to investigate the future openings for shopping malls in the South African retail industry (Kanaiyalal, 2012).

The present study evaluates the perception of shoppers on shopping malls satisfaction and utilisation in Ngaka Modiri Molema region North-West province in South Africa. Following a brief description of perception as one of the factors that influence shopper satisfaction towards

a specific shopping mall, this chapter provides an outline of the study under the headings: background to the study, the research problems, aims and objectives, research questions, literature, and significance of the study. The chapter then offers the limitations of the study and study layout. This chapter terminates with a description of the main concepts used throughout this study and an outline of the chapters constituting this study.

1.2 Motivation for the study

In recent years, the growth of shopping malls has presented copious ground-breaking opportunities in South Africa and, as a result of many kinds of modern retail outlets such as Pick n Pay, Spar, Shoprite, Game, Checkers are competing internationally (Beneke *et al.*, 2012). A shopping mall is a collection of organised retail stores under one roof. Shopping malls are an assortment of retail business managed as a unit (Kushwaha *et al.*, 2017).

The South African retail sector contains chains of large supermarkets which dominate the local retailing space. In this respect, Shoprite, Pick n Pay, Spar, Checkers and Woolworths control the supermarket trading environment in South Africa and are frequently referred to as the 'Big Five' (Beneke, *et al.*, 2012).

The behaviour of the typical South African shopper has changed from the old-style white rich consumer to a blend of heterogeneous cultures and nationalities (Beneke *et al.*, 2012). South Africa consists of many urban, sub-urban and rural areas and is a county where diversity is a part of life.

The South African retail industry is the biggest in the sub-Saharan region and is the 20th largest retail market in the world. In the year 2011, the retail industry became the most important service industry in South Africa, exceeding a trillion rand for the first time in history (Business Tech, 2018). Development of mega malls has added new heights to the booming retail sector in the Mahikeng local municipality in South Africa. Shopping malls are fast becoming sought-after fun hotspots.

In the year 2012, the retail, wholesale, catering and accommodation sector contributed 14.4% to the entire gross domestic product (GDP) which in turn manifested a growth of 3.5% over the previous year. As a sector, retail and wholesale employed an estimated 2 825 000 people, which is 22% of the national labour force (Business Tech, 2018; GAIN, 2017). More so, there was an increase of R1.46 trillion in 2016 from the same sector (Business Tech, 2018). This

growth was specifically from the retail sector which continually proves that there is a tremendous transformation that makes a significant contribution to GDP of South Africa and Ngaka Modiri Molema Modiri region to this success.

The shopping mall remains one of the most distinctive scenes that people go to in order to get their groceries such as the Mafikeng Mall, New Mall Crossing, North West Mall and Mega City, and has been regarded as 'Store of Stores'. It comprises of a variety of stores in one place. The shopping mall appeals to people by economising quality of shopping in one location, thus one-stop shop (Runyan *et al.*, 2012).

According to Majumdar (2005) and Runyan *et al.* (2012), consumers' loyalty to a particular retail store is influenced by their loyalty to the shopping mall. The shopping mall aesthetic structure is a vital tool in appealing to customers, since shopping mall visitors move from one section of the mall to another engaging in site seeing or window shopping before settling down for actual purchase in a retail outlet of their choice (Runyan *et al.*, 2012). The environment of the shopping mall has an influence on the overall image, and that image also influences shopping mall patronage.

In Ngaka Modiri Molema people are not restricted to a particular shopping mall, they have many choices where to do their shopping activities, the likes of Mafikeng Mall, New Mall Crossing, Mega City, and North West Mall. However, the shopping mall has been identified as the primary purpose for the majority of visits to town and city centres; having the correct retail offer and facilities to attract people into a shopping mall results in increased spending, greater employment opportunities (Hart *et al.*, 2007).

Researchers propose that facility managers of shopping malls should direct all their efforts towards customer-focus and endeavour to provide superior service quality; efficient facilities to support both potential and current customers in meeting their primary objectives of visiting the shopping mall (Shaw & Haynes, 2004, Eddie *et al.*, 2010).

Service quality and customer satisfaction are two relative concepts but they are distinct. Van Ree, (2010) clarifies that service quality is a long-term global appraisal, whereas customer satisfaction is a transaction-specific evaluation. Van Ree (2010) further argues that service quality is a forerunner of customer satisfaction. Hui *et al.*, (2013) agree that customer satisfaction mirrors the difference between perception and expectation of service quality.

Meanwhile, shoppers' satisfaction comes as a result of dimensions of motivation that are readily provided by the shopping mall management. Shoppers prefer to visit shopping malls that appear more attractive and with a variety of stores, products and services corresponding with shopper wants and preferences (Makgopa, 2016). Therefore, it is important for shopping mall facility managers to understand what attracts people to their respective shopping malls and compare to other shopping malls in terms of mall attributes (Makgopa, 2016).

Meanwhile, shopping mall motivation varies in terms of the hedonic or utilitarian dimensions (Allard *et al.*, 2009; Gilboa, 2009; Yu *et al.*, 2018). Shoppers are influenced by utilitarian dimensions consider shopping is a form of labour, as chore related, rational activities and also is dependent on whether the shoppers have some favourable experience of the shopping (El Hedhli *et al.*, 2013; Yu *et al.*, 2018).

Furthermore, other shoppers are motivated by the hedonic dimension of shopping mall motivation and these include enjoyment, excitement. Gratification shopping involves shopping to relax and relieve stress, occasionally when shoppers are experiencing unpleasant mood (Kim *et al.*, 2005; El Hedhli *et al.*, 2013). In literature, it is suggested that shopping malls are platforms for young people where they can have fun with friends, peer group, enjoy entertainment or solve their loneliness or other psychological pressures (Tabak *et al.*, 2006; Makgopa, 2016).

Numerous researchers (Chebat, *et al.*, 2010; Farrag *et al.*, 2010; Khare 2011; Kuruville & Joshi 2010; El Hedhli, *et al.*, 2013; Rousseau & Venter, 2014) submit that shopping mall attributes can influence people's perception and behaviour towards a particular shopping mall. Crawford (2010), Singh and Prashar (2013) and Makgopa (2016) support the researchers by identifying various shopping mall attributes that influence consumer satisfaction namely: free access and exit to the shopping mall, shopping mall image and store atmosphere and extending long hours of operation may be used to draw shopping mall visitors to shopping malls.

These researchers further mention availability of a wide selection of products, variety of stores at shopping mall, availability of spacious parking lots, shopping mall employee behaviour, reasonable price of products and services, quality of products and services, superior customer service, aesthetics environment, convenience, layout, closing time, safety, and social positioning as the best means for attracting people to shopping malls.

For example, in an extensively read book titled ‘The world in a shopping mall’ written by Crawford (2010), he averred that integrating other fascinating activities into a shopping mall extends the business hour in such particular shopping malls as well as encouraging traffic of different shopping visitors to such a mall. The author further stresses that modern-day standard shopping malls encompass an organisation to use the shopping mall as head of business address, accommodate quite a number of tenants, retail stores, and eatery and restaurant spot and usual place of relaxation after daily work stress for people. The strategy of incorporating more and more interesting sections into the shopping mall leverage prolonged business hours of the shopping mall.

In the year 2016, Mall of Africa, which is the largest shopping centre in the Gauteng Province in Midrand was opened after five years under construction. Mall of Africa shopping hours are quite longer as compared to other malls around the Gauteng province and the reason for that is in order to respond to the diverse shopping demands of residents from around Sandton, Midrand, Centurion, Tembisa, Buccleu, Waterfall and other surroundings in the areas (Business report, 2018). Besides convenience, ‘abnormal’ trading hours was also implemented to generate more revenue for the mall.

The longer shopping hours at the Mall of Africa commenced on 7th of December 2018 to January 1st by 10pm. With this novel development, the management expect shoppers to spend 8 percent further in the year 2018 compared to what they spent in the year 2017 and a 10 percent growth on foot traffic compared to the previous year.

1.3 Problem statement

Consumer attitude towards mall shopping is influenced by their subjective perception of the shopping environment. Perception of service quality is not limited only to range and quality of products and affordable price as often assumed by the majority of the organised retailers (Morschett *et al.*, 2005; Lundmark, *et al.*, 2014). Other factors which determine customer perception of service quality which are often ignored by shopping mall management can be availability of parking lots, shopping mall employee behaviour, a peaceful atmosphere, convenience, leisure potential and safety (Singh & Prashar, 2013; Makgopa, 2016).

It is unfortunate that consumer’s expectation from shopping mall does not match or correspond to what the retailers offered. Most often the expectation of the customers exceeds what the

retailers can offer, which goes beyond the brand name, product quality and price of goods purchase.

Jere *et al.* (2014) asserts that it is crucial for facility managers to know the major attributes that draw customers to their shopping malls, amongst different classes of society such as lower, middle and upper middle class and elites. The perception of these aforementioned class societies on the stores influences their respective purchase decisions. Acquiring and maintaining loyal customers is arguably fundamental to ensuring there is consumer satisfaction.

Measuring service quality is challenging due to its unique characteristics such as intangibility, heterogeneity, inseparability and perishability among others (Naik *et al.*, 2010). Service quality is related to the concepts of perceptions and satisfactions (Archakova, 2013). Customers' perceptions of service quality are a consequence from evaluation of their pre-purchase expectations with the post-shopping experience after actual shopping (Malik, 2012). A service is considered good, if perceptions surpass expectations; on the other hand, the service is branded as poor if it does not meet shopper's expectation (Naik *et al.*, 2010).

Lundmark, *et al.* (2014) and Makgopa (2016) noted that poor service quality is a major factor neglected by shopping mall management as these attributes present both utilitarian and hedonic values which, in turn, deliver customer satisfaction (Lundmark, *et al.*, 2014; Makgopa 2016).

Hence, the research problem of this study is based on the premise that retailers often ignore or remain ignorant of customer perception of the service quality and other factors that determine consumer satisfaction.

Based on the discussion, this study identifies the vital influences of consumer perception as major driver of customer satisfaction towards a shopping mall, as well as service quality determinants that shoppers value the most in a shopping mall in Ngaka Modiri Molema District.

1.4 Aims of the study

The purpose of this study was to determine the influence of perception as a major driver of customer satisfaction towards a shopping mall. The purpose of this study was to get an in-depth understanding of factors that are important to the customers when they are shopping in the

shopping mall. More so, the study identifies how each mall attribute influences satisfaction with regard to the choice of particular shopping malls and city centres.

1.5 Research questions

The primary research question addressed: How does perception towards shopping mall affect customer satisfaction? The study aims to investigate the drivers of customer's satisfaction as well as major factors that shape positive / favourable people perception towards a particular shopping mall.

This research provides answers to the following research questions:

- i. Which shopping mall attributes attract potential customers to a particular shopping mall in the Ngaka Modiri Molema district?
- ii. Which shopping mall service quality dimensions attract potential customers to a given shopping mall in the Ngaka Modiri Molema district?
- iii. To what extent does potential customer perception influence consumer satisfaction of the shopping mall patronage in Ngaka Modiri Molema district?
- iv. Which are the criteria used by potential customers in the selection of a particular shopping mall with a good service quality dimensions in the Ngaka Modiri Molema district?

1.6 Research objective

Following is a discussion of the research objectives applicable to this study.

1.6.1 Primary objective

The primary objective of this study is to examine the drivers of customer's satisfaction as well as major factors that influence positive / favourable people perception towards a particular shopping mall.

1.6.2 Secondary objectives of the study

Secondary objectives have been decided upon to ensure the accomplishment of the primary objective and the secondary objectives of this study are set to:

- i. Elucidate the shopping mall attributes that attract potential customers to a particular shopping mall in the Ngaka Modiri Molema district.
- ii. Establish the shopping mall service quality dimensions that attract potential customers to a particular shopping mall in the Ngaka Modiri Molma district.

- iii. Expound on how potential customer perceptions influence consumer satisfaction level of a shopping mall patronage in the Ngaka Modiri Molema district.
- iv. Elucidate the criteria used in the selection of shopping malls with good service quality dimensions in the Ngaka Modiri Molema district.

1.7 Scope of study elucidate

This study is based in the city of Mafikeng which is under the Mafikeng Local Municipality, a category B municipality. The municipality shares various municipal executive and legislative jurisdiction with the Ngaka Modiri Molema District Municipality in the North West Province of South Africa. Mafikeng shares an international border with Botswana and the Ngaka Modiri Molema District Municipality has four other municipalities namely Ratlou, Ramotshere Moiloa, Ditsobotla and Tswaing.

As a city, the Mafikeng local municipality has a population of about 295 000 people according to the latest reports by the 2019 Statistics South Africa whereas the North West Province in general is quite diverse in terms of business sectors that generate revenue for the province. According to Nel and Drummond (2017:16), leading business sectors in the province include agriculture, mining, manufacturing, utilities, construction, transport and trade as well as the public sectors. In terms of employment, the public sector leads the charts, followed by the trade and business sector then the community services, manufacturing and finally mining. (Nel & Drummond, 2017). Though the province has vast lands for agriculture, agriculture contributes very little in terms of employment, Nel and Drummond (2017) conclude.

The study identifies the people perception“ towards shopping malls in Mafikeng. In Mafikeng district there are a number of shopping malls like Mafikeng Mall, New Mall Crossing, North West Mall and Mega City. Shoppers of various malls in Mafikeng District constitutes the population. The study was undertaken to affirm the attributes that facilitate consumer satisfaction.

1.8 Significance of the study

A study on the perception towards a mall enables stakeholders of malls to understand the various attributes which attract the customers to shop at a particular mall. This study on consumer perception and consumer satisfaction helps in identifying consumer’s behaviour toward patronising a specific shopping mall.

Furthermore, the relevance of the study to mall management was to determine the perception of people towards their marketing activities and also understand those stimuli that trigger consumer satisfaction in terms of meeting their preferences.

The study contributes to the current marketing literature of consumer perception and satisfaction. This study also contributes hypothetically and practically to a better understanding of consumer behaviour, particularly in the area consumer buying decision process.

In addition, the outcome of the research assists retailers in shopping mall complex understand the reasons why customers search and evaluate products and price online but still prefer shopping offline to online.

The researcher also contributes to the discipline of policy making particularly customer satisfaction and peoples' responses towards shopping malls. The researcher hoped that this research serves as a stepping stone for researchers in terms of gaps in policy development, financial allocations and land allocations for the development of shopping malls.

Moreover, to the management of the shopping mall, information gathered in the course of this study would inform shopping mall industry policy regarding appropriate services, goods, and location as well as opportunities for future development. Furthermore, a broader comprehension of the underlying challenges and attributes influencing customer thinking and consumer satisfaction helps the industry make their products and services and eventually meet consumers' wants and preferences. The understanding of the consumers' perception behaviour assists the contemporary retailers to pay attention and strengthen the dimensions of their retail offerings which is more valued by both potential and existing customers.

1.9 Justification of the study

The level at which shopping malls are developing in Ngaka Modiri Molema region in North-West is alarming. However, there seems to be no clear line drawn between a supermarket and a shopping mall in terms of building structure and nature of service delivered. In fact, most of the "shopping malls" in Ngaka Modiri Molema region are merely hyper supermarkets with a few supporting facilities. Only a few of these aforementioned malls provide recreational facilities, which are mostly restaurants.

Contrary to this design of shopping malls, shopping malls are not meant for buying and selling. There is need for the development or creation of organised social spaces for fun, interaction, and other types of consumer pleasure within the shopping complex. It is therefore criteria and standard for a favourable perception towards a business that is consumer oriented establishment to be referred to as a shopping mall, and for it to perform as such, it has to offer entertainment and recreation facilities for its potential and current shoppers.

This study is justified in that there is need for convenience in shopping. In order to convince more people to buy from a particular outlet, it is essential to attract them or generate stimuli that appeals to them. Shopping mall management must ensure that shopping mall visitors have a pleasurable experience always as this compels them to spend more time in the shopping mall. This attraction cannot be accomplished when shoppers have negative experience. Thus, shoppers visit to shopping mall has gone beyond mere buying products only, it has extended to having, fun and pleasurable experiences.

1.10 Limitations of the study

This study is limited to Ngaka Modiri Molema region in North-West province South Africa only. Perhaps, the perception of people towards shopping malls differ according to their individual experiences and post purchases behaviour. The outcome and results of the study are grounded on the responses sought from the participants under study. This study is confined to overall consumer satisfaction with few numbers of shopping malls within Mafikeng Local District. The shoppers who visited the malls at the particular time of collecting data constituted the participants of the study.

1.11 Technical terms

Technical terms for the study are defined below as follows:

1.11.1 Consumer satisfaction

Consumer satisfaction is based on the specific purchase decision brought about by post choice evaluative judgment. It generally defines the outcome of results based on the evaluation of the alleged divergence between earlier expectations as well as the real performance of the product or service (Ubeja, & Bedia, 2012; Agyekum, *et al.*, 2015).

1.11.2 Hedonic value

Hedonic value is based on the emotional element of shopping, namely, the actions or feelings, happiness brought about by the shopping experience and the value of that shopping (Gilboa 2009; Sadachar, 2014)

1.11.3 Patronage

Consistent shopping at a particular mall. Patronage has two elements, namely the choosing of the shopping mall as well as the number of times shoppers visit that mall (Dutta, Parsa, Parsa, & Bujisic, 2014)

1.11.4 Perception

Perception is the process of selecting, organizing, and interpreting various stimulants and sensations into meaningful terms (Kushwaha, Ubeja, & Chatterjee 2017; Prashar, Singh, Parsad & Vijay, 2017).

1.11.5 Shopping mall

Shopping mall is an architecturally uniform complex, designed and developed for commercial use, jointly operated, the integral unity of different types and sizes of stores and service facilities which address the demand of a given catchment area (Rajasekar & Chadar, 2016; Santha, 2017)

1.11.6 Utilitarian value

It is a deliberate activity underpinned by product-oriented shopping, as well as the shopping value which follows the act of buying the required product. It is the rational element of shopping (El Hedhli *et al.*, 2013; Yu *et al.*, 2018).

1.12 Structure of the Study

This study comprises five chapters as outlined below:

Chapter 1: Introduction and motivation. This chapter presents the background of the research and a discussion of the identified problem. The chapter further consists of the research aims, research objectives and questions, significance of the study and the justification of the study, the delimitations of the study explaining the key concepts.

Chapter 2: Literature review. Chapter Two is dedicated to an explanation of perception and consumer satisfaction and its components are provided to facilitate understanding of this study.

This is followed by a review of attributes of a shopping mall. The cognitive and affective theories and other relevant models are explored in depth in this chapter.

Chapter 3: Research design and methodology. The chapter clarifies the research methods followed for the purpose of this study and the qualitative approach is presented in this chapter. The research population and sampling, data collection, the interview structure and ethical issues included are discussed in detail in this chapter.

Chapter 4: Research results. This section of the study covers the research results of the conducted survey. It provides the research results obtained after the thematic analysis analysed and the presentation of the findings in the form of discussions and words.

Chapter 5: Conclusions and recommendations. This chapter concludes the study by summarizing the theoretical and empirical findings of and recommendations, including recommendations for further research.

1.13 Summary of the chapter

Chapter 1 contextualised the case of shopping malls. It also detailed the problem statement while highlighting and identifying gaps in past studies. This was important for introducing the significance of the present study. The chapter ended with study exposition of the study. Chapter Two below discusses the theoretical formulations and detail relevant literature review applicable for the explanation of each variable employed in the study.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This dissertation strives to identify some of the vital influences of people perception as a major driver of customer satisfaction and utilization of a shopping mall. The study focused on the perception of people on shopping malls satisfaction and utilisation in Ngaka Modiri Molema region. It is important to start this chapter by providing a detailed understanding of perception and consumer satisfaction and other related variables associated to the subject matter. The first section provides an overview of shopping mall; characteristics of services; consumer perception of marketing under different categories. This section provides an insight into the definitions and orientations of marketing and other related concepts of marketing that can be used in social media marketing.

This chapter reviews the existing literature about the shopper as major driver of customer satisfaction towards a shopping mall. such as the concept of service, service quality, service quality dimension, shopper satisfaction, factor that determine shopper satisfaction, customer relationship management, role of customer relationship management in influencing people perception, customer satisfaction and the criteria that determine the selection of shopping. Furthermore, this chapter also provides a theoretical description on the basic concept of consumer satisfaction and customer perception.

2.2 The overview of Shopping Mall

A shopping mall is huge shopping area with a wide collection of outlets stores within the mall and a parking lot for customer convenience situated in a building or a set of buildings, which are connected with pathways (Rajasekar & Chadar, 2016). Rajasekar and Chadar (2016:80) describe a mall as a “market for all” as it aims to serve numerous target markets. Dawson and Lord (2013) and Kotler and Armstrong (2016), describes a shopping mall as a group of different retail outlets that are deliberate, strategic, promoted and managed as one element.

According to Santha, (2017) posits that a shopping centre or mall is a giant building structure comprising of ‘small’ other shops from within that structure known as the complex. It is a carefully planned, developed and owned as a single property that represents merchandisers that have interconnecting walkabouts to allow visitors to walk from one end to the other connecting to the parking which is also located on site.

For this study, a shopping mall sometimes known as the shopping complex can be defined as a huge building containing a vast number of retailers or outlets joined by various walkways that permit access and flexibility of the movement of shoppers supported by recreational facilities.

Shopping mall appeal is stimulated by the physical environment. Shopping complexes are some of the most preferred shopping spots by consumers partly because of that ability to offer shoppers all services from within one space, meet and build social relationships, generate revenue as well as offering a degree of safety and security (Wam, 2012; Akindele 2016).

Shopping malls continue to serve as important contributors in terms of revenue generation and employment hubs not just regionally or continentally but also globally. Their ability to service local communities, and creating business relationships among partners from inside and outside their province or countries makes them important actors (PWC, 2012; Sudalaimuthu & Davi, 2014). For countries like South Africa, shopping malls are rapidly substituting other means of shopping as well as commercial activities.

The origin or the idea of a shopping complex is over half a century old and over the years, the global community has seen a massive increase of shopping malls underpinned by another growth in the size of the population, the income as well as the increased levels in expenditure (Varman & Belk, 2012; Prinsloo, 2013). Over the years, shopping malls have also seen an increase in terms of the space they occupy, from on average 4 million square metres to above 23 million square metres according to Prinsloo (2013). The idea of shopping malls has spread out and is highly cherished globally to such an extent that countries are competing with one another in terms of architecture and size. In this instance, practical example is the New South China Mall in China famously known as the largest shopping complex sitting at 2.9 million square metres (Fantoni *et al.*, 2014).

However, in order to meet the changes in consumers' wants, desires, values and lifestyles, the management of shopping malls have passed through continuous adaptations in terms of their design and tenants assortments (Kushwaha *et al.*, 2017). The initial studies on mall shopping behaviour customers were based on retail gravitational explanation according to which consumer choice, preference or patronage.

Despite the sluggish economic growth in South Africa, new and standard shopping malls are rising in many parts of the country, the growth of shopping centres is on the upsurge and current data show that there are 1785 malls in South Africa (Brand South Africa, 2014). According to study conducted on behalf of South African Shopping Centre (SACSC) Industry. Dirk Prinsloo, the managing director of Urban Studies, conducted feasibility studies for shopping centres, reported that the number of shopping malls in South Africa is far higher than its emerging market peers, nearly of which have four times its population, and even outwits that of so called developed economies (SACSC, 2016).



Figure 2.1 A standard shopping mall

Source: SACSC, (2016)

However, shopping mall development in South Africa is also strongly influenced by what is happening in the other developed countries. According to BusinessTech (2018) “South Africa has almost 2,000 shopping malls, covering over 24 million square metres of shopping space, making it one of the most mall-rich countries in the world”. Recent rise in number of shopping mall can be traced to urban development and high car ownership are the part of motives for following those nations archetypal of retail development (Brand South Africa, 2014).

South Africa is developing an increasingly large band of middleclass shoppers. For retail shopper goods companies in particular, these shoppers are highly aspirational and have many

opportunities to spend their disposable incomes, as their local towns and cities are well supplied with modern malls (SACSC, 2016). In spite of the way that store Image has been widely contemplated everywhere throughout the world yet there is an enormous degree for research particularly in a growing shopping mall and various retail stores designs (Kazmi, 2012).

2.3 Consumer behaviour in services industry

There are many definitions regarding the concepts of service. Parasuraman *et al.*, (1985) define services as deeds, processes, and performances. Gronroos (1983) defined service as: “the activity or activities of more or less intangible nature that normally but not necessarily take place in interactions between the customer and service employees and/or physical resources or goods and or systems of service provider, which are provided as solutions to customer problems”

Kotler and Armstrong (2012) define a service as the offering, coming from one part or individual to the next. A service is not tangible which means it does not lead to an ownership of anything. Though not always the case, a service linked to a physical product and may include things such as economic activities that are still not tangible, not apparent physically like products that offer added value to the customer.

A service is an important element in all business sectors owing to the increase or surge in information communications and technology. To-date, services are in every aspect of our life endeavours because they are found from key important demands and needs of our lives from eating, entertainment activities, employment, sport and travelling. Service or services are not specific to business but are also found in all company’s strategic tools for acquiring the upper hand or advantage.

A large number of goods depend on various services to take place in order to gain that competitive gain and ultimately fulfil customers’ needs. According to Tefera and Govender (2015), the behaviour of a person is closely tied to the service that is being offered. Service organisations are expected to pay much focus to the way in which each service is being offered because such directly impacts the attitudes and views of customers’ evaluation of satisfaction or lack of (Tefera & Govender, 2015).

Zeithaml, and Bitner (2003) offer a broader preview in terms of behavioural patterns that are manifested by customers during a rise in satisfaction. Zeithaml and Bitner (2003) states that,

customer satisfaction result to a rise in spending or buying, loyalty as well as preference for the service organisation above other competitors offering that same service. On the other hand, lack of favourable behavioural reasons are a sign of customer dissatisfaction and as a result can present behaviours such as threats to vacate the service organisation as well as a rise in grievances and a decrease in spending Zeithaml and Bitner (2003) conclude.

The role of expectations in managing the quality of the service should not be underestimated. Service organisations are expected to take into cognisance and comprehend key characteristics of consumer expectations as well track the development of those expectations and their perceived impact on the quality of the service.

Zeithaml and Bitner (2003) define consumer expectations as particular attitudes and views that are held by the consumer before the service delivery process can start. In turn, the customer employs those views and attitudes as key on his or her judgement of the extent of performance during and after the delivery process of the service has been completed (Zeithaml & Bitner, 2003).

Things such as previous experience, advertising, communications as well as the ability to meet all the promises on the side of the service organisation determine the service level engagement. In cases where the degree of service is on the lower state and the required service is on the upper extreme; the level of tolerance comprises parameters of the difference between the services that are used by the organisation of service to satisfy individuals' needs (Zeithaml & Bitner, 2003).

2.4 Consumer perception

According to Yarimoglu (2014) and Agyekum, Haifeng, and Agyeiwaa, (2015) describes perception as the manner in which people select and recognize sensory data presented by their environment. In other words, the term perception may be seen as a complex process by which people select, organize and interpret sensory stimuli into meaningful picture of the world (Kushwaha, Ubeja, & Chatterjee 2017; Prashar, Singh, Parsad & Vijay, 2017).

Consumers' attitudes and views are important to producers because they tend to determine the success or failure of those goods in the place of the market. For that reason, three concepts that relate to perception emerge and those are exposure, attention as well as the stimuli that the consumers are exposed to (Nessim & Wozniak, 2013)

The process of attitudes and views starts with the exposure from a stimulus. Exposure takes place when individuals connect with environmental stimuli intentionally or from their own deliberate goal-oriented behaviours. It should however be noted that not all stimuli to which individuals get exposed to get the attention (Agyekum *et al.*, 2015).

In this instance, attention relates the mental capacity to a stimulus. Having decided whether or not to respond or expose themselves to a message, consumers may shortly pay attention to a particular element of the stimulus found inside an array of their exposures. Attention can be intentional and random Agyekum *et al.*, (2015) concludes.

The sensation refers to the responses of our sense organs the likes of nose, mouth, eyes, ears and touch to environmental stimuli, and the transmission of this information to the brain via the nervous system. This process represents the acquisition of raw sensory information received through the sense organs a preliminary step in the processing of information (Nessim, & Wozniak, 2013, Agyekum *et al.*, 2015).

There are two factors that determine the direction for and those are external and internal factors. The former deal with physical features of the stimuli whereas the latter encompass individual's reasons and expectations that in turn impact the way buyers determine the quality of the product (Agyekum *et al.*, 2015).

There are other factors that aid consumers in terms of shaping their attitudes and views about a particular shop or store and those are things the general outlook of the store from the outside, the merchandise, the service, the clientele, the physical facilities, the easy access, the parking arena, the atmosphere, organisational factors as well as the satisfaction after the service has been rendered (Hart, Farrell, Stachow, Reed, & Cadogan, 2007 & Shamsher, 2015). These characteristics are also applied to the shopping malls too where customers will judge that particular mall according to things like easy access, the spaces whether close or far from the scope of organised retailers to influence the entire design of the mall, access roads and residential mix. There is also other things to consider like refreshments as well as restroom facilities. The researchers reached a conclusion that such characteristics as a whole will determine consumers' attitudes and views as well as their level of satisfaction with that shopping mall.

2.4.1 Factors that influence consumer perception of shopping mall

The environment is the outside condition that impacts and shapes the attitudes and views of shoppers' behaviour. The environment contains both physical and social factors of which the former, also known as macro-factors include things like demographic, economic, technological changes, the political aspects as well as globalisation (Mourali, Laroche, & Pons, 2005).

Rajasekar and Chadar (2016) identify various elements posits as positive opinion of shoppers to a shopping malls, superior shopping knowledge, assortment of quality and quantity brand, different product lines, conducive atmosphere, leisure and relaxation amenities.

Therefore, as proliferation of shopping mall increasing day by day which has resulted into stiff competition in retail and shopping mall industry. It is essential for various shopping malls to take advantage of architectural structure as a unique selling proposition for easy recognition of its brands amongst numerous rivals. For example, numerous studies (El Adly, 2007; Runyan *et al.*, 2012; Breytenbach, 2014; Dębek, 2015) reveal that architectural structure and aesthetic nature of shopping mall attract many people and create pleasant atmosphere attentions for shoppers to a particular shopping mall. In addition, environment of a shopping mall has positive impact on shopping mall patronage. The more attractive and aesthetic architectural structure of the mall is, the more chances for more people to visit for different activities and frequently patronise such a shopping mall.

Kusumowidagdo, *et al.* (2016) state that architectural structure elements encompass characters, colours, stability, capitals, surfaces, and other pleasant fittings and fixtures are ascribed to beautify a space. Ackonor (2010) opines that modern standard shopping should be structure as innovations rather than ordinary dull vessels for selling wares. In addition, "Green Architecture" need to be integrated into architecture structure of the of the modern standard, shopping Centre

Ortegón-Cortázar, and Royo-Vela, (2017) assert that visitors of shopping malls are not visiting mainly for purchase or selling of merchandise but for other recreational activities that can impacts the atmosphere or environment of the shopping centre. Based on design and eco-natural environment. In addition, Widiyani (2018) affirm that landscaping and greenery as part of features of architecture structure have great influence on shopping mall visitors purchase decisions. The author further reported that a delightful shopping mall environment can extend

the duration of time shopping mall visitors spend in the shopping mall against the initial planned to spend. Krugell (2010) supported the previous study that the architectural structure of a shopping mall need to be strategically design in flexibility form in order to meet future development.

Therefore, the aim of architectural structure towards a shopping mall is to build a positive environmental impacts through aesthetic designs. It is expected that the architectural structure will draw attentions of many of shoppers as well as portray a unique selling proportion that distinguish a particular shopping mall among its rival.

Furthermore, safety and security matters have become the main concern to both shopping mall managements and all the stakeholders. As shopping malls increased in many towns and cities they become a public place for different kinds of people (Pitt & Musa, 2009). Thus there is need for easy accessibility and up to date facilities and equipment that facilitate proper safety of the shopping mall. As well as modern gadget and proper management of security matters that will enhance peace to all the stakeholders of the shopping mall.

Studies of Savard and Kennedy (2014), Sandberg (2016) and Ceccato and Tcacencu (2018) affirm that shopping mall visitors' perceptions towards shopping mall safety and security encompassing many factors ranging from male, female, student, adult, young, singles, married, the proper management of available amenities provided by mall, and effective security system. However, Dębek, (2015) emphasized on peaceful environment, accessibility, logical organisation of the various of retail outlets, leisure ground, safety, and social setting are regarded as part of factors that draws traffic to shopping mall. More so, Lutchminarain, (2015) asserted that crime rate are increasing annually.

Although, the author further stress that the challenge is in achieving an effective security of lives and property of all the stakeholders via modern security systems. This is a concern because the modern gadgets can easily reveal images and information of what is happening within shopping mall premises through a well equip control room where the security personnel can see clearly and analysed events within a time frame and respond promptly to action.

According the previous study conducted by Pitt and Musa (2009), the researchers conclude that an effective safety and security measures is important section, which guarantee smooth running operations of the standard shopping mall. In addition, Lutchminarain, (2015) avow that an

appropriate and proactive measures approach will enhance confidence in the minds of shopping mall visitors' and make them to feel free to engage in both hedonic and utilitarian activities without panic. This entails a sustainable measure where visible security approach is seen that can instil favourable perception of security to shoppers and preventive safety measure as regards to the use of amenities and facilities within shopping mall premises.

Ceccato and Tcacencu (2018), affirm that a clean environment enhances perceive safety and security arena of shopping mall and keep likely hoodlums far away from the mall, because a well-kept environs convey that the management are in control of the area. Equally, the authors identified dearth of proper maintenance of the facilities and environs can draw attention of crooks and thieves to the shopping mall environments. Study of Lutchminarain, (2015) confirms that South Africans visit shopping mall and spent quite of time not just for buying goods and services but as places to relax and engage with loves ones.

Furthermore, Ndungu (2017) asserts that physical positioning of security personnel on uniform expected to be the best strategy to combat and prevent crimes within the shopping mall. The author stressed that security officers in shopping mall need to be train correctly on how to observe, monitor, operate, and make proper use of security gadgets in carrying out their duties. In addition, Impromptu rounds the shopping mall should also be encourage frequently.

The previous study of Pitt and Musa (2009) reported that many standard shopping mall has established their own proactive approach measures of handling security issues ranging from recruiting In-house security personnel or outsourcing to security outfits, in order to ensure proper maintenance of the facilities and the environment of the shopping mall.

Lutchminarain, (2015), maintain that shopping mall must be guided and protect from any loss, not only that issues that arise as a result of crime only. For example, where a liquid is spilled on the floor and not well taken care of promptly. This might lead to an accident where a shopper sues the management of the shopping mall. Similarly, the author identified prompt report or alarm of fire outbreaks of accident. Although this does not undermine crime prevention approach, as crime prevention is a tremendously vital part of complete loss avoidance measure.

Lastly, Pitt and Musa (2009) recommend the use of closed-circuit television technology (CCTV) as a trending and useful security gadgets that help to recognize and record happenings. This was further supported by past study of Overstreet and Clodfelter (1995) they proposed

that shopping mall management should also integrate the neighbourhood of the shopping mall in addressing the security challenges, an suitable levels of discernible security, and examining the likelihood that actual security strategy on ground supersede expected crimes.

2.5 The Motives of Shopper for shopping

It is generally accepted that shopping is a day to day activity that compels shoppers to socialise while engaging in shopping activity Ghani (2012). Shopping as an activity ‘forces’ humans to use every one of their sense organs, like the sense of sight, the sense of smell, the taste, touch as well as that of hearing and as a result, these senses determine the decision making of the shoppers towards every product or service and generally the retail environment in its entirety (Ahmed *et al.*, 2007; Apparel, 2014).

Furthermore, shopping not only encompass task only, but also to interrelated with the fun and pleasure. Ghani and Hamid (2011) postulate that shopping is a daily task, that among many other things, involve social relationships. Studies (Jamal, Davies, Chaudhry & Al-Marri, 2006; Patney, 2010) reveal that those factors that motivates shopping mall visitors to buy is the same drives that drives people to purchase goods and services.

Studies about people shopping and their motivations have evolved since the 19th century because, especially in the 1950s, studies about research about motivations for shopping tended to be focused at comprehending shopper motivations centred around the act of shopping (Angell, Megicks, Memery, Heffernan, & Howell, 2012; Mikalef, Giannakos, & Pateli, 2013). As the result, the year 1954 saw further research developed circling around analysing the orientations of shoppers as well as the way they relate those relationships socially (Stone, 1954). More so, using qualitative approaches, through unstandardized interviews, a research was conducted charged from a sample of store clerks and women shoppers to understand categories of the shoppers (Stone, 1954).

Another study seeking to ascertain motives behind shopping instead of just focusing on the need for that particular also emerged around the 1970s (Wong, Osman, Jamaluddin, & Yin-Fah, 2012). An array of reasons besides purchasing have been identified and classified by Tauber (1972) and Terblanche (2013) into two tiers which are: personal motives and social motives for shopping. Figure 2.3 depicts the relationship between the two tiers

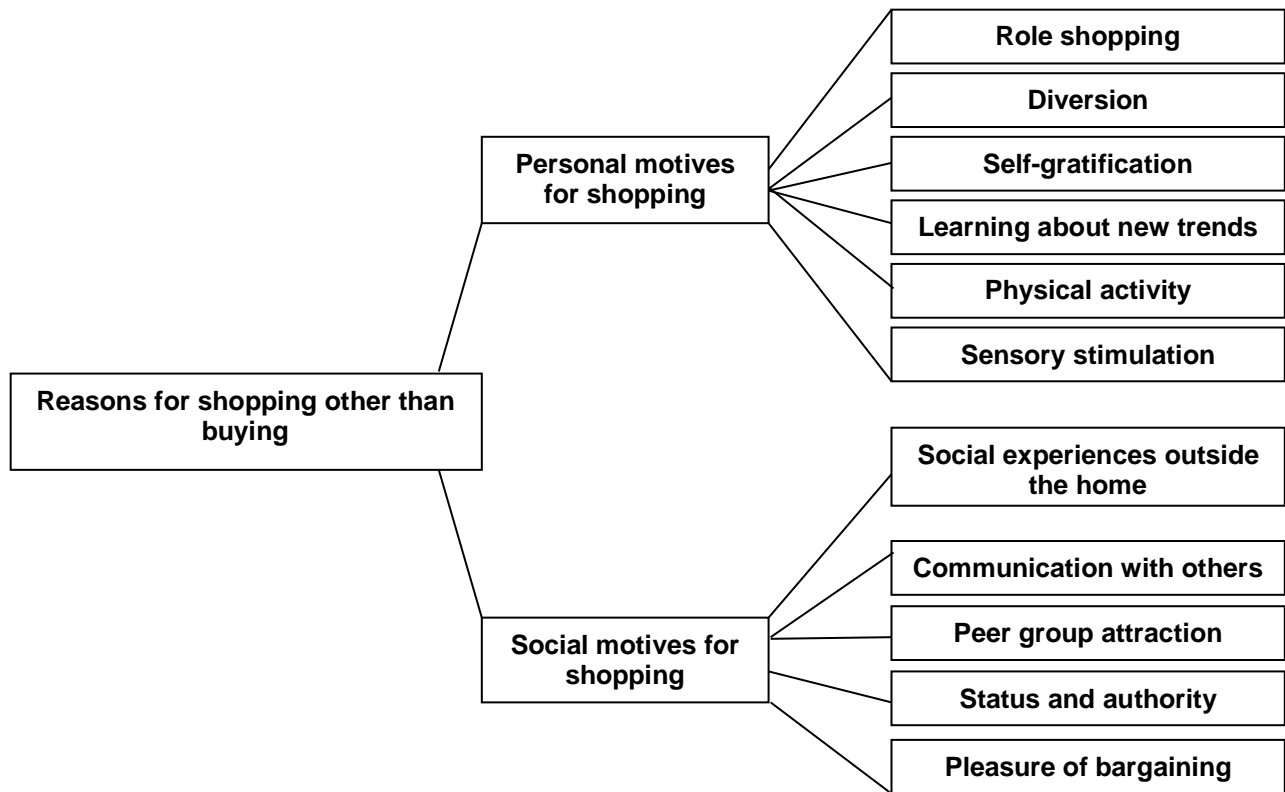


Figure 2.2: Personal and Social motives 1

Source: Terblanche, (2013)

Vast number of reasons determine peoples' reasons during and one of those motives is the person's internal needs more often than not tend to be different from the needs that are satisfied during when purchasing a service or a product (Terblanche, 2013). There are also personal reasons that are underpinned by reasons to play an active stance in seeking convenience,

Personal motives include the need to play a specific role in seeking, convenience, self-gratification, wanting to learn about new trends, engaging in physical activity and seeking sensory stimulation from the retail environment (Farrag, El Sayed, & Belk, 2010).

Meanwhile, role-play relates to shoppers being motivated to shop as a result of learned behaviour from fulfilling a specific role in society, such as the role of a mother, housewife, husband or a student (Tauber, 1972). Shoppers may also be motivated to shop because they are looking for diversions from their everyday routine or to relax and get away from it all (Terblanche, 2013).

However, Kuruvilla and Joshi (2010) and Makgopa, (2016) identify shopping mall attributes that influences shoppers' attitude towards shopping malls such as location, array of different

retail stores within the shopping mall complex and large parking spaces. In another study previous study conducted by El Hedhli, Chebat and Sirgy (2013), these authors state six attributes of the shopping mall related to retail store combination that drives shoppers comfort, such as efficient, accessibility, safety at the shopping mall, relaxation facilities, aesthetic environment and cleanliness at the shopping mall and self-identification

The other factor that determines a consumer's motivation for shopping entails self-gratification whereby the shopper does the shopping to get rid of emotional stress or what is commonly known as retail therapy (Terblanche, 2013). Retail therapy also covers things like doing shopping because one feels alone or is bored (Chebat, *et al.* 2014). More often than not such requires that the shopper be much more knowledgeable about the present fashion trends and ideas (Terblanche, 2013).

Makgopa, (2016) maintains that with rapid increase of standard shopping malls, shopping mall visitors tend to be choosy in selecting which shopping mall will meet their preference. The author revealed the shoppers prefer to shop at mall that looks more attractive with variety of stores, diverse product lines and excellent service quality that are matches customer's respective wants and preferences.

According to Cardoso and Pinto (2010) found that shopping mall visitors are motivated to shopping mall to socialize with their love ones and meet new people, the likes of celebrities. Social reasons for attracting shoppers to shopping mall include the craving to socialize with celebrities, new friends, peer groups, socialize with colleagues outside the working environment, and desire for to meet peer groups and the pleasure of haggling and conciliation.

In addition, shoppers may be inspired to shop in mall in order to gain social experiences away from their home, such as meeting with friends or observing other shoppers (Sit, 2003). People visit a shopping mall in order to spend more time communicating with their loves ones and people of similar interest. Tiwari and Abraham (2010) agree that flaunting financial and social position as well as ego in their respective community makes shoppers to be happy to visits shopping mall because of the courtesy or manner the service is rendered by retails store sales staff. The authors finally submit that the experience of bargaining and negotiation related to shopper's mental and personal desires was as result of moving around the mall in order to get best deals of transaction also makes these shoppers feel fulfil.

2.6 Customer satisfaction

Customer satisfaction entails a situation whereby the customer that has bought the goods in turn offers a feedback to the store or company based on the degree of his or her satisfaction (Agyekum *et al.*, 2015). Customer satisfaction is quite broad and has come to mean much more for retailers than it used to in the past (Ubeja, & Bedia, 2012). Retailers are constantly looking for ways to get better at what they do or giving that service and it is one other way to trace the extent of satisfaction of the exchange that took place between the buyer and the consumer. Retailers then use this feedback of customer satisfaction to evaluate their own performance (Yi, 1990; Jack & Powers, 2013 & Mossberg, 2003, Agyekum *et al.*, 2015).

Customers have a range of needs that they expect each retailer should satisfy for customer satisfaction and these customer expectations are sometimes translated by a mere purchasing as well as positive word-of-mouth (Kotler, Armstrong, Harker, & Brennan, 2009).

On the other hand, lack of satisfaction on the side of the customer still can be impacted by a bad word-of-mouth leading to a shift or gain by the competitor (Kotler *et al.* 2009). For this reason, customer satisfaction should be paramount for every organisation as opposed to setting low or high standards (Lundmark, Mainaud, & Sjögren, 2014).

More broadly, customer satisfaction is one important element that shapes customers' desires for continuing to do business or discontinuing (Mittal & Kamakura, 2001; Alavi, Rezaei, Valaei & Wan Ismail, 2015). Furthermore, the satisfied customers will surely engage in positive word-of-mouth (PWOM), that is possibly customers talk to others about their good experiences and vice-versa.

Satisfaction is basically the buffer between customer expectations as well as the performance however not to overlook differences that are found between the quality as well as satisfaction. According to Alavi *et al.* (2015), customer satisfaction as an activity is central for every retailer and/or every business because the idea is that when the customers are satisfied with the product or service then more revenue is generated for the company and ultimately market share price goes up (in the case of big business). The major goal for retailers is to be able to connect with consumers as a way to establish solid relationship thereby meeting the expectations of the customers Kotler *et al.* (2000) concludes.

According to Kumar and Lim (2009) and Magatef and Tomalieh (2015) maintain that superior service quality will surely resulted to high satisfaction of the customer and enhances the consumers' loyalty. Thus, customer satisfaction is the outcome of excellent quality of the service and can in turn inspire revenue generation as well as growth of the business emanating from increased loyalty on the side of the customer and ultimately customer satisfaction (Parasuraman et al. 1988). The goal for retailers should be to offer mall goers with best possible shopping experience that is based on visual merchandising, physical appeal and good atmosphere that offers pleasant advantages (Srinivasan & Srivastava, 2010; Sadachar, 2014).

Similarly, shopping mall and outlet retailers should endeavour to place value on the relevance on utilitarian advantages and gains such as convenience, competence and affordability for the shopping mall visitors.

Having adequate knowledge about the benefits accrue to meeting shoppers want and preference when paying a visit to the shopping mall can aid the management of the mall and its public relations to think twice about the environment of shopping. Additionally, customer satisfaction stands to ensure continuity increase of customer base in the sense as well as positive word-of-mouth (PWOM) (Ahmed *et al.* 2007). For this reason alone shopper trends are very important in as far as the mall management is concerned (Joubert, 2010).

2.7 Link between perception and satisfaction

Perception is a belief about something observed and evaluated, and it differs from individuals to individuals, as individual customer has different opinions towards certain products and services consumed which is a major determinants of customer satisfaction (Brajaballav, 2016; Kushwaha, Ubeja, & Chatterjee, 2017; Prashar, Singh, Parsad, & Vijay, 2017). In addition, customer satisfaction is determined by the customers' perceptions and expectations of the quality of the products and services (Agyekum *et al.*, 2015). Past studies showed that customer perception is personal, but it provides some useful insights for organisations to develop their marketing strategies (Naik, Gantasala, & Prabhakar, 2010; Malik 2012; Archakova, 2013; Agyekum *et al.*, 2015). These scholars further conclude that offering superior service quality is the best-selling approach to appeal to customer's attention that can stimulate customer satisfaction.

Acholla, (2017) aver that shopper perception and usage of any product can be changed due to change in shopping habits. If income and urbanization increases among shoppers, then the percentage of income spent on shopping Increases. The author further claim that urban shoppers mostly prefer branded products as compared to rural shoppers. However, numerous studies (Hart, *et al.*, 2007; El Hedhli *et al.*, 2013; Rousseau & Venter, 2014; Makgopa 2016) have tried to clarify that there are other influences that affect shopper's perception towards a shopping mall such as nearness to residence, environment, range of products line, superior services quality, spacious parking sections and products displayed on shelves also motivates shoppers' patronage actions.

More so, Kumar (2012) and Agyekum *et al.* (2015) opine that shoppers place high value on the various types of products offered, availability of brands available, and the high quality of products sold in the store. Equally these authors found that the manners in which service quality is rendered has much impact on the shoppers' level of confidence in the sales staff which is expected to generate high sales volume on retail outlets.

In a nutshell, shopping mall atmospheres should be improved and appealingly. However, the way people view the brand is also central because it can grow or destroy a business. Mostly customers maintain certain perceptions in their minds since it can influence negatively or positively. However, positive influence is achieving as a result of shoppers favourable experience and loyalty to the brand (Turley & Milliman, 2000).

2.8 Hedonism-Utilitarianism value

Previous study of Dębek, (2015) affirm that shopping could be chore oriented or leisure oriented, and such an orientation could decide whether individuals are more or less prone to like the shopping mall environment. Figure 2.4 illustrate the link between perception and satisfaction.

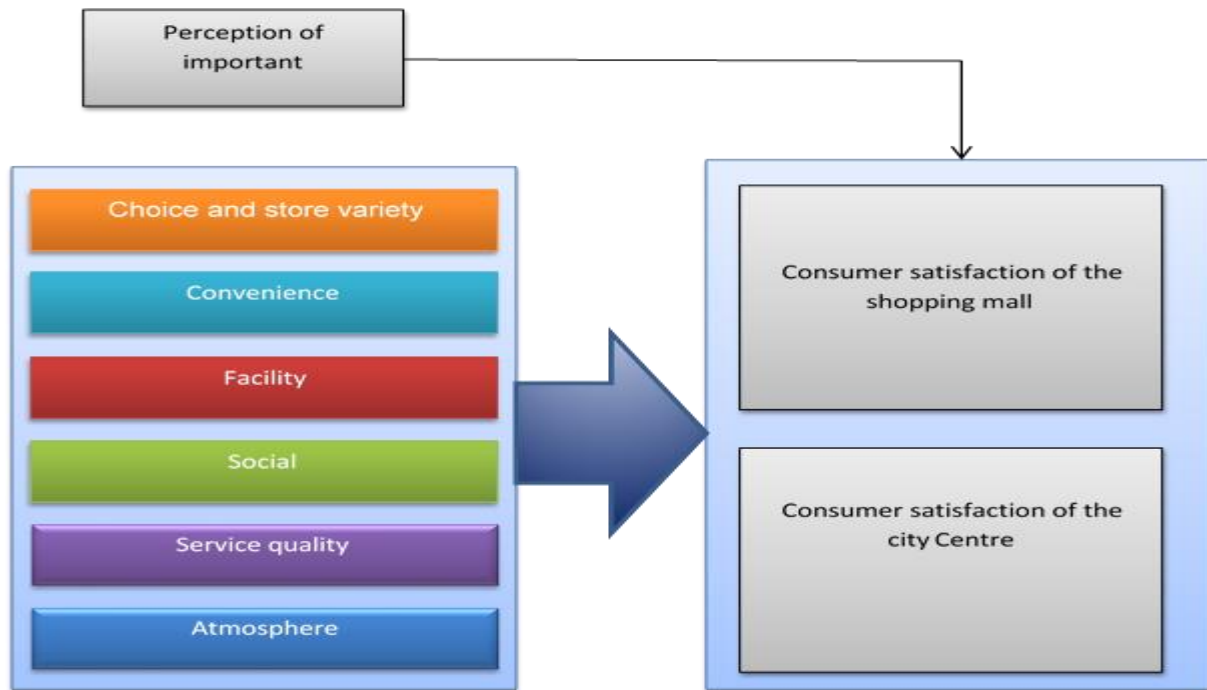


Figure: 2.3 Link between perception and satisfaction

Source: Makgopa, (2016).

Mall goers respond well to shopping malls and such response is based on the activities such as leisure, convenience as well as the entertainment scenario that malls offer. Kim, (2002) and Sadachar, (2014) affirm that shoppers are fascinated to a shopping mall due to the hedonic motives (that is, entertainment, amusing, recreation, social interaction) as well as effectiveness (for example, convenience). A welcoming mall atmosphere is quite vital not just to hedonic shoppers but also to utilitarian mall goers Wagner (2007) concludes.

Furthermore, shoppers tend to prefer shopping malls that appeal to their sense of patronage more. Therefore, there is need to have different sections in a standard shopping mall (Farrag, *et al.*, 2010). This was further sustain by previous studied of Gilboa (2009) where the author classified motives of shopping into utilitarian and hedonic elements. Mall initiated activities like game fair, fashion shows or musical or any kind of promotions are highly respected activities because of their ability to attract mall goers or shoppers. This is also another way of corroborates with earlier study conducted by Farrag *et al.* (2010) which states that individuals informally visit a shopping mall just to watch fashion display.

Besides, prior study of Nicholls *et al.* (2002) and Ahmad (2012) establish that present day shopping mall customers are more fun focussed than shoppers are in the early 1990's. This was

further sustained by earlier study of Sit *et al.* (2003) report that “entertainment is pivotal to shopping centres’ because it induces an exciting and fun shopping experience, which in turn could entice consumer patronage”. Makgopa, (2016) avow that sometimes family members do stopover at a particular shopping mall, basically to allow their kids to play around based on facilities for fun provided by shopping mall and retail stores management. Beiró *et al.* (2018), these authors submit that that shoppers take advantage of a standard shopping mall to achieve their diverse wants and preferences, range from actual shopping to self-expressing and sustaining existing relationship, romantic and social relationships.

Equally, the previous study of Khare (2011) and Jackson, Stoel and Brantley (2011) identify convenience and availability of range lines of branded and quality products at the shopping malls, as shopping mall attributes that have great influence on shoppers’ choice of shopping mall. Furthermore, the study Bansal and Bansal (2012) and Fredriksson, (2017), the authors held their assertion that describe shopping mall as ‘one-stop shop’. This motivates a shopper to see shopping activities as convenient based on many tasks that can be achieved under one roof.

In addition, previous studied of Sit (2003), Cardoso and Pinto (2010) and Sadachar (2014) assert that a shopping mall management should structure their mall in manner that makes shopping easier for their respective customers, that is shoppers’ life easier. Furthermore, Kuruvilla and Joshi (2010) and Makgopa, (2016), mention other shopping mall attributes that motivates shoppers to a particular shopping malls such as convenience in terms of location, array of different stores outlets, spacious parking lots, service quality render. The authors further recognise affordability, range of products and services rendered, superiority of brands offer, behaviours of staff, promotional activities, standard and effectiveness of facilities of shopping mall provided, eatery and food section and provision for safety of shopping mall stakeholders.

Likewise, Patel and Sharma, (2009) recognise utilitarian motivations to convenient shopping, actual purchase behaviour, products and services, detailed information, cost reductions in terms of procurement and easy accessibility to shopping mall that may have to be expended to transportation. This is in accordance with the previous study of Hart *et al.* (2007) and Shamsher, (2015) these authors affirm that an extensive of several brand qualities of products and service, clientele, superior facilities provided, easy accessibility, parking space, close to

residential and among others. In addition, Dębek, (2015) reveals that beautiful environment, conducive atmosphere, easy accessibility, commercial capability, shopping mall layout, relaxation arena, safety, and social positioning are regarded as important drivers of shopping mall attractiveness.

Lastly, Ndungu, (2017) attest that shoppers avoid shopping mall that have parking lots challenge or could not provide adequate parking spaces for their customers. Thus, where parking spaces is not adequate enough to accommodate shopping mall visitors, there is tendency for brand switching to alternate shopping mall around. Therefore, it is imperative for shopping mall management to know what attract different shoppers to shopping malls irrespective of their status such as family, married, single, young, old, professionals, students, business people and others.

2.9 Service quality and dimension

Parasuraman, Zeithaml, Valarie, Berry and Leonard (1988); Zeithaml and Bitner (2003) define service quality as the customer's entire appraisal of the service received and is seen as similar to the attitude. Service quality can be categorized into two models that researchers adopt as a way to operationalise service quality. These pillars are disconfirmation and perception model.

The former (disconfirmation) model labels service quality as the comparison of the expectations of the customers together with their attitudes and views of the actual service performance (Amaratunga, 2000; Shaw & Haynes 2004; Brajaballav, 2016). For this reason, service quality becomes a function of the gap between expectation and perception (Shaw & Haynes, 2004; Brajaballav, 2016).

Siddiqui and Khandaker (2007) states that measuring the quality of the service is one of the most difficult activities for companies to measures. The reason for such difficulty is because a service is not tangible, varies from one person to the next, it is inseparable yet perishable (Lovelock, 1996; Siddiqui & Khandaker 2007; Diallo, Diop-Sall, Djelassi & Godefroit-Winkel, 2018). Conceptualization of the quality of service owes its origins in expectancy disconfirmation theory where vast number of studies have widely been published based on the subject of service quality and customer expectations (Collier & Bienstock 2006).

Writers like Keith & Simmers (2013); Gbenga and Osoimehin (2015); Moisescu and Gica (2013); Kursunluoglu (2011); Lin (2005); Kandampully and Suhartanto (2000) as well as

Tefera and Govender (2017) assert that the superiority of the service quality, determine how customers are satisfied which generates brand loyalty which is expected to result into customer's satisfaction and recommendation to other through word-of-mouth. These previous authors affirmation was supported by the study conducted by Tiwari and Abraham, (2010) and Sadachar (2014), proclaim that shoppers are not focusing only on quality of the product in the store outlets but they are also concern about the intangible cues within the shopping mall such as colours, ambience, fragrance, lighting, and music. For example, Sadachar (2014) states that modern shopping malls are not only offering quality products and superior brands but they ensure remarkable experiences. A large number of researchers within the marketing discipline have employed this ideology as the base for measuring service quality (Grönroos 1984, Parasuraman, Zeithaml & Berry 1985, Parasuraman, Zeithaml & Berry 1988).

The first of the many service quality model is the SERVQUAL model which is basically captured by Parasuraman, *et.al.*, (1985) when listing the ten elements for measuring and managing the quality namely credibility, responsiveness, reliability, security: understanding, tangibles: accessibility, courtesy, competence and communication.

The most famous model of the dimension of service quality was proposed by (Parasuraman *et al.*, 1985, 1988). Although, El Saghier, (2015) identify five dimensions of service as presented in Figure 2.2

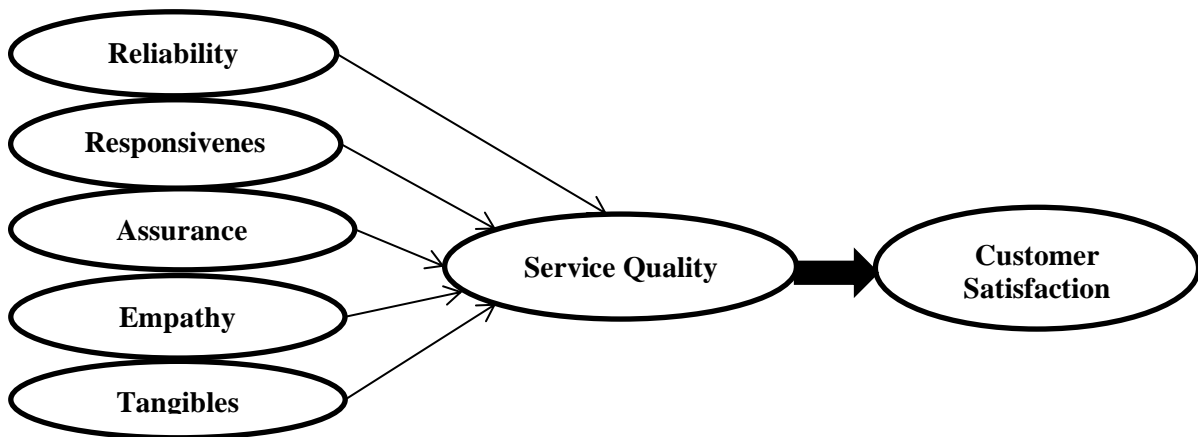


Figure: 2.4 Dimension of service quality

Source: Parasuraman *et al.* (1988) and El Saghier, (2015)

The explanation of elements of Figure 2.2 are:

- **Reliability:** A promised service is performed dependably and accurately to this rate.

- **Responsiveness:** It is the rate to which service providers is willing to help customers and provide prompt service.
- **Assurance:** Service providers are knowledgeable, courteous, and able to inspire trust and confidence of this extent.
- **Empathy:** The customers are offered caring and individualized attention to this rate.
- **Tangibles:** Physical facilities, equipment, and appearance of personnel are adequate to this rate.

El Hedhli, Chebat, and Sirgy, (2013) argue that a shopping mall management have the ability to add substantially attributes towards shoppers' pleasure. This may be attributed to a shopping mall that able to meet the wants and preferences of both potential and existing shopping visitors' such as hair styling outlets stores sections (Ahmed, Ghingold & Dahari, 2007); and dining (Rajasekar & Chadar, 2016) as well as other avenues to entertain, meet, interact and socialise with other people, including friends and relatives (El Hedhli *et al.*, 2013).

Awoke, (2015) claims that term quality in a service business is the degree to which a customer expectation is below service delivered that is, the service delivered is above expectation. Subsequently, the element of service quality is usually understood as evaluation of degree at which the delivered services matches customer's expectations (Santos, 2003; Awoke, 2015). This is because service quality has strong bond with customer satisfaction, customer retention, and positive word-of-mouth (Zeynep & Mutlu, 2009).

In addition, Tefera and Govender, (2017) indicate that organisation that rendered service need to pay more attention into manner in which services are delivered to their customers, as this will consciously or unconsciously influence the perception of their customers in assessing the level of satisfaction towards their business such as shopping mall. However, in prior study conducted by Sohail, *et al.* (2012), these authors further identify other variables as part of factors that influence customer's satisfaction towards a shopping mall, this includes store environment, waiting period before service rendered, temperature, music and hygiene of the shopping mall.

Spies *et al.* (1997) affirm that customer focus satisfaction outlets stores have a superior level of satisfaction compare to stores that sales volume focus. This is supported by Awoke (2015) reveals that service quality evaluation is determined by the shoppers' perception and not by the

perceptions of the service organisation. It is therefore, imperative for service rendering organisation to engage in-depth consumer research to understand and know customer's wants and preferences in order to design package that meets or exceed customers' expectation.

Lastly, the study of Sohail, *et al.* (2012) reveal that negative consequences of dissatisfaction of customer can come from overcrowded of stores outlets and long-time waiting period on the queue. These authors further attributed store atmosphere as one of major factor in deciding a repeat purchase from customer to a particular store. The authors' indicates that a customer's satisfaction focussed store's motivates shoppers to gladly spend much time and delightfully spend more money on shopping in such particular store.

In a nutshell, where service rendered surpasses customer expectation; the shopping mall visitors will be extremely satisfied and pleased. Therefore, shopping mall satisfaction and utilisation are known to generate from customers' expectations that meets shopping mall services rendered, positive word-of-mouth (PWOM) and past experience.

2.10 Customer loyalty

Customer loyalty is patronage, it is regular visits to the mall and serves the function of determining the exact buying behaviour (Rousseau & Venter, 2014). When mall goes or shoppers are not satisfied with the characters of a shopping mall or when the quality and assortment of products is not up to their standard the result is little or no buying power at all which could have devastating effects on the revenue of the retail owners and mall management in general (Agyekum *et al.*, 2015). For this reason, regular purchasing can be viewed as an indication of shopping mall loyalty (Rousseau & Venter, 2014).

The quality of the service is regarded as having a huge influence on the loyalty of the customer though indirectly because it assists customers to make a decision in terms of satisfaction towards that service offering (Kandampully *et al.*, 2015; Tefera and Govender, (2017). Nevertheless, numerous researchers (Kursunluoglu, 2011; Moisescu & Gica, 2013; Ramanathan & Ramanathan, 2013; Awara & Anyadighibe, 2014; Kandampully *et al.*, 2015) assert the connection between the quality of the service and brand loyalty in terms of a mediating effect of customer satisfaction.

Previous studies of Dholakia (1999) and Beneke, Hayworth, Hobson and Mia (2012) reported that for regular behaviours, particularly when the product or store choice is wide, satisfaction

with an activity is an important precondition. In fact, Wesley, Le Hew, and Woodside (2006) support this statement that satisfaction impacts the customers views in terms of continuing or discontinuing to visit and purchase at the mall.

The loyalty of the customer is regarded as an important element because of the ability to dictate the growth and performance of the mall. In fact, brand loyalty is equivalent to repeat business (Rousseau & Venter, 2014). Loyalty of the customer is determined by regular ongoing purchase of the product or service to the same provider. Oliver (1997:392), describes loyalty as a long held commitment to re-purchase and re-visit the one store about a particular service or product even in the face of situational impacts and marketing measures that threaten to lead to changing behaviour. However, Jones and Sasser (1995) and Noyan and Şimşek, (2014) affirm the loyalty of the customer to repeat purchase behaviour as a result of customer satisfaction.

Furthermore, previous study Ghaedi (2013) claim that shoppers often trust one another more than they trust commercial from organisation. Ng *et al.*, (2011) found that positive word-of-mouth (PWOM) are more effective than newspaper and magazine marketing, PWOM are more effective than personal selling and radio promotion in persuading shoppers to switch their loyalty. Dean and Lang, (2008) and Ghaedi, (2013) identify another gain ascribed to word-of-mouth (WOM), which is a great influential and convincing force and the dissemination of information about new product. Word-of-mouth is specifically relevant to service organisation whose offerings are mainly intangible, past experience and trust. In services organisation such as shopping mall, shoppers rely greatly on the information and recommendations from others customers who have experienced the products or services.

However, Maisam and Mahsa, maintain that positive word-of-mouth (PWOM) always engage in discussion about brands, products and services mostly among potentials customers and existing customers. Casalo *et al.*, (2008) and Ghaedi, (2013) assert that WOM exercises a superior impact on shoppers choice, in a such a manner that organisation have a good opportunity to leverage their market share as well generate PWOM among target customers. Primarily, WOM information is generally considered to be more credible. Another reason for the power WOM marketing is that WOM is seen been significant and time bound.

Ahmad *et al.* (2014) classify WOM as positive word of mouth (PWOM – recommendation, advocacy) or negative word-of-mouth (NWOM – advising against). WOM encompasses both

positive and negative comments. The researchers further explain the implications of PWOM and NWOM. PWOM usually increases sales volume of a brand while NWOM decreases sales outcome of a brand, which affect customer likelihood of buying such a brand or patronizing such an organisation brand.

Therefore, customers that are always happy with a particular shopping mall that are meet their wants and preferences. It is now a generally prevalent accepted business philosophy in marketing and business that customer loyalty enhances profitability. This is due to the cost of obtaining new shoppers is higher than the cost of maintaining an existing customer. Therefore, one the objective of an organisation that render service is to satisfy their customers in order to stimulate them to loyal and to repeat their service purchase always.

2.11 Customer relationship management

Customer relationship management (CRM) can be defined as management of the customer experience (Ranjan & Agrawal, 2009) and Ahlawat, 2017). In order to manage CRM effectively, companies are expected to constantly interact and be aware of the latest buying trends directed to their target market preferences. Organisations are also expected to be able to manage their interaction with customers effectively.

An effective management and understanding of CRM coupled with customers' attitudes and trends can give organisations a competitive advantage among their competitors. These advantages include vast number of benefits for the shopping mall like for instance revenue increase in the form of customer retention as well as loyalty (Payne & Frow 2006; Ojiaku *et al.*, 2017). The connection between CRM and customer attitudes and views is defined using CRM as a process of initiation, improvement as well as maintenance of customer relationships (Ranjan & Agrawal 2009; Ojiaku *et al.*, 2017). For this reason, organisations are expected to coin a long term relationship with their buyers, a relationship that is deeply entrenched on information that is connected to the customer perception.

Retaining customers with an aim of establishing new customers is the goal of CRM for every organisation. That is one of the reasons that CRM is closely linked to customers' attitudes and views (Mithas, Krishnan, & Fornell, 2009).

It is because, companies strive to establish relationship marketing that is based on knowledge the needs of the customers about things such as customer preferences, attitudes and views, purchasing patterns as well as customer responses on prices.

Key for the CRM is to be able to absorb and keep a healthy sustained relationship between themselves and their most profitable customers because they are important actors in as far as revenue generation and sustainability of the business is concerned. In terms of the perceptions of retailers, the goal for CRM is to establish value for its customers (Meyer & Waarden, 2008). It has also proven itself (CRM) to be a useful tool in terms of market research (namely consumer perceptions and behaviours as well as expectations through the use of various information and technology tools. These are tools such as information warehousing and mining (Mahalaxmi & Jagadeesh, 2016).

In a nutshell, CRM can be described as principles, practices as well as regulations that a company follows during its interaction with its customers (Mahalaxmi & Jagadeesh, 2016; Mansana & Naik, 2016). The whole relationship includes a precise communication element that is based on sales and service related processes and also projections or estimations and analysis of customer patterns and behaviours that eventually serve to improve the consumers' entire experience (Ojiaku *et al.*, 2017).

In short, CRM is a highly renowned strategy that organisations employ to understand and manage interactions with customers. It is beneficial for organisations because it permits them to optimise profits and a surge in customer value brought by an understanding and satisfaction of each individual customers' needs (Kumar, 2014; Mahalaxmi & Jagadeesh, 2016).

Owing to the growing number of shopping malls, mall goers or shoppers are now much more selective in terms of malls to visit and shop. This selectiveness is brought by the fact that shoppers are paying a visit to shopping malls that are more diverse in terms of the stores located in that mall coupled with products and services that are aligned to customer needs and preferences. For this reason, it is vital for mall management to be knowledgeable about those customer preferences and any other attributes that attract mall shoppers.

2.12 Theoretical framework

This study is informed by the assumptions of the cognitive and affective theory. Cognitive involvement refers to those intellectually linked responses brought by stimuli whereas affective

involvement encompass feelings and arousal brought by the stimuli (Blackwell, Miniard, & Engel 2001) (Dubé, Cervellon, & Jingyuan, 2003; Yoo & MacInnis, 2005).

According to Ahuvia (2005), people relationships with any consumption object often includes positive feelings of affect and also identification. As theories, cognitive and affective assumptions seek to demonstrate that when customers are put into stimulus that ‘speaks’ or responds to their five senses, there is a likelihood of positive reactions because such a product allows them to think of what they see and become affectionate and identify with it (Liligeto, Singh & Naz, 2014).

So far this study has demonstrated that literature on consumer satisfaction towards a shopping mall have identified many factors that may influence the overall perception of customers towards a shopping mall (Sharma 2012; Shekar *et al.*, 2016; Narahari & Kuvad, 2017).

Customers’ attitudes and views are linked to the way they formulate opinions about companies and the merchandise they offer in terms of the buying preferences they make (Ahmed, Ajaz & Mayya, Sureshramana 2015; Narahari & Kuvad 2017). For retailers, a customer perception theory is a useful model because it assists them in determining the way the attitudes and views that their targeted customers hold about that company. The customer perception model is also important for organisations because it aids companies in developing precise marketing strategies directed at retaining contemporary customers while also attracting new ones to the shopping mall.

2.12.1 The importance - performance model

Satisfaction is regarded as a key element for attitudes and views of performance as well as the vital importance of attributes. According to the expectancy-value-model, attributes as well as beliefs have a central role to play in terms of the entire satisfaction towards a product or service (Fishbein & Ajzen, 1975). The reason for this important role of attitudes and beliefs based on the fact that a satisfaction towards a product or service is brought about by the importance of particular features as well as the extent within which that product or service offers those specific features (Barsky, 1992).

According to Nguyen and Gizaw (2014), the premise of the performance model is that individuals naturally hold about each attribute but that each attribute has its range in terms of the importance among other attributes. That is to say the shopper satisfaction levels are linked

to the various beliefs that they hold about each of those attributes coupled with the way those attributes converge or coincide with their expectations in their shopping patterns (Nguyen & Gizaw, 2014).

2.12.2 Value-perception disparity theory

When it comes to customer satisfaction, values are widely regarded as a more preferred comparative model when compared to expectations. Locke (1967); Westbrook and Reilly, (1983); Yüksel and Yüksel, (2008) regard satisfaction as an emotional stimulus that is sparked by a cognitive evaluative activity whereby the attitudes and views of customers from an offer are differentiated to one's values, wants as well as needs or desires. On the one hand, the disparity of the value is defined as the degree to which the product offers the performance characteristics required or wanted.

By contrast, scholar theory posits that satisfaction is determined by values and not expectations (Yüksel & Yüksel 2008). In fact, disconfirmation of expectations holds a firm outcome on satisfaction when compared to the disparity between a perception and a value (Yüksel & Yüksel (2008). Additionally, the value perception theory regards satisfaction as the fulfilment of customers' needs, the values and wants contrary to their expectations as consumers.

2.13 Conceptual Framework

Figure 2.5 illustrates the conceptual framework that is drawn in conjunction with the theoretical assumptions of the study and models outlined under paragraph 2.11 of the literature review. This framework is intended to guide the study.

A conceptual framework is a vital 'organ' of a research study because it provides a combination of concepts, theories, the expectations and beliefs that ultimately form the bases for the study. A theoretical or conceptual framework is an important source in terms of the design (Maxwell, 2005; Tamene, 2016). A conceptual framework also stands to offer support for the researcher in terms of synthesizing the current views in the literature, views that concern an obvious situation for theoretical and empirical findings respectively.

According to Liehr and Smith (1999), conceptual frameworks stand to offer the direction, a supporting literature mechanism within which to look at the problem. The use of that model stands in place of a theoretical framework. By definition, a conceptual framework is a combination of interrelated concepts aimed to give an explanation or prediction to a given

event. The purpose of the conceptual framework is to provide a comprehensive understanding of the phenomena under study or of that research problem.

A conceptual framework may be compared to joining engine parts of an automobile together to form one complete engine because it is an inductive process that encompass bringing together tiny pieces (or concepts) with a goal to give a bigger outlook of possible relationships. For this reason, a conceptual framework originates from concepts pretty much the same way that a theoretical framework originates from a theory.

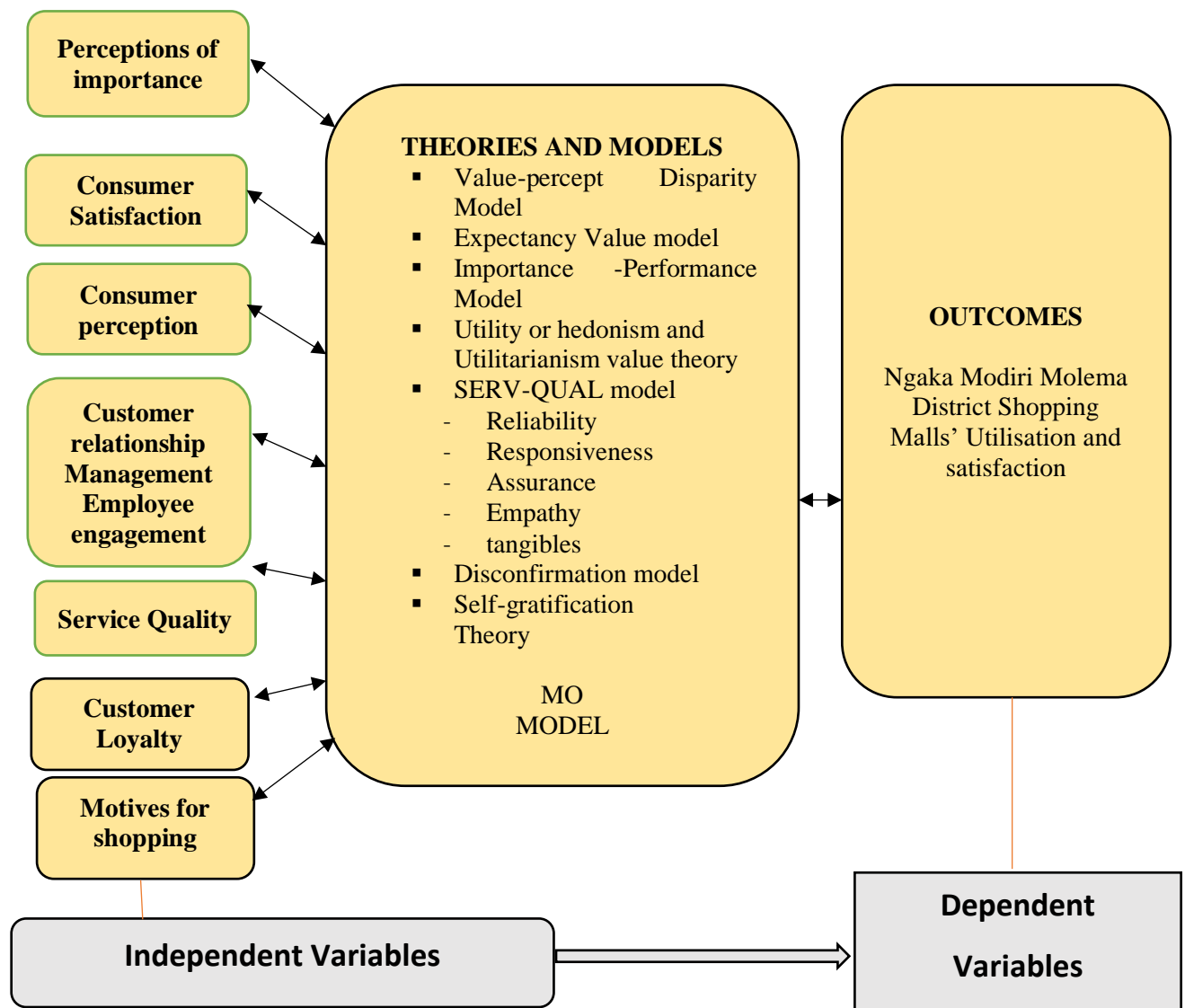


Figure 2.5 Conceptual Framework On Utilisation and Satisfaction with the Ngaka Modiri Molema Shopping Malls

Based on Figure 2.5, independent variable is likely to influence the dependent variables in this inquiry. As stated earlier, peoples' perception of a particular shopping mall influences purchase decision and satisfaction (Darley, William, Charles, Blankson, & Luethge. 2010; Mishra, 2014). Therefore, shoppers' emotions influence their purchase decision based on their perception and satisfaction they have experienced (Hernández, Blanca, Jiménez, & Martín, 2010; Alavi *et al.*, 2016). Essentially, shoppers' diverse needs and preferences determine the offerings retailers stock in shopping malls. In this regard, Kanaiyalal (2012) and Lautiainen (2015) assert that shopping mall customer behaviour resembles fingerprints, no two shoppers will have the same behaviour. Thus shoppers experience will differ according to individual shopping patterns and preferences towards those particular retail stores usually visited.

The present study is helpful in assessing perception of people on shopping malls satisfaction and utilisation in Ngaka Modiri Molema region of the North West province of South Africa. The study endeavours to answer the following questions:

- i. Which Shopping Mall attributes attract potential customers to a particular shopping mall in the Ngaka Modiri Molema district?
- ii. Which shopping mall service quality dimensions attract potential customers to a given shopping mall in the Ngaka Modiri Molema district?
- iii. To what extent does potential customer perceptions influence consumer satisfaction of the shopping mall patronage in Ngaka Modiri Molema district?
- iv. Which are the criteria used by potential customers in the selection of a particular shopping mall with a good service quality dimensions in the Ngaka Modiri Molema district?

2.14 Summary of the study

The previous chapter focused on the review related literature as it concerns the perception of people on shopping malls satisfaction and utilisation. This chapter further discussed the overview of shopping mall, service quality dimensions, customer perception, factors affecting shopper perception, the motives of a shopper for shopping, customer satisfaction, and customer loyalty, theories adopted in the course of the study as well as the theoretical and the conceptual frameworks of this study. The next chapter interrogates and discusses the research design and methodology adopted for this study.

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

3.1 Introduction

The current chapter presents the research methodology for answering the research questions advanced, attaining the research objectives as well as addressing the research problem raised in the previous chapter. The goal of this chapter was to amplify and justify the research methodology in dealing with the research approach, population, sampling, data collection, data analysis and ethical issues that the researcher considered and the limitations thereof.

Methodology is crucial for any research because an undependable methodology produces defective results and, as a consequence, undermines the value of interpretations and findings (Tlapana, 2017). Research methodology chapter of this study describes research orientation, approaches and research design, population and sampling, method of data collection, and data analysis in detail highlighting those used throughout the study, justifying the researcher choice and describing of each approach and design taking into account their practical applicability to the study.

A research design serves as the framework that guides this study in the aspect of research approach, data collection and analysis of data. The study adopted qualitative method and descriptive design to provide empirical fact to the research questions raised in the course of the study.

Descriptive research is designed to shed light on current issues through a process of data collection that enables the researcher to describe the situation more completely than was possible without employing this method. In this study the researcher has already existing knowledge about the actual problem but lacks a clear and insight on phenomenon of the study. It is justified that descriptive cross sectional survey is most suited and justifiably adopted in this study as it examines relationship between people perception and consumer satisfaction towards a shopping mall at a particular time.

3.2 Research Philosophy

The type of belief brought into the study determines the approach followed. In this study, the researcher followed the constructivist's philosophy which is typically seen as an approach to qualitative research (Chilisa & Kawulich, 2012; Creswell, & Poth, 2017). The philosophical

paradigm of this study seeks to understand how individuals make sense of their everyday lives in their natural settings and their activities as shoppers in the shopping mall. In addition, the researcher strives to comprehend the people perceptions as customers or shoppers in the shopping mall environment as well as the implications of their behaviour in the context of the constructivist approach.

Hence, in this study researcher collected secondary and primary data and engage in data analysis to answer the research question and this answer creates new knowledge. The choice of a specific research belief is impacted by practical implications.

Creswell, (2014) describes the concept of research philosophy as a general philosophical orientation about the world and the nature of research that the researcher adopts in a study. Maree, (2010) in this regard, defines research philosophy as a set of assumption that gives rise to basic aspects of reality and the worldview and the phenomenon under study.

Furthermore, research philosophy is a conviction about the manner and nature in which information about a phenomenon is gathered, explored and analysed (Bryman, 2015). In addition, research philosophy provides the basis for inter and trans-disciplinary design of research sustainability (Becker, 2012).

Knobe and Nicchos, (2013) indicate that research philosophy is associated with different groups of assumptions about nature and the foundation of knowledge. Most scientific study is based on some underlying philosophical assumptions about what constitutes 'valid' research and which researches approach(s) is/are appropriate for the development of knowledge in a given study. Hence, in order to conduct and evaluate a proper scientific research, it is important to know what these assumptions are.

3.3 Research paradigm

A research paradigm basically serves the function of being a framework or a mirror within which to conduct a new study. Many of the research paradigms originate from two key approaches: positivist and constructivist approach.

In this study an interpretivist constructivist paradigm in line with qualitative research has been adopted. According to De Vos *et al.* (2017), more often than not paradigms are linked to various

research methodologies for instance constructivist paradigm is mostly linked to a qualitative study whereas positivist paradigm is linked to quantitative studies.

3.2.1 Constructivism paradigm

Constructivism recognises that reality is a product of human intelligence interacting with experience in the real world. Therefore, constructivism accepts reality as a construct of human mind, consequently, reality is perceived to be subjective. Finally, constructivism philosophy is based on cognitive psychology and its background relates to Socratic Method in ancient Greece (Dudovskiy, 2016).

Since constructivism philosophical paradigm is associated with the qualitative research approach seeking to understand a phenomenon under study from the experiences of the participants (Mertens, 2015). It on the basis of the foregoing constructivism stance that the outcome of this study should clarify human experience and perceptions in the real world of the shopping malls under study.

A further underlying assertion is that reality is subjective and varied as it emerges from the multiple perspectives of participants' experiences as they engage in their normal shopping chores off their daily lives. Furthermore, from the constructivist point of view, learning is the process of mental construction whereby the individual adds new information onto a constructed understanding and knowledge. Thus, the aim of the research in the constructivist paradigm depends on participants' opinions about the research under study (Creswell, 2014).

It should also be noted that, people construct their own understanding and knowledge of the world by experiencing things and reflecting on those experiences. It is therefore, based on the foregoing analogy that people construct much of what they learn through experience (Adom & Ankrah, 2016). Now, that constructivism philosophy is qualitative, it implores on the researcher to collaborate with participants and bring the individual participant perception, values, attitudes or behaviour into the study (Adom & Ankrah, 2016).

3.3.2 Justification for constructivism

Based on the foregoing assertions, it can be justified that shopper's perception is based on their own understanding and knowledge of the world through their shopping experiences; interaction with shopping at the various shopping malls and their reflection on those experiences and perception.

A constructivist qualitative researcher further affirms that reality is subjective because it is from the individual perspectives of participants engaged in the study and are thus multiple or varied (Mertens, 2015; Adom & Ankrah, 2016). Therefore, the researcher gleans meanings from the collected data through personal interviews and the qualitative data analysis strategies.

3.4 Research design and descriptive research design

Bhattacharjee (2012) and Gray (2014) posit that research design encompasses the procedure of gathering data, development of appropriate tools, sample selection and analysis of data so that the responses to the research questions can be validated. A research design is a blueprint for conducting the scientific study that gives details of the procedures necessary for obtaining the information needed to identify or solve marketing research problems.

The research design can be divided into two categories, namely longitudinal and cross-sectional research designs (Jooste, 2016; Dudovskiy 2016). Longitudinal research relates to specific period of time while cross-sectional research designs pertain to collecting data from a single sample of the population only once (Burns & Bush, 2014).

This study employed the descriptive cross-sectional model which is a survey design model. Cresswell and Clark (2007) see the cross-sectional model as one that is used when a researcher aims to collect information, summarize that information and also present and interpret it for clarification. The design was chosen because it offers researchers frameworks for collecting the attitudes and views of individuals about shopping mall attributes. These were attributes that the individuals take into cognisance during when visiting a shopping mall. The design assisted the researcher in terms of identifying the attitudes and views of the people of Mafikeng in terms of what they consider during when paying a visit to shopping malls within the Ngaka Modiri Molema municipal area.

The descriptive cross sectional survey was most suited and justifiably adopted in this study as it examines relationship between people perception and consumer satisfaction towards a shopping mall at a particular time. Descriptive studies in general attempt to determine, describe and illuminate issues or challenges through a scientific procedure of information gathering and also empowers researchers to depict the circumstance more totally than was conceivable without utilising this technique (Fox & Bayat, 2007; Jooste, 2016; Dudovskiy, 2016).

Christensen, Engdahl, Grääs, and Haglund, (2010) and Lundmark, Mainaud, and Sjögren, (2014) aver that the research purpose is to describe relationships. In this study the researcher has already existing knowledge about the actual problem but lacks clarity and depth of the phenomenon under study.

3.5 Research approach

The qualitative research method was adopted for this study. The latter involves data collection of personal experiences, introspection, and stories about life, interviews, observations, interactions and visual texts which are significant to people life. Qualitative research typically serves one or more of the following: qualitative research enables the researcher to explore social and behavioural issues related to consumer perception that are not achievable with quantitative method purposes (Peshkin, 2003; Adom & Ankrah, 2016; O'Leary, 2017).

Qualitative research is useful when the research focuses on complex issues such as human behaviour, perception and consumer attitude. Accordingly, Isaacs (2014) concurs that the goal of qualitative research is to give understanding about social phenomena via views and experiences of all the participants in a study.

Qualitative and quantitative research are among the two main research approaches used for primary data collection in solving scientific problems in research (Lundmark, *et al.*, 2014; Mackey & Gass, 2015). The quantitative research relies on figures that measure and quantify variables while qualitative data collection helps researcher to understand consumer behaviour as related to the perception and consumer satisfaction in the study (Christensen, Engdahl, Grääs, & Haglund, 2010; Creswell, 2014).

A qualitative research is useful when the research focuses on complex issues such as human behaviour and felt needs. Hence, the goal of qualitative research is to help us understand social phenomena through the views and experiences of all the participants involved therein (O'Leary, 2017). While the studies that ask the question “how many” or “how much” require a quantitative approach, qualitative studies usually ask the questions, “what”, “how” or “why” of a phenomenon (Isaacs, 2014).

Creswell defines qualitative research rather succinctly. He states that: “Qualitative research is an inquiry process of understanding based on distinct methodological traditions of inquiry that explore a social or human problem”. The researcher builds a complex, holistic picture, analyses

words, reports detailed views of informants, and conducts the study in a natural setting (Creswell, 2009:15).

The qualitative research method involves data collection of personal experiences, introspection, and stories about life, interviews, observations, interactions and visual texts which are significant to people life. Consequently, qualitative research typically serves one or more of the following purposes (Adom & Ankrah, 2016; Peshkin, 2003; O'Leary, 2017):

- Locates the observer in the world and is thus a situated activity by definition It involves an interpretive, naturalistic approach to the world, that is, qualitative researchers study phenomena in their natural settings, attempting to make sense of, or interpreting phenomena in terms of the meanings people bring to them (Denzin & Lincoln, 2010; O'Leary, 2017)
- Qualitative data collection help researcher to understand consumer behaviour as related to the perception and consumer satisfaction in the study (Andrews, Higgins, Andrews, & Lalor, 2012).

The focus of the study is to identify and clarify some of the vital influences of people perception as major driver of customer satisfaction towards a shopping mall. Therefore, in order to do justice and apply the most appropriate research method, qualitative research was adopted for this study. It also had the potential to enable the researcher to interact with the shoppers through interviews, thereby gaining extensive information regarding their shopping behaviour or experience.

3.5.1 Comparison between qualitative and quantitative approaches

Table 3.1 on the next page illustrates the difference between qualitative and quantitative method.

Table 3.1: Qualitative and quantitative research

	QUALITATIVE	QUANTITATIVE
Focus	Quality (features – what, why when)	Quantity (how much, numbers)
Philosophy	Constructivism	Positivism
Goal	Understand, meaning	Prediction, test hypothesis
Design	Flexible, emerging	Structured, predetermined
sample	Small, purposeful	Large, random, representation
Data collection	Interviews,	Questionnaire, scales, tests,
Analysis	inductive (by the researcher)	Deductive (by statistical methods)
Findings	Comprehensive, descriptive detailed, holistic	Precise, numerical
Researcher	Immersed	Detached

Source: Johnson and Christensen, (2008) and Adom and Ankrah (2016).

3.5.2 Reasons for adopting a qualitative research method

The reason for adopting the qualitative study is because this research focuses on understanding people’s perception and, experience of each particular shopping mall and also understanding the experiences and attitudes of consumers. However, the researcher learnt from the participants about their experiences, opinion, beliefs, motivations, opinions, practices of the chosen shopping mall.

Perceptions of participants themselves can be considered (the human factor) appropriate for situations in which detailed understanding is required and the events can be seen in their proper context and more holistically.

3.6 Research setting

The research site selected for this study is in Mahikeng within the Ngaka Modiri Molema District Municipality in the North West province. Ngaka Modiri Molema consists of five local municipalities: Mahikeng, Ratlou, Ramotshere Moiloa, Ditsobotla and Tswaing.

According to Trainor and Graue (2013) and as validated by Maree (2015), a research site should be suitable and enabling to conduct a study while Creswell (2014) on the other hand pinpoints that a study site must be feasible. Mahikeng was also chosen because of it being a district

capital of the province. The researcher also resides in Mahikeng, which facilitated and enabled me to undertake this study at this site.

3.6.1 Population and sampling method

The population and sampling method are detailed in the following section.

3.6.2 Population

The population includes the total group of elements, such as persons or consumer, shopping mall visitors, shoppers who have similar characteristics which are important, and whose information is useful for the study. A target population can also be defined as the group that a researcher has in mind from whom the researcher can obtain relevant information beneficial to the study (Dudovskiy, 2016; O'Leary 2017). Target population represent specific segment within wider population that are best positioned to serve as a primary data source for the research.

Ngaka Modiri Molema District Municipality, bordering the Republic of Botswana is made up of the following five Local Municipalities; Ditsobotla, Mahikeng, Ratlou, Ramotshere Moiloa and Tswaing. Ngaka Modiri Molema District Municipality has an estimated area of 28 114km² with an overall population of 842,698 (Ngaka Modiri Molema Annual report, 2018). The four chosen shopping malls are all located in Mafikeng and include: Mega City; The New Mall Crossing, Mafikeng Mall and the North West Mall.

The target population in the study consisted of adult shopping mall visitors at the abovementioned four shopping mall complexes in Mafikeng, Ngaka Modiri Molema District Municipality. Twenty (20) adult shopping mall visitors/ shoppers are expected to participate in this study at different location.

For the purpose of this study, people are defined as male and female individuals or shoppers / customers aged 20 years and older, of all cultural and racial backgrounds who visit the mentioned shopping mall at least once a month or more. The shopping mall visitors served as the participants during the interviews.

Furthermore, adult shopping mall visitors within the age group mentioned are likely to be experienced in terms of being able to answer the proposed questions in the survey (Makgopa, 2016). The major four targeted shopping malls in Mafikeng local district will be; Mega City,

New Mall, The Crossing, North-West Mall, and Mafikeng Mall. Therefore, the shoppers who visited the malls at that particular time of collecting data made the participants in the study.

3.6.3 Sampling method

An appropriate sample size for a qualitative study is one that answers the research question. There is no set formula to calculate the sample size in qualitative research (Adom, & Ankrah, 2016). The sampling method begins with defining the target population (McDaniel & Gates, 2007). Meanwhile other researchers adopt that as a rule of thumb, 12-26 people might seem right (Makgopa, 2016). However, most researchers start with a minimum sample based on the purpose of the study, expected coverage and interests of the researcher (Makgopa, 2016).

A sample has to be representative of this population, and a relevant target population has to be defined, from which the sample unit is then selected for the research (Hair *et al.*, 2011). Purposive sampling will be used in this study.

In this study, the research sample was selected in a systematic way to ensure that the shopping mall shoppers see it as a credible and indicative sample. Non-probability, purposive convenient sampling method was adopted for this study because of its suitability for this inquiry. Thus, meaning that participants were selected for their likelihood to generate useful data for this study.

3.6.4 Purposive sampling

According to Makgopa (2016) and Dudovskiy (2016), purposeful sampling is a non-probability sampling technique whereby the researcher looks for one particular character or features from his or her sample. The sample is chosen with a purpose to aid the researcher at achieving the data collection objectives and ultimately the objectives of the study. This kind of sample is based upon the belief that a representative sample can be acquired using sound judgement with a purpose to save time and money (Makgopa, 2016; Dudovskiy, 2016).

On the one hand, convenience sampling technique is a non-probability sampling method whereby participants are chosen based on their availability, their convenience or their ability in meeting target population aspects such as availability, geographical proximity and willingness to take part of the study (Cooper & Schindler, 2011; Etikan, Musa & Alkassim 2016).

Purposive sampling and convenience sampling are therefore designated as suitable non-probability sampling technique where members of the target population that satisfy specific conditions, such as ease of access, geographical proximity, or a readiness to participate was considered for inclusion in the study.

To ensure that population sample of this study is credible, and that the researcher interviewed the shopping mall shoppers who are assumed highly interested to giving out information voluntarily. The sample size as shown in Table 3.2 was adopted for this study.

Table 3.2: Sample size and respondents per mall

Shopping mall	Participants
Mega city	5
New mall crossing	5
North-West mall	5
Mafikeng mall	5
Total	20

Field survey, 2019

From the various malls in Mafikeng, only four shopping malls which attract large number of customers are taken for the study that is, the scope of the study is confined to the analysis from the point of view of the customers of various shops of, Mafikeng Mall, New Mall, The Crossing, North West Mall and Mega City.

Since the shopping mall shoppers were scattered all over Mafikeng, it was necessary to give proper attention to all those who reside in this area.

3.7 Data gathering method

This section of the study deals with the actual instruments to be used to gather data. The collection of data is an important aspect of data gathering (Sarantakos, 1998). There are different means of data gathering including the following: questionnaire, interview, document analysis and observation (Oates, 2008). Systematically, in this study, an empirical study was done to derive the primary data which could be used more for theory generation than theory testing. Empirical evidence was gathered largely based on primary data through an interview and questionnaire and secondary data gathered through a literature study and documentary evidence.

This study uses qualitative approach therefore the findings are based on data collected through interview namely: (semi- structured interview) which are normally used in qualitative research (Angell & Townsend, 2011; Zohrabi, 2013). The empirical nature of this study demands a data gathering method to gather quality information from shoppers from four shopping malls in Ngaka Modiri Molema District Municipality in the North West province. The instruments chosen in order to elicit better and robust information from the individuals involved in this study were interviews:

3.7.1 Data gathering adopted in the study

Interviews as described in the following sub-section were utilised.

3.7.1.1 Interviews

This section deals with an interview as the adopted data gathering method. The section indicates how interviews were used in the study. By definition, an interview is a kind of data gathering instrument that establishes conversation between people or group of people (researcher / participant). The central purpose of an interview is to gain a deeper understanding of the problem under investigation and elicit information from participants (Richard & Morse, 2007; Oates, 2008). Furthermore, an interview is regarded as a fair and quicker way to conduct any investigation (Kothari, 1985). Again, an interview process is a pre-planned event, meaning that the agenda for discussion is set before the interview begins; it can be conducted face-to-face, telephonically or via computer. Most of the time, face-to-face is used (David & Sutton, 2004).

The agenda for discussion is centered on the phenomenon under investigation; this signifies that questions are not randomly selected, but framed in the interest of the interviewee (Oates, 2008). In addition, an interview involves asking interviewee questions verbally, it is a commonly used technique in the social research context, and listening is a key to its success (Sarantakos, 1998; David & Sutton, 2004). The choice of any data-gathering instrument is highly dependent on the topic of interest context and the researcher.

The choice of an interview and together with in this study is because of the nature of the research approach deployed in this study, and the wealth of knowledge shoppers have as well as their experiences. The shoppers interviewed must have potential quality and vast information about shopping in the block and brick shopping mall in the research setting. This study used

standardized, personal, written, oral, open, and guided interview and open-ended questionnaire to elicit quality information from the sample.

3.7.1.2 Data collection

Primary data and secondary data are the two major sources of data in this study. In order to realise the purpose of this study, primary information was obtained qualitatively by means of an interview method with the selected participants. The targeted individuals were shopping mall visitors. The researcher explored the advantage of purposive and convenience sampling method sampling to friendly engage the participant in an interview. The sources of secondary data that was utilised for obtaining the information required for this study was obtained from published and electronic form such as: academic books, research journals and databases. Figure 3-3 illustrates the two major scientific data collection methods.

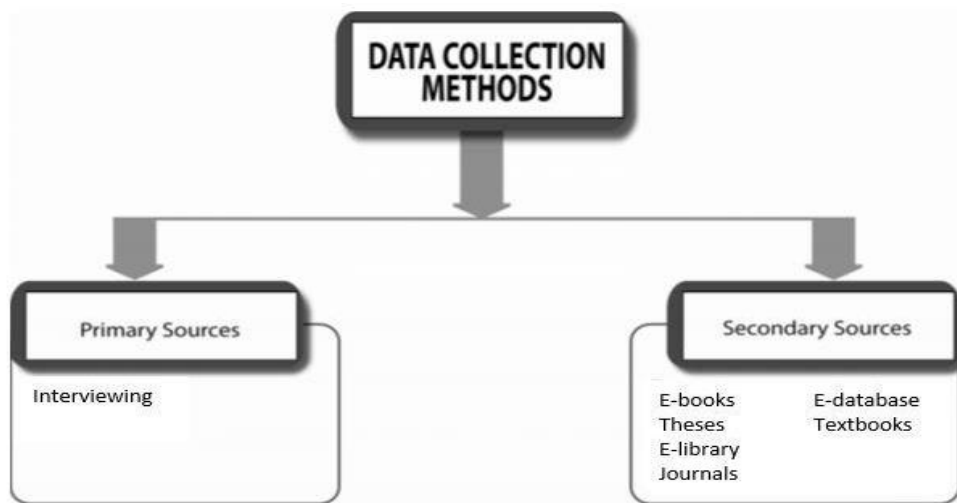


Figure: 3.1 Data collection procedure

Source: Adapted from Adom and Ankrah (2016).

Qualitative data collection in this study helped the researcher to understand consumer behaviour as related to the perception and consumer satisfaction in the study. Meanwhile, the focus of the study was to identify some of the vital influences of people perception as major driver of customer satisfaction towards a shopping mall.

Furthermore, data collection in this study involved one on one interview with the participants, which is qualitative in nature, data was collected primarily in the form of words not numbers.

The researcher adopted semi-structured interview for this study. Semi-structured interviews were used in this study because they are more probing and not entirely restrictive compared to

structured interviews (Angell & Townsend, 2011; Zohrabi, 2013). Thus, the interviewer used an interview guide to maintain the flow of the interview, which assisted in getting new ideas and in-depth findings to the perception of people on shopping malls satisfaction. In-depth unstructured interviews were used to explore in detail the participants own perceptions and accounts ((Lundmark, Mainaud, & Sjögren, 2014).

(1) Primary data

It is often required that the researcher has to complement theory with new information which the researcher then collects himself, for his investigation (Christensen *et al.*, 2010). This kind of information is defined as primary data and can be collected by various techniques, but must simultaneously fit the identified research problem.

Bryman and Bell (2013) further point out that qualitative study often consists of participant observation and interviews or focus groups as techniques to collect information. Data was collected for a specific purpose or to solve a specific scientific problem in order to answer the research question. In addition, data collected must meet the research objectives. As stated earlier, for this study semi-structure interview utilising open-ended questions was adopted to collect primary data.

(2) Secondary data

The sources of secondary data utilised for obtaining the information required for this study are contained in published and electronic form such as: academic books, research journals and databases (Ajayi 2017; Mohajan 2017). Secondary data is an information that has previously been composed by other researchers and agencies and has already been processed, such as the information obtainable from government and non-governmental agencies (Christensen *et al.*, 2010). The purpose is quite different from the researcher's current investigation.

Secondary data used for this study were collected from several sources including relevant books borrowed from North -West library, Mafikeng campus. Previous research such as thesis and dissertation, e- library, e- database, textbooks Journals, scientific articles and other sources on internet such as, Google scholar, and blogs and other related literature related to the study phenomenon. In addition, both published and unpublished data were explored for the collection of secondary data in this study.

Published data are collected from: i) various publications of the national or local governments (for example census reports, annual reports and financial statements of companies, statistical statement, reports of government departments), ii) various publications related to shopping mall.

The analysis of the secondary sources of data is the fact that it saves time and is convenient. Presence of secondary data offers researchers various benefits of which one of those is the ability to offer support on the collected data (primary data). The other benefit is that when infused with primary data, secondary data can offer researchers with opportunities of working effectively in terms of testing new ideas, theories and frameworks as well as new models of research design (Smith 2008; Ajayi, 2017; Mohajan, 2017).

3.8 Role of researcher in qualitative research

Qualitative research requires employing specific skills appropriately. The role and the challenges a researcher experienced depend on which of the paradigms the research is conducted within. Within the constructivist tradition and qualitative study as related to this study, the researchers interpret the data and construct their beliefs within the framework of a social, historical and cultural context (Postholm, & Madsen, 2006).

In this paradigm, the researcher's aim is to understand the participants' actions, and additionally to improve the relationship with the research participants while research is being undertaken. This means that there was a close relation between the researcher and the research participants in this paradigm and study (Postholm, & Madsen, 2006)

First and foremost, the researcher obtained approval from NWU Economic and Management Sciences Research Ethics committee (NWU-EMS-REC) before conducting this study as related to human matters.

Researchers that seek primary data from a population sample are legally and ethically mandated under the common regulations to first acquire informed consent from those participants. This is a measure that stands to ensure that the risks of the study are relative to the expected benefits and that the risks are minimized as much possible as they can.

In addition, researcher ensured that there are adequate resources to ensure successful outcomes of the research safety. Nevertheless, it is not restricted to research assistants, research resources

and equipment (camera, audio visual recorder), field notes, pen, approved interview guides copies and informed consent form and approved letter from the sites.

More so, informed consent means that research participants know what they are being invited to take part in the research before it commenced. Thus, the potential participants have option to “agree or disagree to the invitation”. In this study, the researcher gave out informed consent form(s) approved by the NWU-EMS-REC. Additionally, the researcher provided a copy of the signed informed consent form to individual research participant that participated in the research collection data exercise for their record purposes.

Furthermore, the role of researcher extends to separate between private and confidential information of the participants. That is, relevant and concise information that answered to precise research questions stated in the study. The role of the researcher in a qualitative research is to ensure access to the views and perception of study participants to research objectives (Sutton & Austin, 2015).

The researcher was fully open to the participants. The purpose of the sought data and their role to the research and the researcher was fully explained. The participants were also informed of their freedom to withdraw at any point in the study and also take their data with them where possible. Notably, this study encompassed up-to-date information the participants got in their consent form.

The primary responsibility of the researcher is to safeguard participants and their data (Sutton & Austin, 2015). According to the authors, the researcher can place the participants in a challenging situation by asking questions. Thus, it is the researcher’s responsibility to protect the participants’ privacy by retaining information that reduces risk. This was accomplished in this present study, the researcher ensured maximum safeguard and confidentiality of all the participant information during interview in the course the study.

Another role of the researcher conducting qualitative research is strict adherence in accordance with the ethical principles, comply with the current protocol and approved proposal outlined to the NWU-EMS-REC. These principles are the fundamental ethical principles upon which human subject protections are based and they are as follows: the researcher conduct interviews appropriately, according to the design specified in the proposal; make proper field notes as required. In addition, select be fitting artefacts, pictures, audio records, images of the shopping

malls and sites that are relevant to the study. Lastly, conduct data analysis and interpreting the data in sequential in order. The researcher's role in qualitative research is critical; the researcher collects data and implements analysis (Creswell, 2007).

Finally, the role of the researcher in qualitative study was that of an observer-as-participant. The researcher in this regard is expected to be the primary instrument for data collection and analysis. In addition, to collect, code, and analyse the data from interviews and uncover the emergent customer satisfaction in the utilisation of selected shopping malls in Ngaka Modiri Molema region, South Africa.

3.8.1 Interview Process

The following areas were covered in the interviewing process while collecting data:

- The interviewer was present himself and acknowledge respondents for the opportunity granted for interviewing them.
- The nature of the study was explained, as well as the significance of the shoppers' inputs in the development of quality shopping at the selected shopping malls
- The participants were asked to share their best experience in answering the questions
- The interviewees were informed beforehand that questions are in simple English which encouraged them to easily respond to questions
- The researcher encouraged participants to give direct and relevant answers to the interview questions asked.
- Interviewees were informed that the interview would be tape-recorded and notes taken during interview to avoid possible reporting errors.
- The interviewees were assured that the interview and the period spent with individual participant did not exceed 20 minutes to prevent possible boredom.
- After each interview, the researcher thanked the interviewee and expressed his gratitude for the participant's patience, support, humanity, and their kind and honest answering to questions.

3.9 Choice of participant (shopping visitors and shoppers) and their role

Maree (2015) describes the selection of participants as tedious. The choice of participants involves the capacity to understand the relevance of a study in order to provide informed consent and to participate in a study (Creswell, 2014).

The choice also aids individual participants in understanding the concealment of their identity. The researcher explained to individual participants that their participation was free and that they could disengage themselves from the exercise at any stage of the process.

These respondents were selected using a purposive sampling method. Ivanova (2016) identifies the following as advantages of purposive sample selection:

- There is guarantee of ingenuity of data collection, which boosts the validity of data collection and ensures that data collected is a true reflection of the population.
- The suitable participants who contribute to a study are purposively selected for data collection.

3.10 Piloting

Pilot studies are useful procedures as preparation of a full-scale study, irrespective of the paradigm explored by researcher (Tashakkori & Teddlie, 2003; Majid, Othman, Mohamad, Lim & Yusof, 2017). A pilot study is a small form of a complete study or a sample run done as a groundwork of the full study (Dikko, 2016). The pilot study of the current research was both a viability study as well as a pre-testing of instruments and interview guide. The pilot study was conducted at the Choppies Supermarket – a very small-scale mall situated at the centre of Mahikeng.

According to Van Teijlingen and Hundley (2002), the pilot study can be used to address possible real-life problems in qualitative study approach. Moreover, in qualitative pilot study conducted by Castillo-Monktoya's (2016), the researcher established that interview procedures applied to this study could be improved. Hence, possible flaws, or limitations within the interview design were modified and effected before embarking on the full-scale study (Kvale, 2007; Majid *et al.*, 2017).

Despite the foregoing, Harding (2013) and Majid *et al.* (2017) indicate the need for qualitative interviews to be piloted because as the interviews proceeded, the quality of the interview guide is likely to be improved.

Nevertheless, the researcher of the present study piloted the interviews questions and adjusted the interview guide accordingly before proceeding into full-scale study. It may also be noted that numerous scholars (Teijlingen & Hundley, 2001; Watson, Atkinson, & Rose, 2007; Dikko,

2016) also stress the relevance of the pilot study as essential to any research as it serves the function of helping to quickly identify possible flaws in the measurement instrument.

In addition, the researcher ensured that the setting, choice of the participants and interviews approach in the course of the conducting the pilot testing were whole representation of proposed full-scale study. Although, the piloted interviews were conducted in the Choppies Mall, the letter of informed consent was first given to each of prospective participant and the researcher obtained approval from all the three participants. The interviews exercise was recorded using digital integrated circuit recorders. The interviews stretched in time between about 20 and 30 minutes. The purpose of the piloted study was to investigate the appropriateness of the research questions stated and to assure the researcher of a successful full scale study.

Some research questions were rephrased and successively aligned, and up-to-date investigations were made. In summary, the interview framework was re-examined and additional fundamental questions were included to the interview framework to permit quality of data.

In addition, the piloting also enabled the researcher to gain knowledge in conducting in-depth, semi-structured interviews and to build a relationship with the participants. Notably, the piloted study facilitated researcher to acquire the skills in cross-examining and improving the flow of discussions.

After the pilot study has completed, the researcher had the opportunity to transcribe verbatim, manage and code the data with two experienced researchers. The knowledge gathered in transcribing and handling the information exposed the researcher on how to summarise the transcripts and identify codes.

3.11 Ethical considerations

Agrawal and Gujarathi (2011) describes research ethics as the application of moral principles in planning, conducting, reporting the outcomes research studies. The basic moral standard involves focusing on what is right and what is wrong.

This research was planned to comply with the ethical standards of North-West University's Ethics Committee before the survey was conducted. The participation was voluntary and the

participant confidentiality was guaranteed. Additionally, the North West University Ethics Committee reviewed the measuring instruments to make sure that they conformed to the ethical undertaking.

For this study, concept of informed consent was strictly adhered with participant giving permission to involve in the interview. Consent is an agreement between the researcher and individual participant outlining the roles and responsibilities throughout the research process. Hence, the research was based on mutual trust, acceptance, cooperation, promises and well-accepted conventions and expectations between all parties involved (De Vos et al., 2008; Dudovskiy, 2016). This study adhered to the following ethical considerations:

- Guarantee of confidentiality.
- The principle of voluntary participation.
- The requirement of informed consent.
- Information from other sources would be duly acknowledged.
- The protection of participants from exposure to risk or harm.
- The principle of anonymity.

The NWU Research Ethics Committee provided oversight for the purpose of assessing and approving research protocols as well as progress monitoring for those studies. The Research Ethics Committee approved all research involving human beings before the study commenced. The ethical policy of the North-West University was strictly adhered to at all times.

3.12 Data analysis

Qualitative data was analysed by organising it into themes to establish trends and relationships from the information being gathered. This was performed by the use of ATLAS.ti for understanding qualitative phenomena. Direct quotes were used to strengthen the interpretation where necessary. Once, the data was presented and analysed, the researcher interpreted them based on various themes emergent from the study.

3.12.1 Data analysis process

Data analysis is done inductively from the data collected from the study. Data analysis means turning data into meaningful information that is valuable and easy to comprehend and explain. Bastick and Matalon, (2007) describe data analysis as a process of interpreting data that were

collected from the participants to produce a statistical summary that will be meaningful and reasonable.

This can be done either manually or by using a computer software programme. In order to ensure the credibility of the data analysis in this study, data was edited for consistency and to arrange it orderly.

Transcripts from the interviews formed the basis within which the data analysis process was built. There are vast number of methods that researchers employ to collect and analyse data and more often than not those methods are informed by the nature of the research question.

Overall, qualitative data analyses starts with raw data that is sourced through first hand observation, in-depth interviews or other types of non-numerical data like the surveys for instance. For this study, data analysis entailed coding as well as categorising the collected data of interviews into themes and categories.

Figure: 3.4 Step-by-step approach to qualitative analysis.

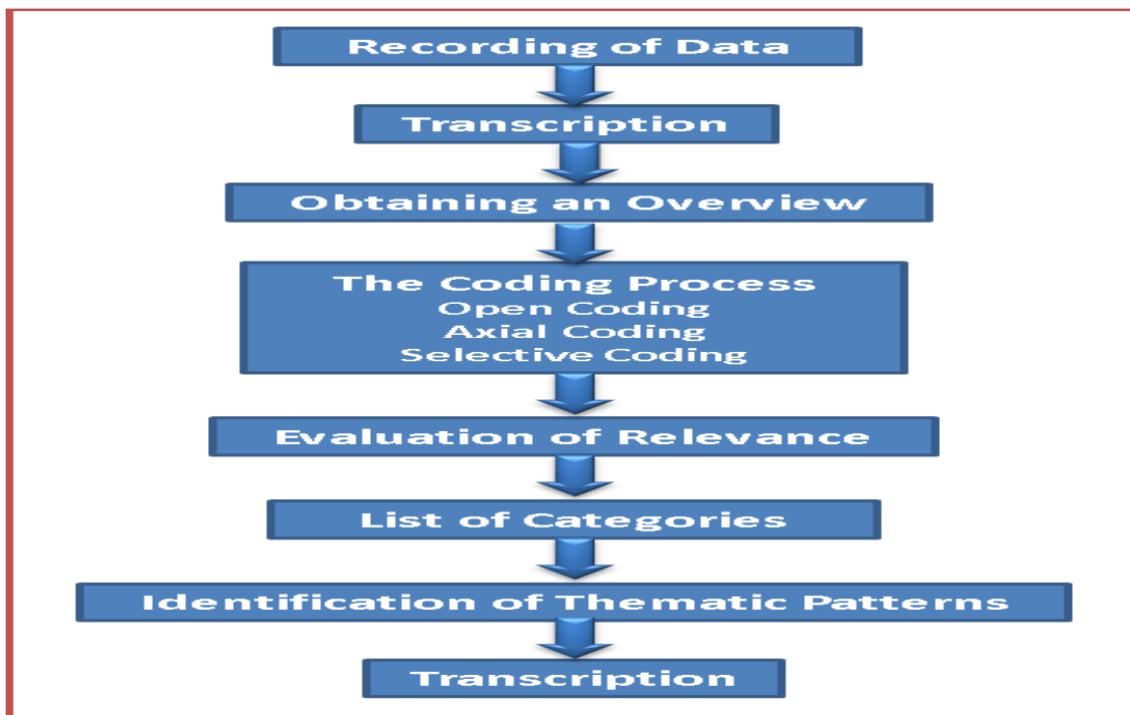


Figure: 3-2 Step-by-step approach to qualitative analysis

Source: Vosloo (2014)

Figure 3.2 clearly amplifies the procedures for a methodical and logical examination of the qualitative data.

The recognised themes in the study were used as a source for rational argumentation, discussion, observation and inferences. The qualitative data in the study encompassed all the photographs, audio recording data, field notes, questionnaires from the interviews. The qualitative data analysis involved the deconstruction of the qualitative information into convenient categories, outlines, themes and relationships in accordance with the stated research question of the study.

In accordance with the research purposes, the goal accrues to qualitative study of this nature of present study is to examine the numerous elements of the captured data and to clarify concepts, identify patterns, themes and relationships.

The researcher succeeded in understanding the logic of what is relevant with regards customer satisfaction and utilisation of shoppers in Ngaka Modiri Molema district. In addition, the researcher developed suitable measuring instrument that elicited appropriate responses (interview guide) on shopping malls satisfaction and utilisation in Ngaka Modiri Molema region.

The researchers applied a thematic analysis to validate themes on the common issues that persist, and identify the main themes that summarise all the views/opinions that emerged from the data collected.

3.13.2 Thematic process of qualitative data analysis

3.13.2.1 Read and annotate transcripts

This is the most basic stage. Here the researcher does not provide an overview of the data, but makes preliminary observations. This is particularly useful with the first few transcripts, where the researcher is still trying to understand the data.

3.13.2.2 Identify themes

The next step is looking in detail at the data to identify themes: after summary of 'what is going on here'. In the margins of each transcript or set of notes, start to note what the interviewee is referring to. The researcher tries to make these as abstract as possible. This means not just summarising the text, but also trying to think what the text is an example of. As one looks through the data, make a list of these themes. Note that it is useful to number the lines of an interviewing writing pad, to make it easy to refer to each segment of data when coding or discussing it with colleagues.

3.13.2.3 Developing a coding scheme

Coding begins when initial themes are joined together. After every interview or conversation has been transcribed and checked, the next step is to start with the coding process. On the one hand, field notes become a useful tool because they assist in triangulation and the process of analysis. Also because the gaps between interviews and transcribing as well as coding can lead to memory bias of non-verbal or environmental context issues which may impact on data interpretation (Sutton & Austin 2015).

Sutton and Austin (2015) define coding as going through the transcribed data or collected field notes looking for topics, similarities and differences. The end goal for coding is to reveal, interpret and narrate these similarities and differences from the data as spoken by the participants. The benefit of coding is to allow researchers to have an understanding of the world from each of the interviewees' attitudes and views (Sutton & Austin 2015).

The coding process utilised the field notes and transcriptions consisting of three phases designated by Thiétart (2007) and Neuman (2011) and Theron (2015) namely open coding, axial coding and selective coding.

A code in qualitative inquiry is a word or a short phrase that symbolically assigns a summative, salient, essence-capturing, and evocative attribute for a portion of language-based or visual data.” (Theron, 2015; Saldaña, 2016). Previous studies of Henning *et al.*, (2004) and Neuman, (2011) and Vosloo, (2014) describes codes as names, tags and labels allocated to definite elements or sections of associated meaning recognised within the field notes and transcripts. In this study, the transcribed text was arranged in meaningful themes and categories with the assistance of Atlas ti – a computer assisted software tool.

3.13.2.4 Coding the data

The next step was to start apply these codes to the whole set of data, by either writing codes on the margins of transcripts or notes or (if using computer software) marking the text on line. Researcher can code the data by hand or through a software program. Typically, the researcher codes every two or three lines of text with handles that identify key words, concepts, images and reflections. Codes become the foundation for the themes emerging from the study. The purpose of coding is to transform data into a form suitable for computer-aided analysis.

An open coding is the initial coding in qualitative study. It is the fundamental identification and naming of segments of meaning from the field notes and transcripts in relation to the research topic. The emphasis of open coding is on wording, phrasing, context, uniformity, occurrence, extensiveness and specificity of comments (Vosloo 2014). Khandkar, (2009) asserts that open coding is the initial stage of qualitative data analysis. After careful reading through the data collected several times and then further progress to breaking the qualitative data down to distinct parts and coding to create tentative labels for sections of data that summarise what was observed in the research arena (not based on existing theory).

3.13.2.5 Code validation

In order to ensure credibility of the coded data, it is a prerequisite for researchers to allow the coded data to be reviewed by another person. In this instance, the researcher read and re-read the coded data to double check and eliminate any errors, ensure consistency and validation. Ultimately, the coded data became the codebook whereby themes emerged.

3.13.2.6 Themes identification

From the codebook, the researcher identifies themes and sub-themes: patterns that have emerged from the coded data known as “*Axial codes*”. Vosloo (2014) describes axial codes as an approach of restudying and investigating the initial codes that were identified during open coding as discussed above. Axial coding entails relationships among identified open codes in the study. According to Saldaña (2013) and Theron (2015) throughout axial coding exercise, categories are associated to subgroups and the characteristics of the phenomenon and a group are specified in a qualitative study.

In this study, the central grouping defines the main characteristics of the phenomenon; this fundamental category addresses the settings that form of organisation of the strategies, flow of communication with the participants. Thus, all these activities displayed quality results generated as codes categories. According to Saldaña (2013) and Theron (2015) axial coding enables researcher to respond to when, where, why, who, how questions”.

3.13.2.7 Information consolidation

The researcher finalises the name of each theme, writes its description and illustrates it with a few quotations from the original text to help communicate its meaning to the reader (Gallicano 2013; Theron, 2015). At this stage, the researcher moves on to selective coding.

This is the final coding phase in this study. It involves careful selective scanning of the core variables that includes all data (Gallicano 2013; Saldaña, 2013). According to Theron (2015) selective coding entails selection of a central code that encompasses all codes and categories recognised in the study. It communicates to all categories and subcategories to clarify the phenomena.

In summary, selective coding involves re-reading the transcripts and deliberate selections of all codes that relate to the core variable recognised in the study for comparison, for contrast, difference and connection to the research topic (research questions) as well as for a central theme.

3.14 Trustworthiness

In qualitative research, trustworthiness and rigour is what reliability and validity is to quantitative studies. Trustworthiness encompass aspects such as the reliability of the study, the dependability of the study, transferability and finally credibility of the study.

According to Maree (2010), reliability is the extent of consistency of a measuring instrument. Having achieved reliability, it is then possible for researchers to achieve other elements like dependability, stableness, honesty and accuracy of a measuring instrument (Maree, 2010; Gratton & Jones, 2011).

The purpose of reliability is to make sure that the entire process of data collection is conducted in an accurate manner where each element is observed and attributed to the research questions.

Reliability is a vitally important step for qualitative researchers because it is the foundation for validity, clarity irrespective of whether that study achieves similar results over and over or not (Susanne, 2012).

On the one hand, rigour or validity offers frameworks for estimation of the level of data collection method to precisely measure what it intended to measure (Saunders *et al.*, 2012; Isaacs, 2014). This is the extent to which the researcher measures what he or she had intended to measure (Saunders *et al.*, 2012; Isaacs, 2014). Maree (2010) and Kumar (2011) also postulate that validity simply means the extent of the researchers' measuring tool to measure what it is intended to measure.

The instrument that is meant for data collection is supposed to be of a good standard and dependable to be able to measure the opinions of the respondents competently. Kumar (2014) contends that validity involves an instrument's ability to measure what it is supposed to measure while Relmer and Ryzin (2011) upholds that research instruments used for data collecting purposes should be of a good quality, as well as dependable in order to measure the feelings of respondents effectively.

In this study, construct validity was obtained by semi-structured interview guides from the reviewed literature, document analyses and other experiences noted from other district municipalities experiencing similar challenges. The semi-structured interview guides was composed using simple English language such that they are comprehensible.

3.15 Executing the research

In this section, the researcher remains factual to the study and explores standard research approaches, which guide in designing and conducting the current study. The researcher designed an eight steps guideline in execution of the study. These eight steps are intended as a general set of guidelines to enable the researcher plan and execute a qualitative research study in a transparent and coherent manner. As an investigator following specific research designs such as discovery -oriented inquiry there are some activities and re-actions familiar across to most qualitative studies. The research execution procedure encompassed brief discussion on the execution of the study. Here, the researcher briefly outlined the eight fundamental approaches that researcher used to execute a qualitative investigation.

- Process of gaining entrance into an organisation
- How a supervisor was appointed for this research?
- Researcher experiences with supervisors
- Data collection.
- Data capturing and storage.
- Field notes
- Audio tape and photographs
- Methods and procedure used for coding and analysing data

3.15.1 Entrée in the research setting: Process of gaining entrance into an organisation

More often than not, a social science research depends on acquiring allowance from other people and that usually means the researcher needs cooperation of the 'gatekeepers' for the

data that the researcher needs access from (the people you need to interview). This prior to gaining consent and permission from those people. It is a prerequisite for a researcher to first secure permission from the relevant organisation to their organisation before the data collection.

Gaining access to the organisation to collect data from individuals and or customers is quite a complicated process. This is then followed by the informal process whereby the researcher familiarizes him or herself to the relevant gatekeepers or sometimes the other way round.

A formal process of access requires an understanding of the organisation's operational hierarchy and rules regarding professional etiquette and strategic planning for recruitment and data collection. The informal process involves the researcher's ability to respect the boundaries of the access granted, adopt an objective and formal stance to the research process even if the gatekeepers and research participants know him or her. Conversely, denial of access, by virtue of the researcher's relationship with the gatekeepers, is also a critical issue to consider when planning a qualitative depth interview.

The researcher had pre-existing positive relationships between some of the gatekeepers (shopping mall management) and therefore exploited this opportunity to facilitate the access to the target participants.

A researcher's familiarity with the study site was carried out through the data collection process whereby the researcher's acquaintance with the participants' cultural practices, values as well as languages assisted in acquiring the relevant knowledge for the research.

De Laine (2000 and Clark (2011) define a gatekeeper as a person that controls the organisation in this case the shopping mall management or owner.

In this instance, shopping malls do not offer the technical constructs to conduct research nor do they offer the monetary incentives to do so unless otherwise such research is commissioned by the mall for its very own benefit. Their purpose is to support the study process by making sure that the study period or data collection process goes on swiftly and that the researcher is able to acquire access from the participants.

In the present study, although I did struggle a bit with the gatekeeper of The New Mall Crossing I managed to secure appointment with her and subsequently the other four (4). I briefed them on the significant potential benefits of the study to their shopping malls.

Importantly, in my discussions with the Centre Managers, I was assisted with the logical guide postulated by Buchanan, Boddy and Mc Calman (1998). The aforesaid scholars proposed a four-stage access model: ‘pre-entry’, ‘during fieldwork’, ‘after fieldwork’ and ‘getting back’ have greatly impacted this present study in process of gaining entrance in various shopping mall under-study. This model is often discussed in the qualitative research methodology literature (Lee 1993; Robson 2002). Figure 3.3 depicts a four-stage access model involving ‘pre- entry, during the field, after the field and Get feedback.

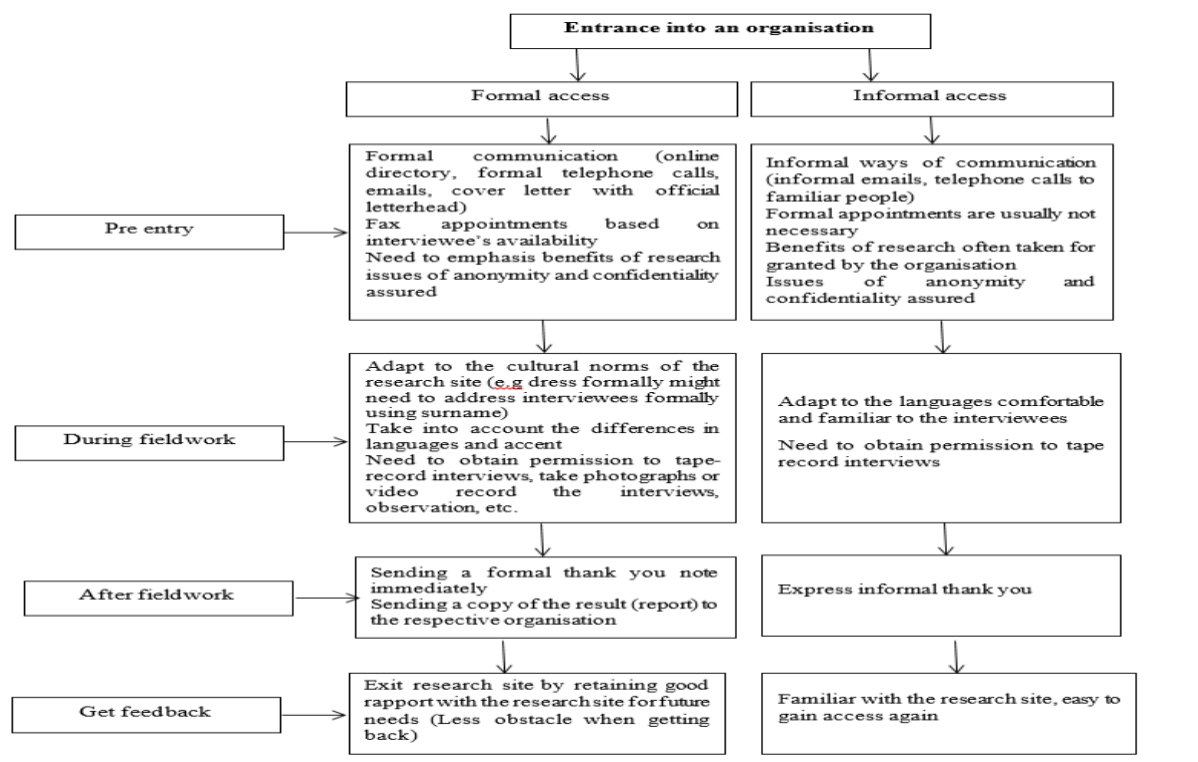


Figure 3.3: A four stage access model involving pre-entry, during the field, after the field and get feedback.

Source: Buchman, Boddy and Mc. Calman (1998)

The pre-entry, which is the first phase, identifies both the formal and informal process of initiating communication with the gatekeepers (see Figure 3.3). This involved communication, personal appearance, tact, respect for persons, and recognition of diversity in culture and social

norms and practices. This process should be seen as a layered approach, fostering communications at multiple levels gatekeeping.

The “During the field work” component model involves interaction, showing up to the mall, respect of individuals the tact as well as the recognition of diversity in terms of culture as well as social standards and practices. Participants’ concerns about time and confidentiality of the study were addressed coupled with a non-threatening language used to elucidate the nature, significance and importance of the study. A final executive report was given to the participants on request. There is also the component of “After field work” which deals with formal and informal issues of compassion and the showing of appreciation to the gatekeeper. To ensure minimum or no disruptions to the shopping mall management and shoppers normal operational functioning, the researcher arranged timelines for conducting data collection.

The last phase commonly known as the ‘getting back’ element is an important component during the process of the research. Sometimes even when physical access has been acquired breaking through the mental and access and maintaining it may also prove to be a daunting task. Buchanan et al. (1988) states that it also points to 4-stage model access model with alternatively adopts quite a simpler approach. While conducting this study, Buchanan’s stages overlapped and it became increasingly hard to separate one stage from the other. The researcher initially visited the four shopping malls (research area) Mafikeng Mall, New mall Crossing, North-West Mall and Mega city.

All together in these aforementioned four shopping mall, I contacted the management of each shopping mall personally with a letter of intention to conduct research within their premises and to request approval to conduct research in their premises as the management of the mall.

3.15.2 An outline of the research application process to study area

The application process to the study area went on as follows:

- I obtained ethics approval (either provisional or full) for the study from an NWU ethics committee.
- Having done that, I approached the respective facility managers of the shopping mall (four shopping mall) to accept a letter of intentions to conduct research and seek support from the management of the shopping mall as well (see Annexure C)

- Thereafter, I acquired approval and obtained a letter of support from the respective five shopping mall centre managers (see Annexure C).
- I obtained letter of support to conduct research from all the shopping malls. This then aided me to conduct the interviews properly in the five shopping malls selected for this study for making provisions for research students in the MBA stream (Business School, NWU) to receive appropriate and continuous supervision after the students have been duly registered for the programme. I was allocated to Prof. Prinsloo who had an acceptable level of supervision experience and expertise to supervise me in the Organisational Behaviour study area that befitted my research topic.
- However, conflict arose between Prof. Prinsloo and me; we as parties first tried to resolve the conflict amicably but to no avail. In addition, informal discussions were initiated but were ineffective in resolving the conflict. I then put Prof Prinsloo's indifference to pen and paper and submitted my report to the Head of Department who referred the conflict to the appropriate Faculty structure for resolution. Still, these efforts did not yield beneficial results.
- I then applied for another supervisor after two years of lack of progress in this matter I finally obtained approval from the Business School for change of a supervisor. Dr. Molefe my current supervisor warmly accepted the offer to supervise me and see me through the task of taking to the dissertation to its logical conclusion.

3.15.3 Researcher experiences with supervisors

My initial supervisor is not the worst but he does not inspire confidence or motivation in me - actually bringing out the worst of my personality. The way he talks and behaves just ticks, me off the wrong way, and it makes me want to avoid him. He has all these big ideas but seems to be occupied, too busy, and not supportive. "He is incredibly, and inconsistent, thus this behaviour puts me down constantly". "The relationship between us is very formal with no pastoral care whatsoever. Thus, the burden falls upon me but I keep going around in circles".

- The present supervisor sails the ship to the point of destination. The present supervisor is incredibly supportive and helpful. I really admire the knowledge of the my current. In addition, Dr. Molefe has mutual respect for me and values my point of view and input. He is encouraging and seems to take a genuine interest in my project and any opportunities for development. My present supervisor has an impact on me, seem to have seen potential in my work, and gave me more confidence to move forward because my academic life

was already shattered after having so many negative interactions with my previous supervisor.

- I have the privilege of having Dr.Molefe as supervisor who gave feedback to me about my work on a timely manner. As a promoter, he always gave direction and showed me examples of how to get things right, He advised, inspired and encouraged me most of the time. His attention to detail was the best and very generous given his time and knowledge. This was a particularly stressful time of my life and Dr Molefe's supportive, prompt response to my emails kept me focused and helped me to keep my eyes on the finishing line all the time!

3.15.4 Data collection

It is apparent for scientific researcher to know that the choice of qualitative data collection methods is not a free choice; it is the most appropriate approach to achieve the intended research objectives. Prior to full scale data collection exercise, the relevant literature was reviewed in order to gain a deeper understanding of the relevant areas and concepts to be studied.

It was also evident for me to know that the gatekeepers actually took some risk in terms of letting a stranger (researcher) who is asking for some sensitive, delicate and perhaps irrelevant questions from their potential and current customers in their premises. In gaining formal access, the gatekeepers stood out as a "point of reference".

A formal agreement was initially gained between the gatekeepers and the researcher about what, when and how empirical data would be collected and a formal memorandum of understanding developed which would introduce the study to the potential shopping mall visitors who may possibly engage in shopping sprees at the shopping malls under the study.

The data collection would be guided by semi structured in-depth interview and supported by open-ended questions on issues related to customer's satisfaction, consumer loyalty, customer perception towards a particular shopping mall, motives for choice of a shopping mall, and consumer preferences, customer relation management. The semi structured in-depth interview exercise took place at five-research area namely: Mafikeng Mall, New mall Crossing, North West Mall and Mega city. Data collection was also done by means of note-taking, audio recording and photographs. Thus, the interviews were conducted in five phases, independently

based on the same interview guide contents in all aforementioned shopping mall recognised in the study.

Following the initial reviews, the research questions consist of seven central questions and make use of probing questions to explore the participants' views that required further clarifications

Verbatim transcripts of the interviews were compiled for analysis and interpretation. Furthermore, in order to ensure reliability and validity of data, the transcribed interviews were presented to respondents to verify and confirm the contents thereof (see Annexure B in this regard

Importantly, a quiet place was secured during the interview exercise within the shopping mall. The support of shopping mall management was instrumental in securing a temporary low ambient noiseless level area with fewer interruptions. This strategic space offered enhanced a proper and quality interview process. In addition, the space enabled me to do test recording and offer great opportunity for me to play back recorded information in order to confirm the quality of the information recorded and to verify if any adjustment was required.

A back-up audio tape recorder was kept in case of unforeseen circumstances such as developing faults, breakdowns and malfunctioning of the device. Data collection instruments used in the study include copies of questionnaires, consent form, a quality audio tape recorder, new writing book pads, pens and laptops.

3.15.5 Data capturing and storage

Protecting and securing research information is a professional commitment on the part of the researcher and is his/her obligation to maintain confidentiality of the participants and the information they supplied. This is also rooted in the roles of any researcher in a scientific study (Lin, 2009).

Immediately, after each interview session at each shopping mall, a backup of the data was created into a laptop and Google drive, and stored physically in a different place from the computer. This was a special and distinct macro routine task for data storage that was planned beforehand and executed. In addition, a simple database was provided for the study, which allowed me to do data designation, in other words, restrict access for the third party, by making

use of a password. It must be noted further that, because of the procured information in various forms and from five (5) different shopping malls that was studied, there was a dire need for data to be adequately secured.

Although, vast amounts of data was collected during the progression of a qualitative study such as: field notes; questionnaire; audiotapes and photographs. Data was stored in two forms namely: original hard copies and computer files. The hard copies such as notes, prints of photographs and audio tapes were kept securely in a locked filing cabinet that I could only access.

More so, softcopies in the form of computer files were secured in a computer drives and email drives designated for the study only. I am the only person with access to these data security features thus ensuring that data could not be removed from the secured systems to the point of compromising the data security. For Instance, data was not downloaded or saved into a universal serial bus (USB) stick for purposes of ensuring data safety and for data security reasons.

In addition to the foregoing, I was reliant on policies related to data security and data storage before collection of data. Therefore, two laptops were available with the assistance of the research team. Data was transformed separately into retrievable secured form immediately after each shopping mall interview section to prevent possible loss or deterioration of data. Appropriate storing of research information was ensured that I uphold the integrity of the collected data.

3.15.6 Field notes

Field note are notes jotted down from participant observation similar to those from in-depth qualitative interviews (Wolfinger, 2002). They are written directly into field notebooks. Field notes refers to notes formed by qualitative research investigator during the act of qualitative fieldwork to remember and record the behaviours, happenings, events, use of languages, expressive body movements and other features during the interview (Sutton & Austin, 2015; Phillippi, & Lauderdale, 2018) in this study. The field notes constitute the whole data gathered specifically for the study in all the five (five) shopping malls under study.

Field notes are written tactically during participant observation and following the activity of the interview exercise in this study (Phillippi & Lauderdale, 2018). For this study in particular

the researcher accurately document factual data during the interview, comment from date, and time, name of the shopping mall, activities and behaviours of individual participants in each setting (shopping mall). In addition, the document is reflective information of individual participant in each shopping mall. This reflective information include: ideas, questions and concerns brought forward by individual participants in all five shopping mall the under study.

The field notes documented in this study include an account of events: how people behaved and reacted in the course of data collection; what individual participant perceive about shopping mall in Ngaka Modiri Molema district during interview and how customers were positioned. The physical gestures and their subjective responses to what I observed, as well all other details and observations necessary that would make the story of the participant observer more complete.

After each shopping mall interviewed exercise, the researcher ensured that the field notes are expanded as soon as possible before my memory of the details fade. The researcher expanded the field notes by typing the notes documented into computer file. The notebook and hard copy of the typed data was stored in a secure location.

3.15.7 Audio tape and photographs

The next sub-sections deal with audio tapes; Photographs.

Audio

Audio recording and photographs taking in research has the positive impact of giving an unfiltered record of the observation and experience in the field in qualitative study (Bailey, 2008.). Audio- recording interviews and verifying notes with participants helps to improve the validity of data analysis and reveal things missed the during the interview. Location is the key factor that determines audio recording quality (Vosloo, 2014) For this study, the researcher secured a nice location during data collection exercise based on support of the gatekeepers (shopping mall management). The researcher also used tape recording, as this provides a quality effect and there was no record of mechanical noise captured. All audio recordings were transcribed verbatim. The interview was digital, the main advantage of working from tape recordings is that it is a lot faster than writing transcripts. Cross-checking was done directly from the original recording and this enabled the study to transcribed the interview and work from the tape recordings and field notes.

Photographs

Visual methodologies can be used in many research to afford participants the opportunity to express their ideas in a non-verbal way (Barbour, 2014). This methodology is prevalent in modern marketing research and adequately exhausted in consumer behaviour research (Pieters, 2008). Furthermore, visual methods result in increased trustworthiness of the findings as it allows all the stakeholders to verify the visuals and graphics (Glaw *et al.*, 2017).

Photos produces a different kind of information as it evokes feelings, memories, and information. Visual images evoke deeper parts of human consciousness than words do. (Barbour, 2014; Glaw *et al.*, 2017,). For this research in particular, during the data collection exercise, photo taking participation was voluntary and participants were informed of the purpose, methods, risks, demands, and potential benefits of the research, including consent to use their photographic images and the confidentiality of photographic images.

The rationale for taking photograph during this study was to enhanced the relationship between the participants and researcher, and thus increase the research rigor and trustworthiness.

3.15.8 Methods and procedure used for coding and analysing data

For this study, the researcher relied on technology driven aided designs analysis and methods for thematic content analysis. The study explored Atlas.ti qualitative software as a major statistical tools which has been used by many qualitative research scholars in various fields of research including psychology. (Sheridan & Storch, 2009; Zhang & Wildemuth, 2009; Friese, 2011; Atlas.ti, 2012). The previously mentioned qualitative technology - driven analysis tool can be automated into different research procedures. For instance, in this study, it enabled the researcher to generate vital findings such as categorisation of codes and code descriptions, and the use of memos. These tools provided the study inquiry with research integrity as well conformability of results.

Notably, Atlas.ti allows the researcher in this study to arrange and list all data in all-inclusive and well-organised method and makes possible connections or relations between codes, categories and sub-categories, as well as the creation of networks. Atlas.ti, networks further creates the possibility to point out different relationships and similarities in the study (Vosloo, 2014).

3.16 Summary of the chapter

This chapter focused on the research design and methodology of this study. Detailed information regarding the qualitative research design, its general characteristics and its relevance were explored in this chapter. It provided direction on how this study was executed. The study addressed the population, sampling procedure, data collection instrument and data collection procedure. Measures were adhered to in order to enhance the validity and reliability of the research results. Ethical concerns which could have impacted on the survey were also addressed.

This chapter detailed the various steps that were undertaken in achieving the practical aspects of this study. It provided an in-depth discussion of the research design followed throughout the course of this study. The data collection techniques employed for the study were discussed in detail. The format, construction and layout of the data collection instrument (questionnaire) were explained, elaborating how it was designed, structured and administered in the field. The course that was followed in the data analysis process was reviewed and various statistical procedures were highlighted, together with the reliability and validity assessment procedures used. The following chapter provides the statistical analysis of the data and reports on the findings of the empirical research.

CHAPTER FOUR

PRESENTATIONS OF FINDINGS

4.1 Introduction

This chapter presents findings related to customer satisfaction and utilisation of shopping malls in Ngaka Modiri Molema region, South Africa. The presentation of findings is structured to respond to each of the study's research question posed in Chapter 1 (see 1.5) of the study as a means of presenting a coherent synthesis of the data.

In collating the information, the researcher incorporated quotations from the data to express the submissions by the study participants and to illustrate that the findings were derived from the original raw data (Mahlangu, 2008). The participants discussed lived experiences on customer satisfaction within their own context and this allowed four themes to emerge from the data. The analytical process for data analysis, thematic approach to coding, and findings connected to each research question are covered in this chapter.

4.2 Profile of Participants

Table 4.1 shows the total participants in this study, years stayed in Mafikeng, ages, marital status, numbers of children and educational level.

Table 4.1 Showing profile of participants

S/NO	Years stayed in Mafikeng	Age	Marital level	Nos of children	Educational level
1	>5years	21-40	Single	2	Diploma
2	>5years	21-40	Single	1	Matric
3	>5years	41-50	Single	2	Technical
4	>5years	21-40	married	0	Matric
5	>5years	21-40	Single	0	Honours
6	2-3 years	41-50	married	4	Masters
7	>5years	21-40	Single	1	masters
8	>5years	21-40	Single	3	Bachelor
9	>5years	21-40	Single	1	Below matric
10	2-3 years	21-40	married	None	honours
11	1-2years	21-40	Single	n/a	Matric
12	3-4years	21-40	Single	0	Matric
13	3-4years	21-40	Single	None	Honours
14	3-4years	<20	Single	n/a	Matric
15	3-4years	21-40	Single	none	Matric
16	>5years	21-40	Single	0	Matric
17	-	-	-	-	-
18	>5years	21-40	single	0	Doctorate
19	>5years	21-40	single	1	Matric
20	>5years	21-40	single	none	honours

4.3 Analytical process for data analysis

The data collection was through an open ended questionnaire as indicated in Chapter 3. Data was analysed based from 20 customers from 4 different malls (Mafikeng Mall, The Crossing, North-West Mall and Mega City) within the Ngaka Modiri Molema district of the North West Province. The following procedures were used in analysing the data collected for this study.

Table 4.2 Data analysis procedures

Step	Method	Explanation
1	Organising data	Questionnaire was numbered, sorted and prepared for data analysis.
2	Review of transcripts	Data was reviewed by the researcher. This ensured that the researcher familiarised with data collected and that the collected data reflected the direction of the study.
3	Stage one coding	Initial emerging themes were labelled and then categorised.
4	Stage two final coding	The coding process was used to sort related data with similar content grouped together. These will form the categories under the themes.
5	Representation of data	The findings in the themes were represented through Atlas.ti in Figures and network linkages. Likewise, the presentations of findings aligned to research questions.

Next, is the demographic information of customers from Ngaka Modiri Molema district of the North West Province: South Africa.

4.3.1 Demographics of participants

Participants in this study were selected purposefully, (see Figure 4.2), participants of the study were individuals that have stayed long enough in Ngaka Modiri district, and have patronized the targeted malls for years as showed in Figure 4.1 below. While 20 participants participated in this study, participant 17 did not fill in details on length of stay in Ngaka Modiri Molema District, this made the total on the graph to be 19 participants (See annexure B, question 1 for participant 17 line 17).

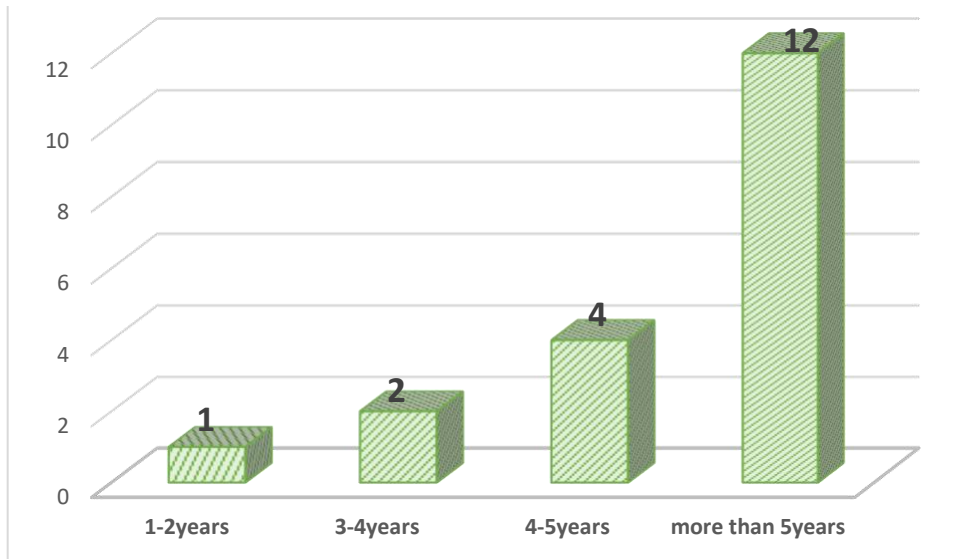


Figure 4.1: Length of stay in Ngaka Modiri Molema District

The derivation from this data set is that participants patronized the malls long enough to give their rich opinions on the phenomenon under investigation. These participants were shoppers at four specific malls in Mafikeng and they expressed their opinion on whether the malls met their expectations and if they are satisfied with services from these malls.

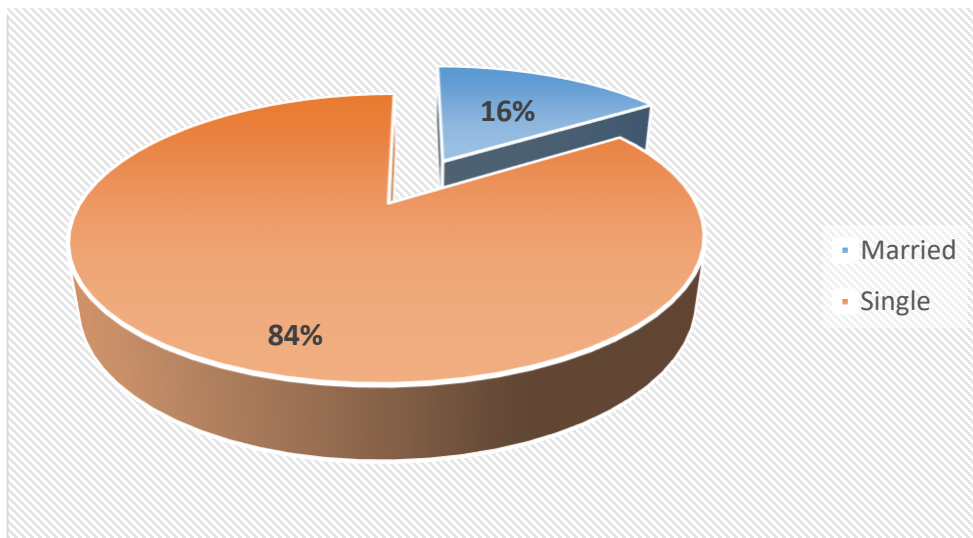


Figure 4.2: Marital status of participants

Twenty participants took part in the study. Nineteen of the participants were between the ages of 21 to 40. The last one did not specify age. Majority (84%) of study participants were single (see Figure 4.2). 8 Participants had matric certificates, for the level of below matric, technical. Diploma and PhD, the frequency of participants was one each at this educational level (see Figure 4.3).

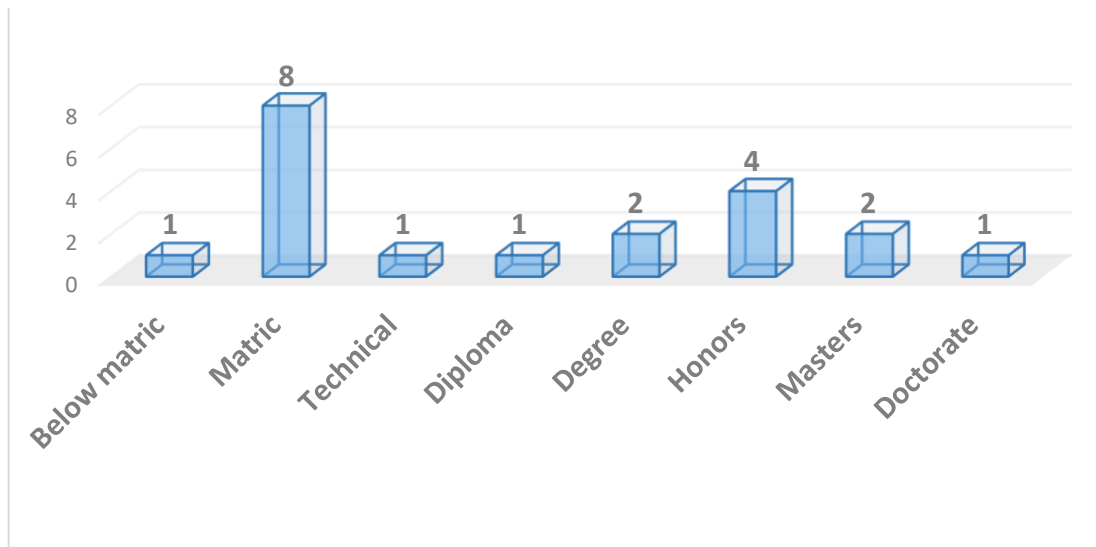


Figure 4.3: Education level of participants

4.4 Thematic approach to coding

Thematic analysis refers to a technique for classifying and analysing patterns in qualitative data (Clarke & Braun, 2013:121). In this study, the thematic approach is understood as an analytic method rather than as a methodology. According to Clarke and Braun (2013:121), thematic analysis is:

Theoretically flexible because the search for, and examination of, patterning across language does not require adherence to any particular theory of language, or explanatory meaning framework for human beings, experiences or practices. This means thematic analysis can be applied within a range of theoretical frameworks, from essentialist to constructionist; thematic “discourse” analysis is even possible”.

From the quotation above, it is clear that thematic analysis can be used for analysing interviews in this phase.

The Atlas-Ti version 8.0 was used for performing analysis (coding process) of the interview transcripts in this study. Atlas-Ti is a software that specializes in analysing qualitative data. Auto-coding was performed on the transcript, to visualize participants understanding and opinions relating to customer satisfaction and utilisation of shopping malls in Ngaka Modiri Molema region. This act helped the researcher to familiarise himself with the discussions and comments emanating from study participants. During the coding process, defined as

participants' perceptions when discussing a particular subject matter, open and axial coding was used. To achieve open coding, it was necessary for the researcher to thoroughly and repeatedly read through the interview transcripts so as to derive possible labels or tags to describe the meaning emerging from the data in the transcripts (Gallicano, 2013:1). This is to say that, the researcher ascribed meanings (i.e. a word or group of words called a code) to a particular piece of text.

Furthermore, the researcher applied axial coding by choosing related codes into categories. Axial coding is basically associating open codes together during the process of data analysis (Gallicano, 2013:1). In Atlas-Ti software, the tools used in creating these codes were “open coding”, “code in vivo”, “list coding” and “quick coding”

In all, 158 codes were derived and some were merged (axial), so as to reduce the number of codes. Open coding assisted in building raw data transcripts into categories, thereafter into descriptive multi-dimensional tentative frameworks that can be used for analysis (Gallicano, 2013:2). These codes were then grouped into code families otherwise regarded as sub-themes. These sub-themes are presented in Table 4.3 and are explored in detail for the purpose of data analysis and interpretation in this study.

Table 4.3: Emerging themes and sub-themes

Theme 1: Attribute of malls that attract customers to a shopping mall		
Subtheme	Inclusion criteria	Exclusion criteria
1.1 Motive for choice of a shopping mall	Motive that push customers to shop in a particular mall	Motives outside shopping in a particular shop
1.2 Consumer loyalty	Consumer loyalty towards a particular shopping mall	Consumer loyalty outside a particular shopping mall
Theme 2: Service quality dimensions that attract potential customers to a shopping mall		
2.1 Characteristics of a shopping mall	Physical characteristics that attract a consumer to continue to shop in a particular shopping mall	Physical characteristics outside a shopping mall
2.2 Consumers' expectations	Customers' expectations in a shopping mall	Customers' expectation outside a shopping mall
2.2.1 Customers' expectations in a standard shopping mall	Expectations which customers wishes to see in a standard shopping mall that affect patronage of a particular mall	Consumer expectations outside a standard shopping mall
2.2.2 Consumers' expectations in an excellent mall	Expectations which customers wishes to see in an excellent shopping mall that affect patronage of a particular mall	Consumer expectations outside an excellent shopping malls

2.3 Service quality	Service quality that that attract potential customers to a shopping mall	Service quality outside the expectation from a shopping mall.
Theme 3: Customer perceptions that influence consumer satisfaction of the shopping mall patronage		
3.1 Opinion and comments influence	The opinions and comments from other customers that influence customer choice of shopping mall	The opinions and comments from other customers outside the one that can influence customer choice of shopping mall
3.2 Reasons to trust on the opinions of others	Reasons why customers trust the opinions of other customers and how this affect choice of a shopping	Not utilizing the opinions of others in the choice of shopping mall
3.3 Personal experiences	Personal experiences that predict continuous patronage of shopping mall	Personal experiences outside patronage of shopping mall
Theme 4: Criteria used in the selection of shopping malls in Ngaka Modiri Molema District		
4.1 Consumer preference	Consumer preference for a particular shopping mall which attract them to patronize the mall	Consumer preference outside selecting a shopping mall
4.2 Factors that affect customer satisfaction	Factors that affect customer satisfaction in shopping in a mall	Factors that affect customer satisfaction outside the tenets of shopping mall.

4.5 Findings connected to each research question

This study strove to determine the influence of perception as major driver of customer satisfaction towards a shopping mall. In light of this, four research questions were asked as stated in chapter 1, section 1.5. These questions include, (1) *which Shopping Mall attributes attract potential customers to a particular shopping mall in the Ngaka Modiri Molema district ?*; (2) *which shopping mall service quality dimensions attract potential customers to a given shopping mall?*; (3) *to what extent does potential customer perceptions influence consumer satisfaction of the shopping mall patronage in Ngaka Modiri Molema district?*, lastly, (4) *which are the criteria used by potential customers in the selection of a particular shopping mall with a good service quality dimensions in the Ngaka Modiri Molema district?*

The presentations in this section offer verbatim extracts from participants' opinions, and visualisation analysis from Atlas Ti. Based on data collected from 20 customers, patronizing four identified shopping malls in Ngaka Modiri Molema district in South Africa, and analysis on Atlas Ti, the results were presented thus:

4.5.1 Mall attributes that attract potential customers to a particular shopping mall in the Ngaka Modiri Molema district

In analysing shopping mall attributes that attract potential customers to a particular mall in the Ngaka Modiri Molema district, Atlas Ti, (a software that specializes in analysing qualitative data) was used for the purpose of qualitative analysis. Auto-coding was performed on the transcript, to visualize participants understanding and opinions regarding attributes that attract potential customers to a particular shopping mall in of the North-West Province. Based on the codes generated, two subthemes were derived as displayed in Figure 4.4

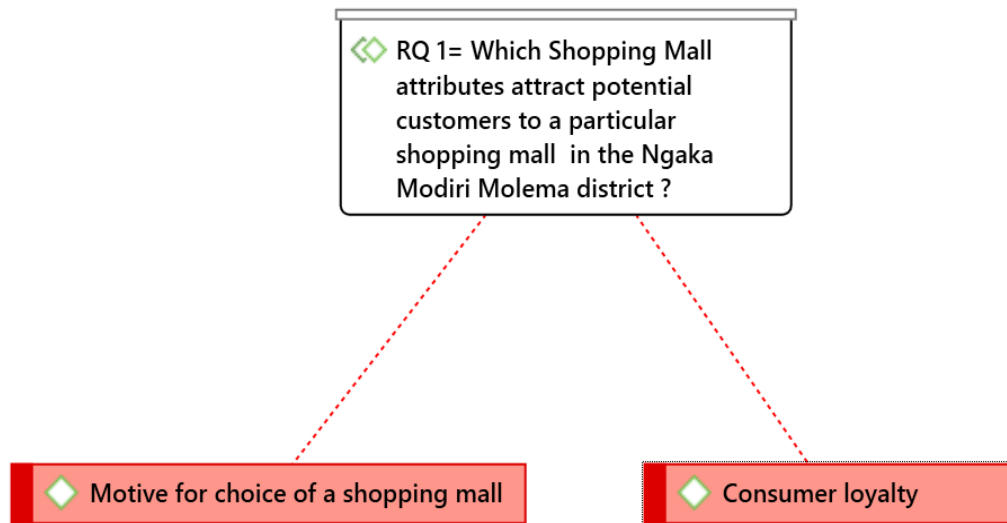


Figure 4.4 showing two sub-themes of

With regards to the sub-theme: **motive for choice of a shopping mall**, Figure 4.5 below visualize motives of participants.

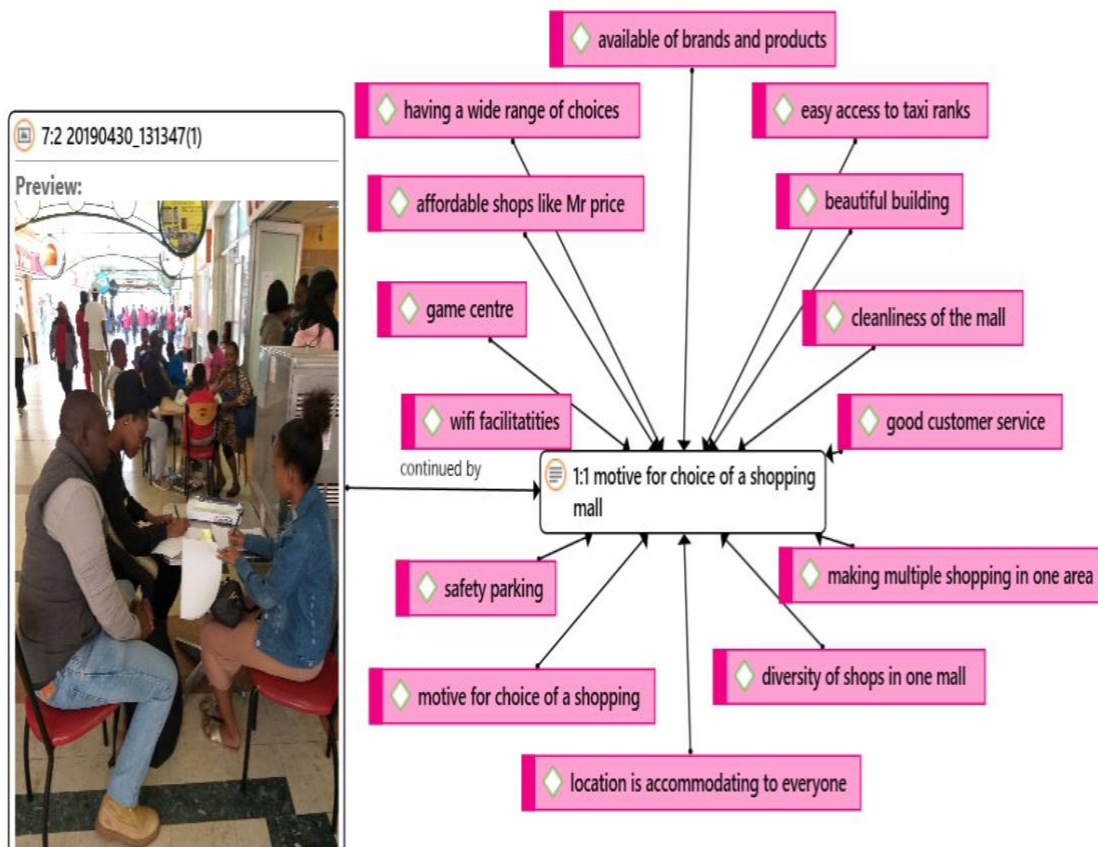


Figure 4.5: Motive for choice of a shopping mall.

With the exception of three participants who said that nothing influences their choice of a shopping mall, the participants choices and preferences were directly linked to uncleanliness of the mall and lack of internet or adequate entertainment facilities. The remaining seventeen participants gave one reason or the other as motivation that drives them to patronize a shopping mall. In fact, five participants express it is the ability to have diversity of shops in one single mall that attracts them to a specific mall (see Figure 4.5 above). Others cited reasons were associated with availability of brands and products, affordable shop and prices and staff readiness. It also emerged from the study that cleanliness of an environment is fundamental to why people would want to shop in a place. As it was expressed that customers were motivated to go to malls that were clean. More so, customers interviewed in the Ngaka Modiri Molema district of the North-West Province revealed that architectural structure of the malls is a significant motivating factor that drives people to shop in malls. The more beautiful and well structure a mall is, the more likelihood for people to visit such malls. Here are a few of their responses (see annexure B: section B- Q9):

...Nothing attract me because it is untidy (P1, line 1)

...Nothing to attract me in that mall because there is no internet, no packing, it is dirty (P3, line 3)

...I am able to make multiple shopping in one area (P4, line 4)

...One shopping stall, the location of the mall is accommodative to everyone and nearby taxi ranks (P5, line 5)

...Safety parking, availability of brands and products (P7, line 7)

...Game centre, casino, Wi-Fi, recreational facilities (P8, line 8)

...Nothing attracting in Ngaka Modiri Molema as it lacks entertainment facilities (P9, line 9)

...Having a wide range of choices (P11, line 11)

...Buildings and the cleaners of the mall (P12, line 12)

...Mr Price, the price is affordable and the clothes look beautiful (P13, line 13)

...How clean it is, prices and staff readiness (P14, line 14)

...The crossing has woollies in which both food and clothes (P18, line 18)

...Clothing shops, restaurants, the customer service is very good and clean (P19, line 19)

With regards the sub-theme **consumer loyalty**, some of the participants interviewed reported that shopping convenience is a vital factor that predict consumers' loyalty (see annexure B: Q 10). Some verbatim examples are given below.

...it convenient to shopping fast (P1, line 1).

...It is big has enough space, it is hot crowded (P2, line 2).

... It has enough shops, transport available any time (P2, line 2).

...Shops are closer to each other and it is easy to one-line shopping (P3, line 3).

...I get to meet a lot of people, I am able to socialise and network (P4, line 4).

...It has shops which I normally use most of the time (P5, line 5).

...Proximity to my residence (P6, line 6)

According to the study participants, shopping convenience entails proximity to residence, official meetings held in the malls, the mall consist of normally patronize shops, reasonable and quality clothes, and guaranteed transportation (see exact customers exact words as generated by Atlas Ti in Figure 4.5). One participant stressed that 'time factor' is the reason

for continuous shopping in any particular mall. For example, the participant expressed further that The Crossing mall is the only mall that closes late in Mafikeng.

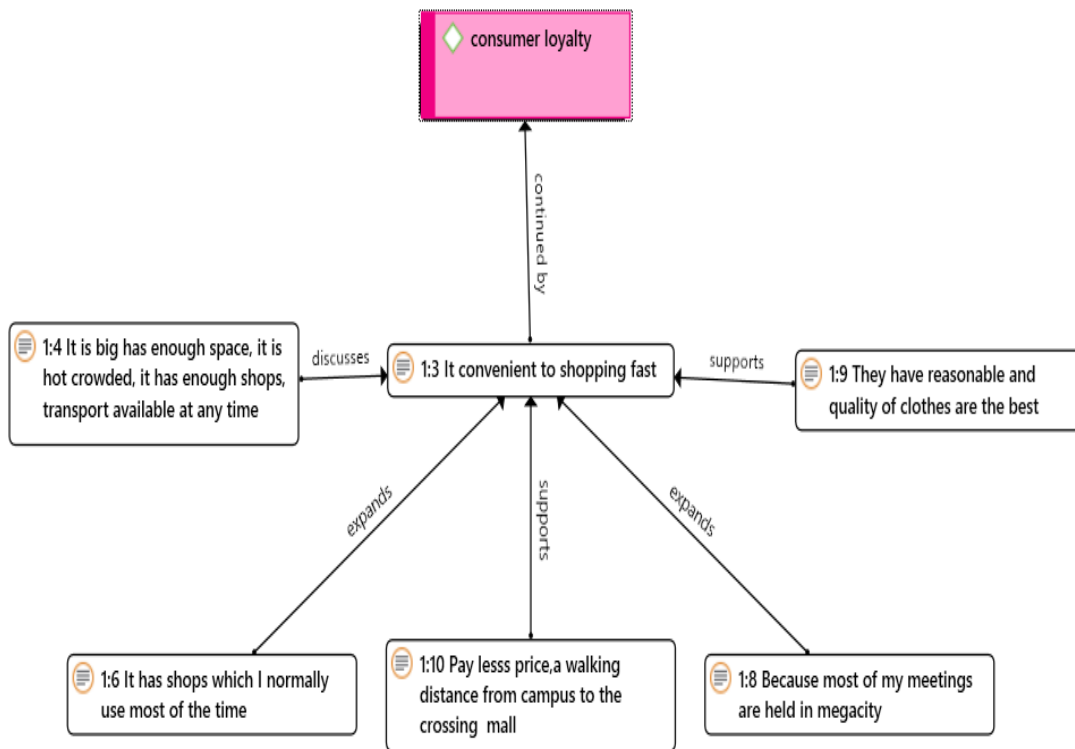


Figure 4.6: Verbatim statements on consumer loyalty.

While the aforementioned is an important finding, it is also an eye opener that irrespective of normal choice goods and products that attract people and promote consumer loyalty, closing time of the malls is relevant and should be looked into when developing consumer loyalty programmes. Below are some of participants' feelings (see annexure B: section B- Q10).

...The crossing mall closes late in the evening, the only mall in Mahikeng (P20, line 20).

...Because most of my meetings are held in megacity (P9, line 9)

It is nearby (P10, line 10)

...Services that are rendered are of high quality (P11, line 11)

...Because it has more shops (alternatives) that has what usually go for shopping (P12, line 12).

...They have reasonable and quality of clothes are the best (P13, line 13).

...There are more clothing shops whereby a person can do more shopping (P15, line 15).

...Pay less price, a walking distance from campus to the crossing mall (P16, line 16).

...Because I don't have much of choices regarding other mall I can go to (P17, line 17)

...There are few shops, recreational facilities enabling me to have a one stop (P18, line 18).

4.5.2 Service quality dimensions of shopping mall that attract potential customers to a given shopping mall in the Ngaka Modiri Molema district

In analysing the above theme, three sub-themes as displayed in Figure 4.6 were derived. They include characteristics of shopping mall, consumers' expectancy and service quality .

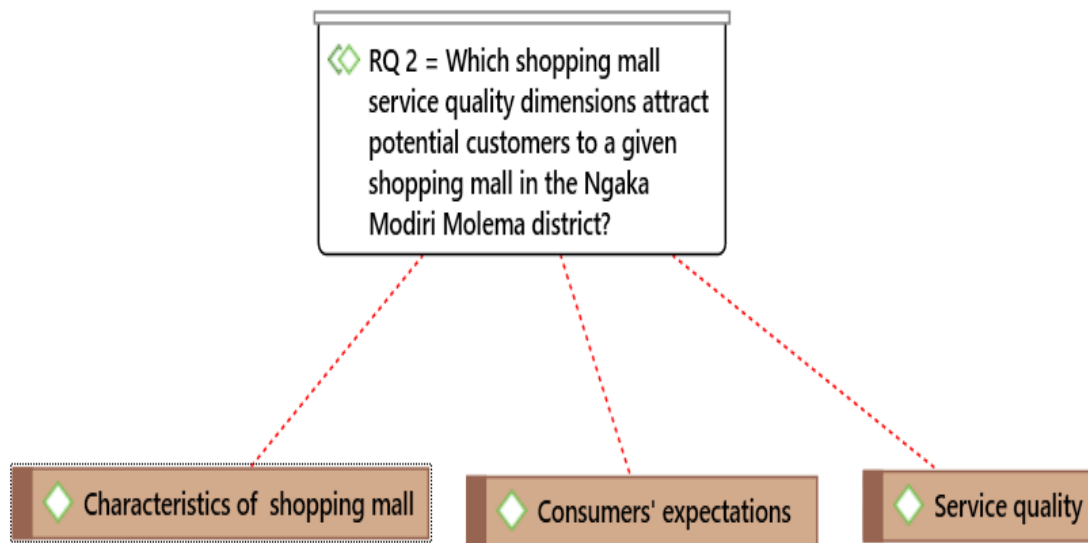


Figure 4.7: Emerging themes for research question two and three sub-themes

With regards the sub-theme **characteristics of shopping mall**, as displayed in Figure 4.7, majority of the participants expressed wanting a mall that is first and foremost all-encompassing (see Figure 4.7; see verbatim words below).

...Cinema, recreational facilities, entertainment facilities, restaurants, music shop, gym and parks (P1, line 1)

...nothing really. This mall doesn't have appealing attributes, it is basically boring (P4, line 4)

...The tidiness of the building (P5, line 5)

...Pricing, nearness to home, stock varieties, choice of different stores (P6, line 6)

...Clean toilets (P8, line 8)

... Reasonable prices, good music in the shops, beautiful clothes (P10, line 10)

... Playing area for kids (P11, line 11) (see annexure B: section B- Q21).

In addition, participants explained that malls that appeal to their sense of patronage ought to be divided into different sections, such as section for children, adult, café, banking halls and restaurants. Likewise, it was revealed by 8 participants that mall structural building and shop size are elements that appeal for continuous patronage. Besides, tidiness of the mall, parking lots area, and clean toilets were noted by majority of study participants to be characteristics associated to preference of a shopping mall. Furthermore, it was voiced out by 2/3 of the participants that prices, services, weekend-schedule, music entertainment, advertising clothes, attitudes towards customers are vital for shopping mall preference. In contrast, three participants said there was nothing appealing about the malls in Mafikeng, for them, the malls do not have any appealing attributes, *below are their verbatim statements:*(annexure B: Q22)

Nothing really. This mall doesn't have appealing attributes, it is basically boring (P4, line 4).

... None (P9, Line9).

...nothing (P3, line 3).

Below are other participant responses in regards to characteristics of shopping mall: (see annexure B: section B- Q21)

...Megacity, it has chairs, recreational, gym, cinema and toilets are unpaid (P1, line 1)

...If the mall is divide into sections e.g. kids, adults, café etc. it will be easier to shop (P3, line 3)

...Beside the fact that it is near my taxi rank, (P4, line 4)

...The building of infrastructure of the mall and the tidiness of the surrounding as well as safety (P5, line 5)

...Buildings of high standard e.g. a mall that has several floors (P11, line 11).

...Mafikeng mall has more clothing shops unlike other malls (P15, line 15).

...The high building, Ph network cafe

...The size of the shop, cleanliness and the way in which things are packed (P19, line 19)

... Prices, service, weekend schedule, music entertainment, advertising strategy, clothes, attitudes towards customers (P13, line 13)

... Staff friendliness, store neatness, atmosphere, range of products, prices, location and rating (P14, line 14)

... Customer service, prices, quality products, quantity products (P20, line 20)

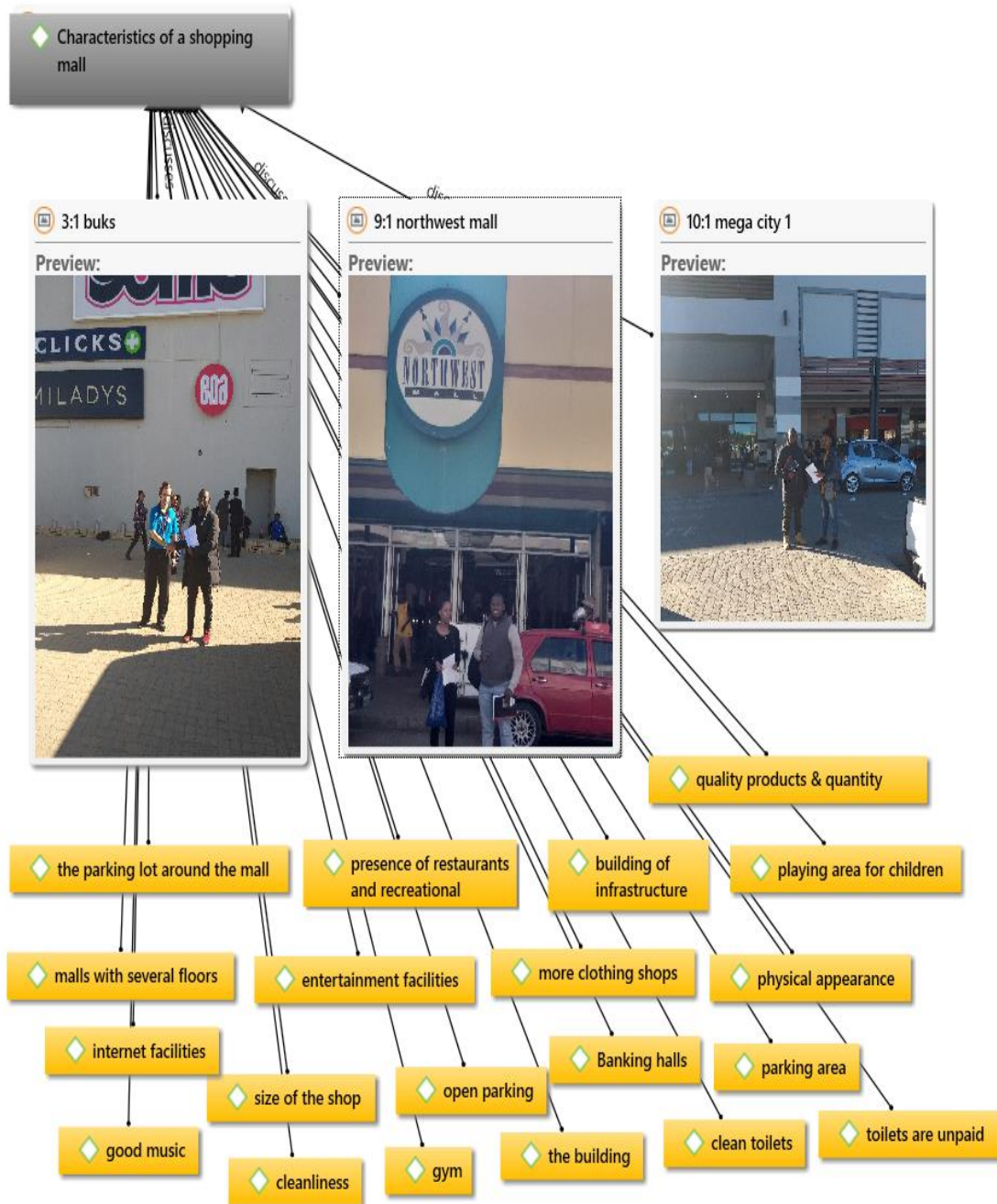


Figure 4.8: Characteristics of a shopping mall

With regards the sub-theme **consumer expectations**, responses from participants yielded two sub-themes, namely expectations for standard shopping mall and expectations for excellent shopping malls (see Figure 4.8).

In light to **expectations for standard shopping mall**, with the exception of one participant, who felt that a standard shopping mall need not have Wi-Fi services, and another voicing that they lack enough shops for choices, (see verbatim expressions below), the rest of the participants were of the view that a standard shopping mall need to have good facilities in place. Below are verbatim words in this regard:

...Safety, Wi-Fi. Service quality, cleanliness (P9, line 9)

...Clothing shops, Restaurant and entertainment facilities (P10, line 10)

...A parking lot that can accommodate everyone visiting the mall (P11, line 11)

...More banks, cleanness and the safety of the mall (P12, line 12) (see annexure B: section B- Q24).

They stress that safety measures are crucial services in any standard shopping mall. Furthermore, security was perceived as significant in that it ensures smooth activities in a standard shopping mall. Factors such as restaurant, banks, and varieties of shops, availability of difference sizes, adult products, affordable prizes, cleanliness, free toilets and good parking space were expected to be seen in a standard mall. Extract from participants' words are presented below: (see annexure B: section B- Q24).

...Recreational areas (cinemas to be exact) (P4, line 4)

...So that I can be able to go to the mall for refreshing and networking with other people (P5, line 5)

...stock varieties of global quality and adequate security (P6, line 6)

...Safety, Wi-Fi. Service quality, cleanliness (P9, line 9)

...Clothing shops, Restaurant and entertainment facilities (P10, line 10)

...A parking lot that can accommodate everyone visiting the mall (P11, line 11)

...More banks, cleanness and the safety of the mall (P12, line 12)

...Adult products (P16, line 16)

...Toilets that are free (P17, line 17)

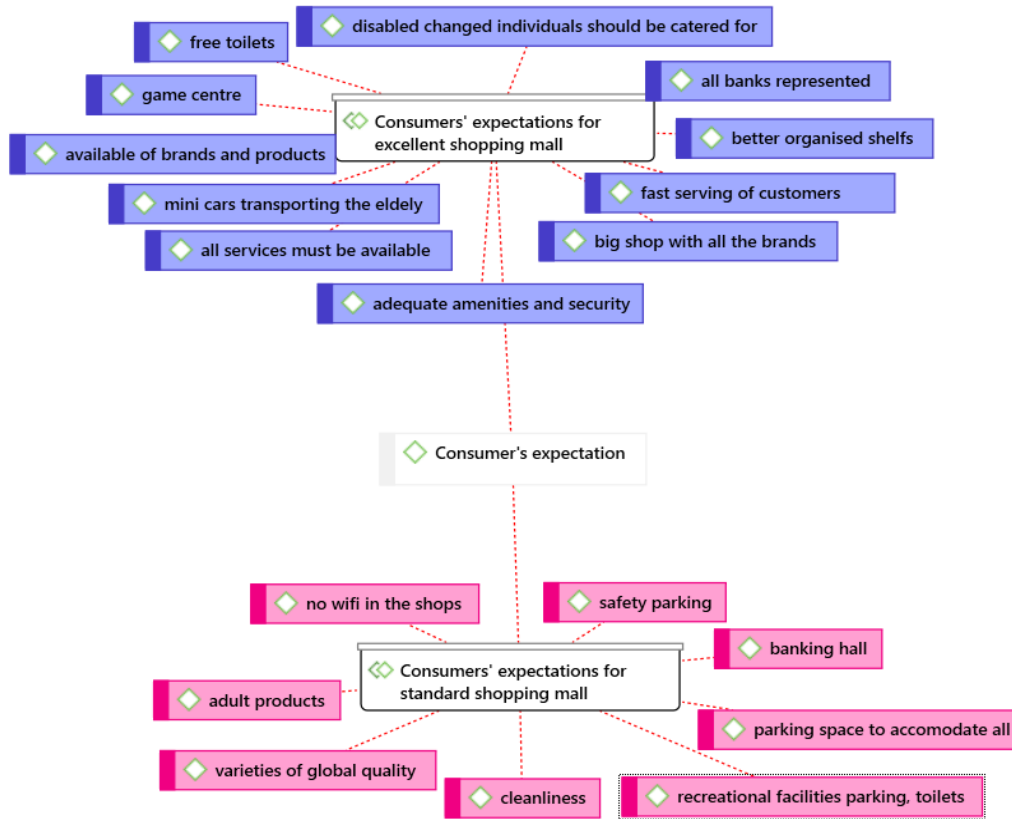


Figure 4.9: Customers' expectations of a shopping mall.

With regards to the theme: **expectations for excellent shopping malls**,



Figure 4.9: Customers' expectations for excellent shopping mall

All participants expected an excellent mall. In their opinions, an excellent mall must have a performing stage, quality shops, Wi-Fi needs to be everywhere in the mall. Besides, one

participant said, mini cars that chauffeur elderly and disabled people should be in place. It was further aired that big shops with brands and all banks need to be represented in an excellent mall. Lastly, security and parking space were also picked up by majority of the participants as a significant factor, as people need to feel secure during shopping in the malls. Examples of participants words are stated below: (see annexure B: section B- Q25).

...Performing stage (P1, line 1)

...Wi-Fi everywhere you go (P2, line 2)

...Wi-Fi, internet, recreational facilities, parking lots, security in the mall and the parking lot (P3, line 3)

...Mini cars transporting older people from one place to another as some are unable to walk distances (P4, line 4)

...So that I can spend of my free time at the mall to reconnect and refresh and also do all the shopping I need (P5, line 5)

...Stock variety, order lines and adequate amenities and securities (P6, line 6)

...parking lots, security tightness, cleanliness (P7, line 7)

... Shops that can cater for all people disabled people included (P11, line 11)

... More banks, cleanness in the mall and safety and more alternative shops at the mall (P12, line 12)

...The security to respect our bags and have more of services (P13, line 13)

.. Better organized shelves. (P16, line 16)

With regards the sub-theme **service quality** as displayed in Figure 4.10, majority of study participants expressed that service quality is good services provided to customers. Participants argued in Figure 4.10, that when people work with others, they need to be aware that friendliness is vital in interaction.

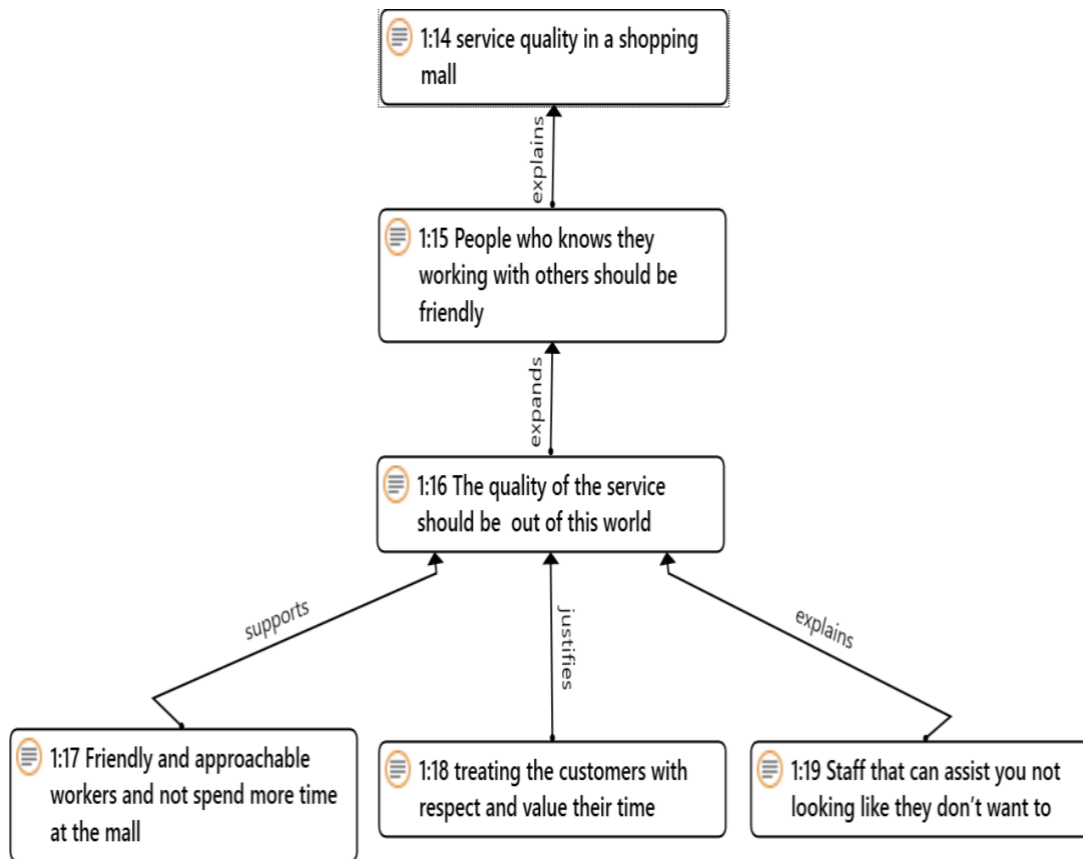


Figure 4.10: Participants’ exacts words on service quality in a shopping mall

This opinion was expanded by another participant who explained that service quality in a mall must be out of the world experience. This perception was supported and justified by other participants. According to the responses gathered, to achieve service quality in a mall is to treat customers with respects and to value their time (see the Figure4.10).

However, 5 participants said that service quality that they receive in malls is not too good an experience. This is because customers are made to stand in the queue longer than necessary. Besides the fact that they go offline occasionally, they complained further that services in the shopping mall differs from one shop to the other, other have poor service quality.

Below are some of participants’ words: (see Annexure B: section B- Q26).

... Lacking of faster services we stand in the queue for so long, sometimes eft go offline when supposed to pay (P3, line 3)

... They treat their customers fairly and there is also security (P4, line 4)

...The services in the shopping mall differs from one shop to the other, other have poor service quality (P5, line 5)

...The quality of the service area really good (P6, line 6)

...People who knows they working with others should be friendly (P7, line 7) t

...Always cleaning and toilets that hygiene (P8, line 8)

...Poor service quality, no privacy, security. (P9, line 9)

...Worker at till should always be friendly towards the customers when they assisting them (P10, line 10)

...The quality of the service should be out of this world (P11, line 11)

...Friendly and approachable workers and not spend more time at the mall (P12, line 12)

...treating the customers with respect and value their time (P13, line 13)

...good prices and friendly staffs (P14, line 14)

...The services are great and a person could wish to come back (P15, line 15)

.... Staff that can assist you not looking like they don't want to (P17, line 17)

...See, quality means products that are quality supplies that accommodate everyone and shops (P19, line 19)

...The service at the crossing is excellent (P20, line 20)

4.5.3 Customer perceptions that influence consumer satisfaction of the shopping mall patronage in Ngaka Modiri Molema district

The influence of potential customer perception and how this affect consumer satisfaction yielded three themes from the data, which include opinions and comments influence, reasons to trust in the opinions of other customers and personal experiences (see Figure 4.11).

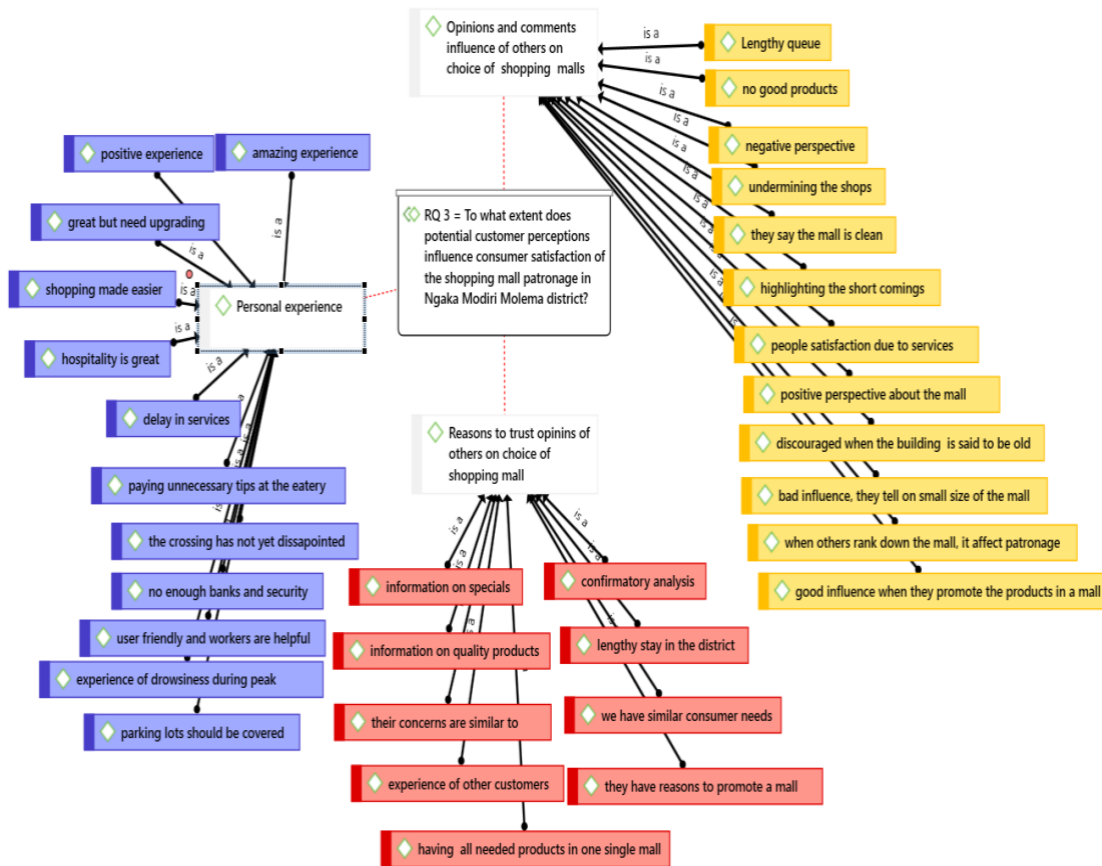


Figure 4.11: Emerging themes on research question 3 and its three sub-themes.

Below is the breakdown of the themes and thematic presentations of participants' views and opinions.

With regards to the sub-theme: **opinions and comments influence**

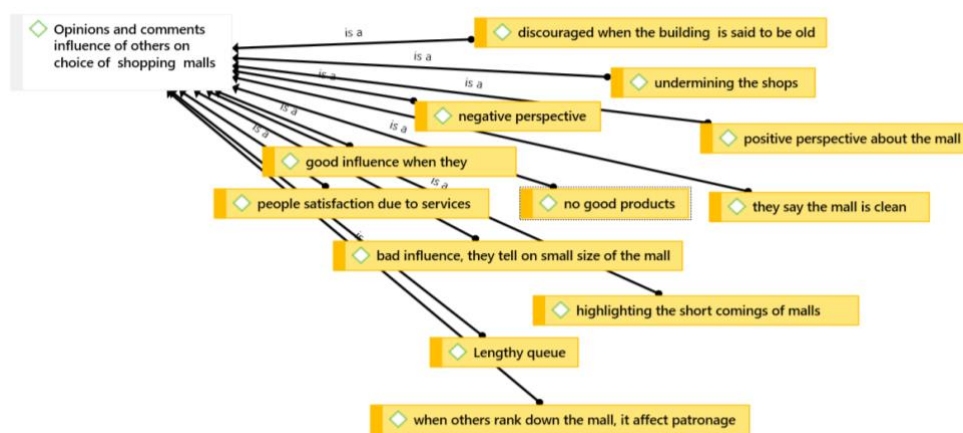


Figure 4.12: Opinions and comment influence

3 participants attest that they do not need the opinions of others to decide where they do their shopping. The reason was linked to different views of people, since everyone has got different

perspective to different goods and product. Below are examples of extracts in this regard: (see Annexure B: section B- Q11).

...I do not rely on people's opinion for shopping mall choice (10, line 10)

...I don't use people's opinions because our preferences are different (P17, line 17)

However, 17 participants of the study expressed that the opinions of other customers are powerful enough to influence the choice of a particular shopping mall (see Figure 4.12). Participants were of the view that other people's opinions discourage future patronage of malls. Moreover, it was revealed that such opinions are two sided, it may have positive or negative influence. Reflections of participants are stated below:

...Bad influence because they will tell how small the mall is and with no seats inside the mall (P1, line 1)

... Quality of the products, affordability of items (P2, line 2)

... Products we buy there off quality also services are fine (P3, line 3)

... Their opinions discourage me in a way that they will be saying the mall is of an old building (P4, line 4)

... The shops in this mall are close to each other and they are shops which are affordable and used by many (P5, line 5)

...It has had a positive impact, because most favour this mall (P8, line 8)

...Only meetings (P9, line 9)

...Positive perspectives about a shopping mall obviously attracts me as a customer (P11, line 11)

...The mall is clean and in the other side they complain with stand more time in line. They must be more cashiers that have to be hired (123, line 12)

...Having people taking about how is the quality of the clothes or undermining the shops (P13, line 13)

...People opinion on mall have a huge impact because if the mall has a bad rating I simply avoid it (P14, line 14)

...The encourage me to do more shopping (P15, line 15)

...Many have said that the crossing mall has a lot of shopping sprees, you can go there to celebrate your events (P16, line 16)

...It plays a major influence as a young person trends are very important (P18, line 18)

...A lot of people knew it the same way I do and they also prefer it. (P19, line 19) (See annexure B: section B- Q11).

With regards to the sub-theme: **Reasons to trust opinions of others on choice of shopping mall**, majority of the participants said that they have many reasons to

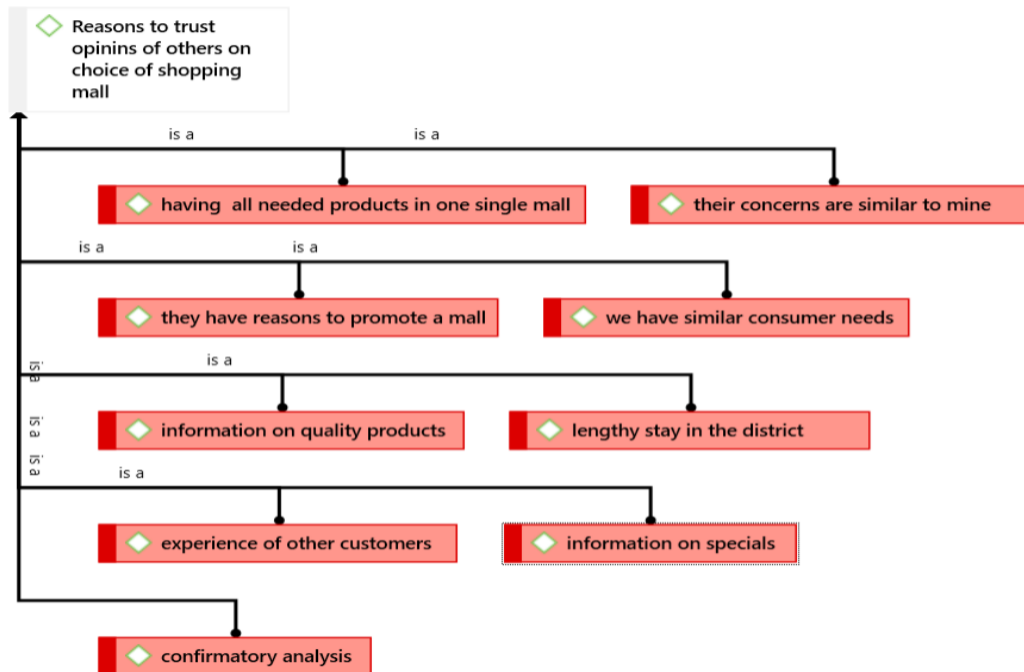


Figure 4.13: Reasons to trust opinions of others on choice of shopping mall

Trust opinions of prior consumers, the reasons for their trust is seen in the exact below:

... Will tell you where there's specials or quality of the products (P1, line 1)

... Because I am comfortable walking in the mall and I can afford the prices (P2, line 2) (see annexure B: section B- Q12).

Furthermore, more than 2/3 participants were of the opinion that they have no reason not to trust other customers, particularly those that have stayed long in Mafikeng. According to the participants, such customers had better information about services and quality products in the shopping mall in the area. And such first-hand information is needed for shopping to run smoothly. Issues on parking and security were raised, and participants said, knowing beforehand that a particular mall is safe and secure to shop is important, and can affect where

they decide to shop. Besides, they concluded that all customers have similar concerns, and it is in this similarity that drives their trust. Examples of participants' words are quoted below:

... Their concerns are similar to mine (P7, line 7)

... I trust their opinion because we have similar consumer need (P14, line 14)

... Because when you enter that particular mall, you leave with everything you need, not having to go around town looking for the other things (P5, line 5)

... Satisfactory services rendered (P6, line 6)

... Because they have lived in Mafikeng more than I have (P8, line 8)

... One would not talk good about a place for no reason (P11, line 11)

... I hate standing for more than expected time in lines and on the other hand they close their shop early (P12, line 12)

... Getting the likes that I dress well is what motivates more to continue buying clothes (P13, line 13)

... I have been there after they have shown me the area (P15, line 15)

... I have went to relax there with my family and all were satisfied with the service provisions (P16, line 16)

... It also equate to value for money, you would want to go to a place which comes highly recommended (P18, line 18)

... Because I believe that they are right and fully agree with me (P19, line 19) (see annexure B: section B- Q12).

With regards to the sub-theme **personal experiences** as visualized in Figure 4.14, participants expressed mixed opinions. They submitted that their experiences have been positive but also negative. Some of the participants expounded that, while experiences have been amazing, there were some related delay in services. They complained of the end of month shopping rush and long queues at the mall. Some explained that, such long queues have resulted into fainting spell.

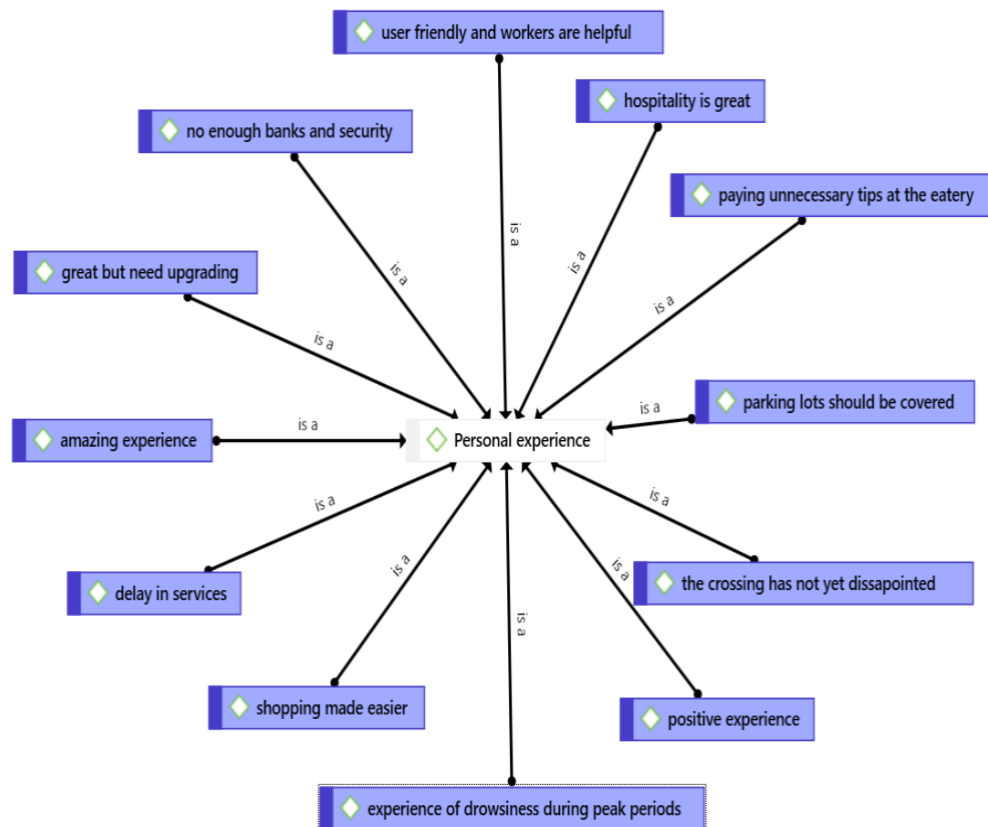


Figure 4.14: Personal experience

While a majority of participants affirmed that information derived from prior consumers facilitated speedy shopping, there were some who thought differently. This is because they are able to move across shops very quickly, since they have prior knowledge of which shop sells what and what products. This information, according to study participants, was perceived as very helpful. Below are some responses of participants:

...Shop quickly, move from one shop to other in a small period of time (P1, line 1)

...I have experienced drowsiness in the mall especially on month-end because of space (P2, line 2)

.... Sometimes is slow and long queue and their delaying to help customers (P3, line 3)

...I personally have no complains about the mall. I just want to see more improvement (P4, line 4)

...I always visit this mall whenever I come to town because it has most shops that I need (P5, line 5)

...It has always been amazing (P6, line 6)

...They shops close early which doesn't accommodate us working and knocking out late (P7, line 7)

...It is great but needed to be upgraded (P8, line 8)

...It is user friendly and workers there are of good help (P10, line 10)

...I have never had an alteration with the retailers and when one needs help at a certain shop one is attended to at a blink of an eye (P11, line 11)

...I have realised that there is no enough banks and other things need to be done their e.g. securities (P12, line 12)

...The hospitality is great of the services they provide is also good (P13, line 13)

...It has not been too bad I recommend staying dear during month end (P14, line 14)

...I have went to spur and I had to pay a lot of cash and tip (P16, line 16)

...Cleanliness play part, most recommended malls are clean, safe and have a variety of choice (P18, line 18)

...My experience is a very positive one, I am always satisfied when I leave the mall (P19, line 19)

...Besides lack of other shops, the crossing has not yet disappointed (P20, line 20) (see annexure B: section B- Q14).

4.5.4 Criteria used in the selection of shopping malls in Ngaka Modiri Molema District

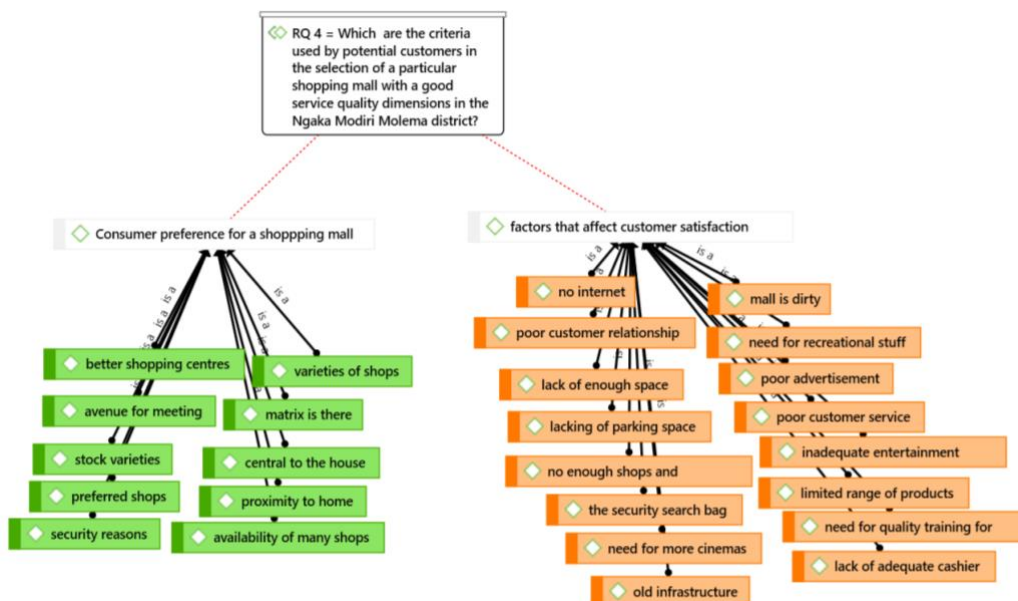


Figure 4.15 showing research question 4 and its two sub-theme

In analysing criteria used in the selection of shopping malls in Ngaka Modiri Molema, two sub-themes were derived from the data, which include consumer preference for a shopping mall and factors that affect customer satisfaction (see Figure 4.15 above).

With regards sub-theme **consumer preference for a shopping mall**, Figure 4.16 displays the distribution of study participants with their groundedness (frequency), shoppers of Mafikeng mall reported to have groundedness of 5, The Crossing (5), North West Mall (5) and Mega City Mall (5). Customers gave specific reasons why they prefer a particular mall. For example, those that preferred shopping at North West mall explained that their attraction was linked to the top standard parking lot. While those that preferred the crossing said, the mall have better shopping centres, and housed the matrix shop (see Figure 4.17). Likewise, the preference was linked to mall operation time, as the shops closes after 19:00. Which is very convenient for the Crossing shoppers.

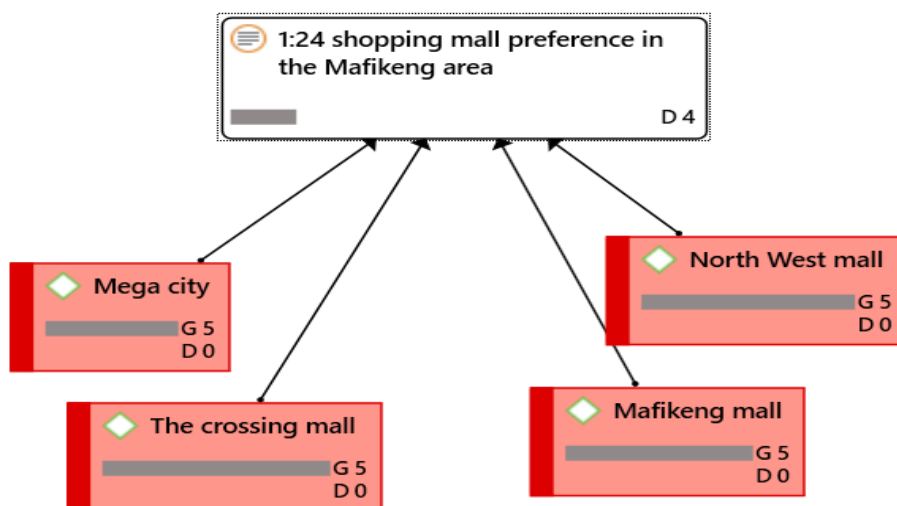


Figure 4.16 Frequencies for shopping malls

Additionally, participants that preferred Mega city mall, argued based on convenient factor, Mega city was their preferred choice because they hold meetings in the mall, and shopping afterwards was a matter of convenience. Besides, the Mega city is within reach of accessing transportation.

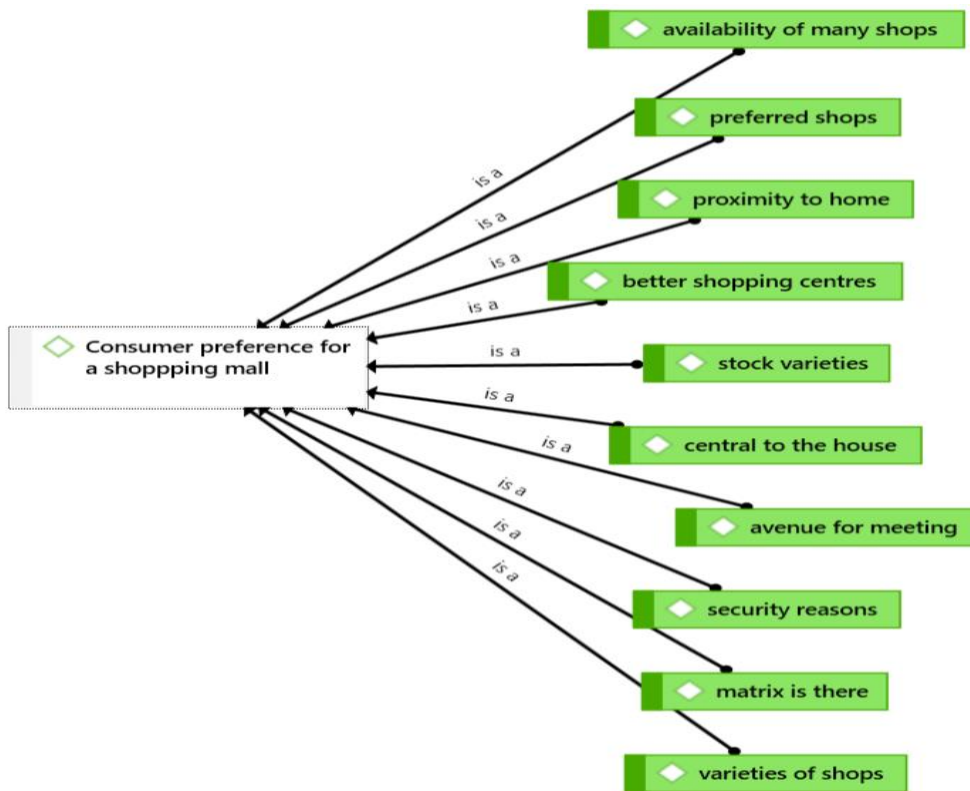


Figure 4.17: Customers’ preference for a shopping mall

Below are participants’ words:

- ... Because it has many shops that I want (P1, line 1)
- ... Because it has shops that I like and a parking on top (P2, line 2)
- ...The mall is basically closer to where I get taxis to and from home (P4, line 4)
- ... This mall has most shops that I normally use and it is near everything, it is in the centre of a town (P5, line 5)
- ...The ease of attention to customers and stock varieties (P6, line 6)
- ...All most of the shops are there (P7, line 7)
- ...Its closer to where I reside (P8, line 8)
- ...The chances of me getting the stuff that I want to buy are (P11, line 11)
- ...Because it has many shops (P12, line 12)
- ... It is cool and peaceful (P15, line 15)
- ...Better shopping centres. It has the matrix (P16, line 16)
- ...Given we are in Mafikeng it has a bit of variety as compared to other shopping centres (P18, line 18)

...Because it has many shops that I love (P19, line 19)

...Because the shops close after 19:00, which is the time I am free for doing shopping especially grocery (P20, line 20) (see annexure B: section B- Q7).

With regards the sub-theme **factors that affect customer satisfaction**, all participants expressed that the shopping malls in Ngaka Modiri Molema district are faced with one issue or the other, see Figure 4.18. Precisely, participants said that there is need to train employees and cashiers serving at the malls. Also, they complained that security at the shops search their bags, which is not too pleasant. In this regard, participant appear not to be satisfied with customer relationship. Majority of study participants said the services received in some of the malls need to be addressed.

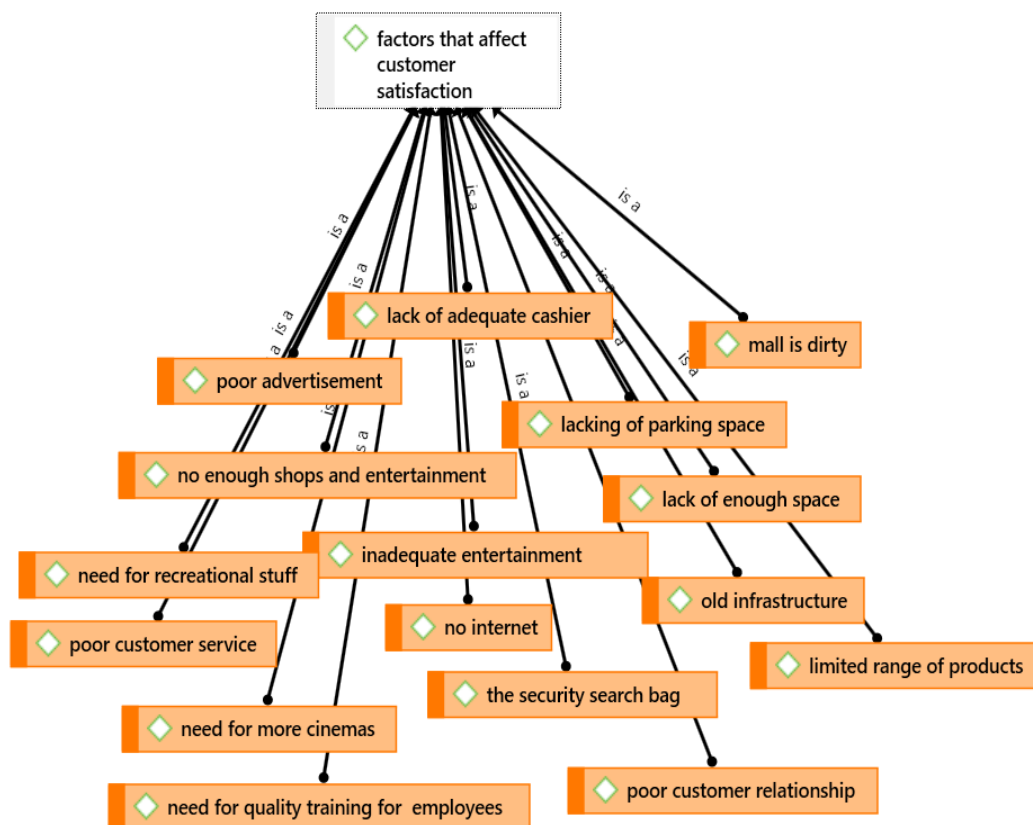


Figure 4.18 Factors that influence customer satisfaction

Below are examples of participants' words:

...It doesn't have enough parking (P1, line 1)

... Chairs inside the mall, so that you can rest for minutes (P2, line 2)

... It doesn't have enough shops and parking for cars (P3, line 3)

... I wouldn't say that there's something lacking but if they could fix the infrastructure I would be happy (P4, line 4)

...More internet, more spaces to sit and network with others, more Wi-Fi and restaurants (P5, line 5)

...Customer relationship (P6, line 6)

...Customer service in other stores is poor (P7, line 7)

...Entertainment facilities (P8, line 8)

...Poor advertisement, poor services to customers, the mall is dirty (P9, line 9)

...Quality training for employees (P11, line 11)

...There is not enough cashier to help customers and this result to stand more than expected time (P12, line 12)

...Having the security to go through our bags and search it like nobody business (P13, line 13)

...They don't exactly have the widest range like bigger town (P14, line 14)

...Shops are not grouped together accordingly so it makes it harder to move from 1 shop to another when you have found what you want no covered parking for cars (P17, line 17)

...Variety in shops (P18, line 18)

...More shops of different brands, more recreational stuff things like cinemas (P20, line 20) (see annexure B: section B- Q8).

4.6 Summary of the chapter

This chapter presented findings related to customer satisfaction and utilisation of shopping malls in Mafikeng, in South Africa. The presentation was aligned with research questions. Likewise, the chapter discussed analytical processes taken for data analysis, thematic approach to coding, and findings connected to each research question. ATLAS.ti facilitated the qualitative analysis of this study, and each finding was visualized before thematic presentations and verbatim quotes from participants. The next chapter deals with conclusions and recommendations.

CHAPTER FIVE

CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

The previous chapter presented data analysis and interpretation of results extracted from the qualitative (semi structure interview) approach on customer satisfaction and utilisation of shopping malls in Ngaka Modiri Molema region, South Africa. In this study, the discussion section focuses on a summary of qualitative results through the Atlas.ti statistical software. The discussion of the results follows each research question as stated in Chapter One and themes generated from the data by Atlas-ti involving the thematic approach to coding. The interview consists of four major questions with the focus on shopping malls offers probable answers to the phenomenon under study.

The discussion in this study entails integration of opinions of the participants from the field from the twenty participants and links it with related literature review in Chapter Two of the study. The prime goal of a literature in qualitative study is to aid the researcher in establishing the available literature in the study and findings gathered from the data set (Creswell, 2014). Thus, an endeavour to support the findings in this study with the literature review justified an attempt to provide a broad synopsis of the study.

This study investigated customer satisfaction and utilisation of shopping malls in Ngaka Modiri Molema region, South Africa, and addressed vital influences of consumer perception as major driver of customer satisfaction towards a shopping mall. Furthermore, the chapter focuses on the research questions which guided this study as stated in chapter one as well as discussions of results elicited to research questions, summary of the study, limitations of the study, major contributions to the body of knowledge, suggestions for the future study and terminates the chapter with conclusion.

The subsequent sections re-visit the four research questions identified in this study.

5.2 Discussion of Research Questions

This section highlights the vital results with reference to the research questions. It aims to validate the research questions of the study accomplished using the research approaches identified in preceding chapters. The discussions in this section are to the research questions statement in Chapter One.

5.2.1 Discussion of Research Question 1

RQ1: *Which shopping mall attributes attract potential customers to a particular shopping mall in the Ngaka Modiri Molema district?*

This question sought to investigate shopping mall attributes that attract customers to each of the four shopping mall's identified and analysed through Atlas Ti, in this study. The qualitative dataset revealed that the participants cited cleanliness and architectural structure of the malls as significant motivating factors that entice people to shop in malls and as fundamental to why people would want to shop in that particular mall. This is supported by the study by El-Adly (2006; Ahmad 2012; Runyan *et al.*, 2012 and Aliagha, *et al.*, 2015). These authors aver that the shopping mall appealing atmosphere is a fundamental attribute in attracting shoppers. In addition, the environment of a shopping mall has great influence on the larger part of shopping mall patronage.

Furthermore, Runyan *et al.* (2012) also aver that aesthetic and environmentally friendly environment motivate possible patrons to engage in window shopping, and move around the shopping mall complex before engaging in proper shopping task in a particular store within a mall. This also supported by the study by Ortegón-Cortázar and Royo-Vela (2017) who observed that majority of people that visit shopping malls are not only visiting malls for purchase of merchandise but that such malls are a place for having fun and entertainment. Relative to the availability of aesthetic structural design and hygienic atmosphere, the environment of the shopping mall has an impact on the brand integrity of each mall.

In addition to the foregoing, the results of the analysis of theme 1 show that shopping convenience such as parking lots, nearness to shoppers' residence, spacious meeting place, reasonable and quality clothes and transportation networking all combined serve to attract and promote consumer loyalty to a particular mall. This is in line with the study by Hart *et al.* (2007) and Shamsheer, (2015), who affirm that an open and all-embracing assessment of numerous attributes attracts potential visitors and existing shoppers to a shopping mall. These include accessibility, merchandise, service, clientele, physical facilities, convenience, parking lots, and nearness to dwelling places. Dębek, (2015) mentioned aesthetics, conducive atmosphere, convenience, commercial capability, layout, leisure arena, safety, and social positioning are regarded as similarly important drivers of shopping mall attractiveness.

Lastly, this study identified closing time of the malls as a significant factor that attracts people to shopping mall and also found the long hours enhance customer loyalty. This corroborates the study by Crawford (2010), who affirmed that the inclusion of other exciting activities into shopping mall surely elongate hours of business activities of shopping mall and attract large people to such shopping mall. This was also buttressed by Business Report (2018) that the extended operation hours of shopping mall draw traffic and has favourable impact on sales turnover of the stores within the shopping.

According to Makgopa (2016), with the rate of proliferation of shopping malls, shoppers tend to be selective on which mall to visit. Shoppers tend to visit the most attractive shopping mall within their reach and couple shopping mall to their wants and preferences in terms products offerings, brands, assortments and services.

Hence, it is imperative for shopping mall facility managers to comprehend what attract shoppers to their shopping malls relative to other available shopping mall qualities. Ndungu, (2017) submitted that to draw traffic to shopping, there is need to create stimuli that attract people to the shopping mall. Thus, when people visit a shopping mall, their expectation is to have a pleasurable and memorable events that keep them to stay longer than scheduled. When this cannot be attained this might lead to consumer dissonance or consumer dissatisfaction.

5.2.2 Discussion of Research Question 2

RQ2: *Which shopping mall service quality dimensions attract potential customers to a given shopping mall in the Ngaka Modiri Molema district?*

In order to answer this research question, the researcher adopted one service-quality model namely, the SERVQUAL, propounded by Parasuraman, *et al.* (1985), with ten components for assessing and managing service quality. The concept that was drawn from SERVQUAL model includes integrity, receptiveness, consistency, safety, empathetic, an aesthetic architecture structure, convenience, politeness, capability of the staff and communication. These aforementioned features are similar to driving forces responsible to attracting people to public places in general (Gehl, 2013; Dębek, 2015).

More so, the research question guided us to establish the impact of service quality dimensions in attracting customers to shopping mall in Ngaka Modiri Molema district. The qualitative dataset through Atlas.ti and thematic approach revealed that security and parking space were

also picked up by majority of the participants as significant factors, as people need to feel secure during shopping in the malls. This finding is consistent with the study conducted by Lutchminarain (2015) who identified that a safe and effective security approach makes customers feel protected. There is need for a balance between stand-by physical security measures and customers believing they are safe, as well as there being no restriction in their movement within the shopping mall.

Participants reaction to parking lots in the study of Ndungu (2017) reveals that shoppers deliberately avoid shopping malls with challenging parking lots, that is, lack of adequate spaces to accommodate many vehicles. In addition, the study by Makgopa (2016); Rajasekar and Chadar (2016) describe parking lots as one of the attributes that draw shoppers and also enhance convenience to patronise a shopping mall.

Furthermore, participants clarified malls that appeal to their sense of patronage need to be divided into different sections such as for children, adult, café, banking halls and restaurants. Besides, the hygienic ambience of the shopping mall environments, parking space area, and clean toilets were noted by majority of study participants as characteristics associated to preference of a shopping mall. This is in accordance with the study by Farrag *et al.* (2010), Lutchminarain (2015), Makgopa, (2016), Beiró et al (2018) who confirmed that people tend to visit shopping mall for diverse motives, not only for buying goods . This is further supported by research conducted by Gilboa (2009) which classified shopping mall activities into hedonic and utilitarian categories.

These scholars affirm that people visit shopping mall to engage in various activities, also periodically shopping mall management design promotion activities in the form of entertainment to attract traffic to the mall. These entertainment activities include children's programmes, fashion shows, cultural events, music and more. This is further supported by the study conducted by Farrag *et al.* (2010), who concur that people casually visit a mall just to attend fashion shows. Makgopa, (2016) found that family perceives shopping malls as entertainment arenas where their children can freely play around and have fun based on available facilities. Sit *et al.* (2003) claim that "entertainment is pivotal to shopping centres because it induces an exciting and fun shopping experience, which in turn could entice consumer patronage." In the same vein, Nicholls *et al* (2002) established that 21st century

shopping mall shoppers are known to be more entertainment driven as compared to shoppers' in the previous era.

Contrary to the study expectations, participants submitted there was nothing appealing about the shopping malls in Ngaka Modiri Molema district. In their perception, all the shopping malls lack appealing attributes. Findings further clarified that standard shopping mall and retail shops in the mall need to have good facilities in place. This is in accordance with the study by Kanaiyalal, (2012) which disclosed that South African consumers are transforming into global customers, aspiring for better facilities, higher quality merchandises, top class brands and services that meet global standard. This is also supported by previous researches (Hart *et al.*, 2007; Gudonaviciene & Alijosiene, 2013; Makgopa, 2016). These scholars concurred that consumers' choice of shopping mall is determined by significant shopping mall attributes that attract shoppers to a shopping malls such as easy passage to the shopping mall, top brands availability at retail stores and store ambience and parking lots.

With regards the sub-theme of this study on consumer expectations, responses from participants indicated high expectation for service quality in shopping malls. Quality in a service organisation is akin to shopping mall. Awoke, (2015) avers that service quality determined the degree in which services offered by shopping mall match the shoppers' expectation always. The study by Santos (2003) and Awoke (2015) showed that service quality dimension is generally assumed as a degree of perceived service delivered that meets customer's expectation. To this end, Zeynep and Mutlu (2009) confirm that this is important due to close association between service quality and customer satisfaction, positive word-of-mouth (PWOM) and customer loyalty.

However, the findings of this study further revealed that factors such as eatery, financial institutions, varieties of retail outlets, products lines, affordable prizes, hygienic atmosphere, free toilets and good parking space were expected to be available and in good condition in a standard mall. All these are presumed to ensure smooth running activities in a standard shopping mall. This is in line with a study conducted by El Saghier (2015) where he recognized five dimensions of service quality: reliability, responsiveness, assurance, empathy and tangibles (physical facilities, equipment and neat and cute staff). Lastly, safety and security were also stated by majority of the participants to be a significant factor, as people need to feel secure during shopping in the mall. The findings of this study identified safety and security

measures as significant services in any standard shopping mall in order to ensure smooth day to day activities in a standard shopping mall.

Subsequently, the majority of previous researches of Pitt and Musa (2009), Lutchminarain, (2015) and Ceccato and Tcacencu (2018) emphasise that presently shopping mall management have developed their proactive approach in tackling challenges related to security and safety of lives and properties. For example, Lutchminarain, (2015) asserted that many shopping mall managements in South Africa have physical security guards on the ground either managed in-house or out-sourced, basically to achieve safety and security objectives within their environs. In addition, these authors recommend closed-circuit television technology (CCTV) as a modern tool used in many shopping centres to identify and record events that goes around in the shopping mall.

This was also supported by recent study by Ceccato and Tcacencu, (2018), they maintained that well managed shopping mall atmosphere or surroundings can boost security and safety shopping mall visitors and properties, as well as keep thugs, crooks and criminals afar away. Thus, a well-maintained atmosphere passes a message that the environment is well taken care by the authority.

However, majority of study participants expressed that service quality is good services given to customers, that is when staff interact with customers who need to be conscious that pleasantness is important in communication. In line with the study conducted by Tefera and Govender, (2017), this current study attests that service organisation is expected to be conscious of the manner in which services are delivered to their prospective and existing customers, as this directly or indirectly influences the perception of people in evaluating the degree of satisfaction or consumer dissonances towards such business, such as shopping mall.

Furthermore, few participants confirmed that their experience relative to shopping mall in this study categorically said 'service quality is poor'. This was as results of keeping shopping mall shoppers to stand in the queue longer than necessary in many of stores in these shopping malls studied. Although customers complained that services in the shopping mall differ from one shop to the other, customers in this study clearly perceived that the malls have poor service quality. This is in accordance with the study by Sohail, *et al.* (2012) where other attributes that have strong influence on shopping mall visitors' satisfaction are highlighted such as short

waiting period before service, proper hygienic conditions, in store atmosphere temperature and cool music. The scholars further affirmed that when customers are pleased with retail outlets service, they gave thumbs up of satisfaction compared to retail outlets where shoppers were not well treated and where the service rendered was perceived as poor. Negative word-of-mouth (NWOM) has severe consequences where shoppers congregate and are kept waiting for services, which is an indication dissatisfaction.

5.2.3 Discussion of Research Question 3

RQ3: *To what extent does potential customer perceptions influence consumer satisfaction of the shopping mall patronage in Ngaka Modiri Molema district?*

In analysing the influence of potential customer perception and how this affect consumer satisfaction, three themes were derived from the data, which include opinions and comments influence, reasons to trust in the opinions of other consumers and personal experiences (see Figure 4.11).

Consumer perception is a judgment about activities observed and evaluated, although this differs from individual to individual, since customers have different views towards particular services, hence products are identified as the pivot influence on customer satisfaction (Brajaballav, 2016; Kushwaha, Ubeja, & Chatterjee, 2017; Prashar, Singh, Parsad, & Vijay, 2017).

Consumer perceptions are relevant to the success of a service organisation and often determine the success or failure of products in the market arena. Rajasekar and Chadar (2016) identified various factors that initiate favourable perception of shoppers in shopping malls, which include as a large quantity and variety of customers' brand choices, a large quantity and, nice atmosphere, availability of fun and entrainment services. However, majority of the participants of this study expressed that the opinions of other consumers are powerful enough to influence the choice of a particular shopping mall (see Figure 4.12). This was confirmed among the majority of the participants, that people's opinions can influence future patronage of a particular shopping malls. This is in line with the concept word-of-mouth (WOM).

Researchers such as Ahmad (2012), Ghaedi, (2013), Ahmad *et al.* (2014) and Maisam, and Mahsa (2016) describe WOM is an interactive socialisation protocol and discussions activity that exists among potential and existing customers based on perception and experience towards

a product, services, organisation and brands. Ahmad *et al.* (2014) classify WOM to be positive (PWOM) and negative (NWOM). The PWOM is associated with reference, recommendation, support and satisfaction. The scholars in the study linked the negative (NWOM) to disappointment, cognitive dissonances, deceptive, low quality and below expectation. Therefore, Casalo *et al.* (2008) and Ghaedi (2013) declares that PWOM exerts a great influence on shoppers' choice on where to shop, hence service organisation need to explore the platform of PWOM to increase their market share (Casalo *et al.*, 2008; Ghaedi,2013).

Consequently, this study revealed that majority of participants affirmed that information derived from prior consumers, eased speedy shopping. This is because potential shoppers are able to walk around all the retail outlets within the mall easily, since they have prior information of the outlets that offer their wants and preferences. This is in accordance with the empirical study conducted by Ahmad *et al.* (2014), wherein the researchers reported that a majority of their respondents trust close associates', friends, relatives and networks comments and recommendations because such references make buying decisions easier and satisfactory for them.

Lastly, more than 2/3 participants were of the opinion that they have no reason not to trust other customers, particularly those that have stayed long in Mafikeng. In line with the study Ghaedi, (2013), WOM information is regarded to be trustworthy compared to organisational advertisements. In support of Ghaedi assertion, Maisam and Mahsa (2016) affirm that word-of-mouth is more influential to convince and persuades people to patronise a product or service compare to organisation marketing campaign due to shoppers trust and believe WOM.

Therefore, word-of-mouth is considered an important and integral factor that affects decisions to shop in one or the other of the diverse malls. This is because shoppers relied heavily more on information gathered from families and friends as credible compared to commercials from audio-visuals, prints and electronic media (Ghaedi, 2013). Though this often occurs when the nature of the products is of high quality and the shopping is very important, shopping mall management are advised to consider PWOM as a vital instrument in building positive perception among customers and prospects towards their malls because it is influential in drawing higher traffic to such a positively perceived market arena.

5.2.4 Discussion of Research Question 4

RQ4: *Which are the criteria used by potential customers in the selection of a particular shopping mall with a good service quality dimensions in the Ngaka Modiri Molema district?*

The study sought to be specific about the criteria or factors that motivate the shoppers to a particular shopping mall among major shopping in Ngaka Modiri Molema district. Atlas Ti facilitated the qualitative analysis of this study by revealing that criteria that drives individuals to purchase products or services in a particular shopping in Ngaka Modiri Molema district. The criteria that shoppers used to shop in a particular place is the criteria that drives people to purchase products or services (Jamal, Davies, Chudry, & Al-Marri, 2006; Patney, 2010)

In analysing criteria used in the selection of shopping malls in Ngaka Modiri Molema, two sub-themes were derived from the data: consumer preference for a shopping mall and factors that affect customer satisfaction (see Figure 4.15).

With regards sub-theme consumer preference for a shopping mall, Figure 4.16 displays the distribution of study participants with their groundedness (frequency), shoppers of Mafikeng mall reported to have groundedness of 5, the Crossing (5), North West mall (5) and Mega city mall (5). Consumers gave specific reasons why they prefer a particular mall. For example, those that preferred shopping at North West Mall explained that their attraction was linked to the top standard parking lot. Those that preferred The Crossing said, the mall has better shopping centres, and housed the Matrix shop (see Figure 4.17). Likewise, the preference was linked to mall operation time, as the shops closes after 19:00pm. This is convenient for The Crossing shoppers. The findings of this study concur with the study of Crawford (2010), who affirmed that extension of closing hours of operation attract large number people to a shopping mall such as what was found in The Crossing shopping mall in Ngaka Modiri Molema, which made the mall more preferable to other shopping malls in Ngaka Modiri Molema (long hours of operation).

Additionally, participants that preferred Mega City mall argued it was a convenient factor, Mega city was their preferred choice because they hold meetings within the mall premises, and shopping mall afterwards was a matter of convenience. This is in line with the study by Kim, (2002) and Sadachar, (2014) where both scholars affirmed that shoppers are attracted to the mall because of the hedonic motives (for example, entertainment, fun, relaxation and social interaction) as well as efficient (for example, convenience and efficiency). Bansal and Bansal

(2012) and Fredriksson, (2017) supports the previous scholar affirmation that it makes a shopping mall a one-stop, Sadachar, (2014) attests that this makes shopping as an activity to convenient for the shoppers.

Mega City mall was preferred as most convenient compared to other mall in the Ngaka Modiri Molema due to access to transportation, numerous mall restaurants and eatery services. In addition, research revealed that Mega City mall is the only shopping mall in Ngaka Modiri Molema where shoppers can watch movies in sophisticated theatre, adequate parking lots, spend valuable time interacting with others who share similar interests. This corroborates the study by Sit (2003), Cardoso and Pinto (2010) and Sadachar, (2014) who asserted that people anticipated that shopping at standard shopping mall makes life easier for the people who patronised. For example, Mega City has a cinema where people can watch movies, have their meal in mall restaurants, hold meetings with friends and associates as well as buying the goods from the retail stores in the mall.

With regard to customer satisfaction, all participants expressed that the shopping malls in Ngaka Modiri Molema district is fraught with one issue or the other. However, consumer's satisfaction reveals the gap between shoppers' perception and their expectation regarding service quality (Nguyen, 2014; Pena *et al.*, 2013; Mmutle & Campus, 2017). Therefore, a superior service quality experienced by a consumer during a visit to a shopping mall is expected to translate into a superior level of satisfaction (Van Ree, 2010; Hui *et al.*, 2013).

In line with the findings concerning consumer satisfaction, this is in consonance with the study by Rousseau and Venter (2014:9) who identified that "many consumer's desires are not always met in terms of service quality that the shopping mall gives as it is expected". This is also supported by the study by Srinivasan and Srivastava (2010) and Sadachar (2014), the authors confirmed that shopping mall and outlets stores should endeavour to provide shoppers with positive shopping experience that will linger always based on assorted brands and quality products, aesthetic appeal, and eco- natural environment that offered hedonic gains as well as utilitarian benefits.

Precisely, participants said that there is need to train employees and cashiers serving at the shopping malls in Ngaka Modiri Molema district. This in line with the study by Kushwaha *et al.*, (2017), who mentioned that the interaction between the shoppers and the employees affect

the customers' experience and emotional commitment. In the interaction, a smile, pleasant voice, empathy and friendly approach of the staff towards customers affects the customer's perception of the experience (Soderlund & Rosengren, 2008; Kushwaha *et al.*, 2017).

Also, findings of this study reveal that participants complained bitterly that security guards at the shops search their bags, which is not too pleasant. In this regard, participants appear not to be satisfied with customer relationship. In support of the findings, the study by Lutchminarain, (2015) recommends that management of retail outlets stores and shopping mall to placed emphasise on control room operators with modern sophisticated gadgets that can detect pilferage or shoplifting, coupled with well skilled and competent security personnel to interpret the images or information via screen monitors installed. The author further elaborated that information presented to the control room via screen monitors should serve as proactive measures to stop culprits rather than embarrass loyal customers.

Lastly, majority of study participants said the services received in some of the malls need to be addressed. In support of this finding, Kumar and Lim (2009) and Magatef and Tomalieh, (2015) affirm that good service quality will automatically transform customer satisfaction and further enhance customer loyalty. This is further supported in the study by Tiwari and Abraham, (2010) and (Sadachar; 2014) that shoppers are not only interested about quality of products lines but also pay attention into manner in which the products and services are delivered to them. For example, Sadachar (2014) notes that 'Today's malls not only offer consumer products and services but also memorable experiences.'

This study found that good customer service quality attributes are vital among the various approach to attain customers' satisfaction and enhance repeat patronage toward a shopping mall and stores outlets within. All the results of the discussion presented above revealed the summary gathered from semi-structured interviewed. This shows that shopping malls in Ngaka Modiri Molema district should focus in attaining customer satisfaction at all times and build brand loyalty to via good service quality attributes.

5.3 Key Findings and recommendations

This section delves into the most vital recommendations based on relevant literature review (Chapter Two) coupled with the empirical findings (Chapter Four) through in-depth interviews gathered among twenty participants from four shopping mall in Ngaka Modiri Molema in this

study. In general, the key findings in this study relating to customer satisfaction and utility to shopping mall investigated in this study focus on cleanliness and architectural structure of the mall, shopping mall convenience, extended hours of operation of the shopping mall, sectionalisation of the mall, safety and security, service quality and customer expectation. This segment provides probable recommendation to meet shoppers' satisfaction and utilization of shopping mall in Ngaka Modiri Molema with the findings derived from this study.

5.3.1 Cleanliness and architectural structure of the mall

The elements that measure cleanliness are air quality, hygienic environment, air conditioning quality, cleanliness of both inside and outside of shopping mall and eco- environmental and vegetation. The shopping mall architectural structure is a vital tangibility that appeals to shopping visitors. The study revealed shopping mall visitors usually move around mall looking at aesthetic works and engage in window shopping before settling down to a retail store for proper shopping. Therefore, the following recommendations arise from this study related to cleanliness and architectural structure.

- The shopping mall management should ensure to keep natural settings, well managed vegetation within the environments, eco-environmental design and architectural designs that made up of natural resources.
- Ensure to keep an effective and efficient management of hygienic, sanitary and unpolluted atmosphere
- Management of the shopping mall should ensure that architectural structure of the shopping mall has impact on broad image; also the architectural design should look more eye-catching to draw more people to shopping mall.
- The concept of 'Green Architectural Design' should be integrated to the design of the shopping mall.
- Architectural structure portrays shopping mall as a demonstration of creativity, which induces shoppers to spend more than they budget to spend.
- The management of the shopping mall should ensure that the architectural structure sustains a standard commercial business arena that enables ease of accessibility, and display 'Romance of the City' that appeals to shopping mall visitors and can bring multitude together to engage in relaxation and have fun.

5.3.2 Shopping mall convenience

Based on of the literature review and empirical outcomes from this study, a one-stop shop described shopping mall convenience. A shopping mall with assorted retail outlets with many activities is regarded as ‘one – stop shop’. In this study, Mega City mall was considered as most convenient compare to other shopping mall in Ngaka Modiri Molema due to within reach accessibility transportation, restaurants and eatery services, spacious parking lots, modern cinema sections where people can watch movie, friends and people of the same interest can hold meetings as well as engages in actual purchases of goods and services, availability of financial services institution with the shopping complex. All this evidence necessitates drawing the following recommendations:

- In developing shopping malls structure, it is important to consider accessibility, logistics and ease transport facilities to and fro from the shopping mall, easy passage to different sections of varieties of retail outlets within the shopping mall.
- There is need for quality overall experience when visitors visit the mall such as banking services, clinic and pharmaceutical stores, saloon, cinema, restaurants and eatery service, conducive arena to hold meetings, quality lines products and services, customer service, spacious parking lots, boutiques and many more.
- To achieve high level of shopping mall convenience, shopping mall facility managers need to work together with the municipalities or local authority, appropriate authority to develop road signs guiding traffic and pedestrians to the shopping mall.

5.3.3 Extended hours of operation of the mall

The findings from this study clarified that extended hours of operation of such particular shopping mall motivate large numbers of people to patronise shopping mall. This was found as a unique selling proposition (USP) of the Crossing shopping mall among the shopping malls studied in Ngaka Modiri Molema. Based on this evidence, the following recommendations arise from the study.

- The facility manager and shopping mall management should try to extend the business duration period during public holidays, weekends and festive period in order accommodate more people to visit the shopping mall.
- Extension of hours of operation will open up business opportunities for the shopping mall management. It motivates business or professionals to use the shopping mall rent out spaces as corporate offices for many organisation, commercial depot, point of

collection, redemption centre, eating spot, cinemas and point of relaxation, individuals, hang out joints after work.

5.3.4 Sectionalisation of the mall

The evidence from this study revealed that people tend to visit malls not only to shop or buy but for other diverse activities ranging from self-expression, leisure and fun, entertainment, time out with family and friends, window shopping, romantic and social relationships and lots of more. Thus, shopping malls can be classified into hedonic and utilitarian groups. Based on these findings, the following recommendations arise from the study.

- The shopping mall manager should endeavour to sectionalise the shopping mall according to the preference of the shoppers such entertainment; boutique; grocery; eatery, hanging out facilities and children section.
- In order to ensure that the shopping mall is lively always, the shopping mall managers should create spaces for outlets that who host events, offer arcades and ply ground for children.
- Lastly, the shopping mall managers should welcome stores to develop a collection or a variety of merchandise that cover the full range of consumption needs and preferences. That is, visitors should get to a shopping mall with a range of other activities other than shopping. There is need for other facilities that appeal people to the shopping mall other than the prime goal of shopping.

5.3.5 Safety and security

The findings of this study relative to safety and security investigation suggest that adoption and implementation of the modern technology to improve the security and safety is another new facet that can enhance customer satisfactions. Based on the facts gathered in this study, it is necessary to attend to some of the aspects that emerged during the course of this study in the form of recommendations:

- That shopping centre managers and management should devise appropriate measures that suit the shopping mall in combating security issues ranging from precaution to action based measures.
- The study recommends that shopping mall management should endeavour to manage their own in-house security department and also out-sourced some part of security concerns of the shopping to expert security firm in order to ensure the effective safety and security of lives and properties of all the stakeholders.

- Managements should adopt that the use of closed-circuit television technology (CCTV), which is a prevailing security measures gadgets used in many shopping malls in advanced countries, because it aids proper identification and recording of all activities within malls.
- The facility manager of the shopping mall must ensure that available facilities in mall are easily accessible for public uses and ensure that unsafe machines are keep out of reach to the public

5.3.6 Service quality

High quality of service can result in high customer satisfaction and increases customer loyalty. Thus, customer satisfaction is the outcome of service quality. Therefore, it is required to investigate some of the issues that arose during the course of this study pertaining to service quality relative to recommendation. The following recommendations arise from the study:

- This study also recommends service quality as benchmarking to satisfy shopping mall customers. This is because service quality and customer satisfaction are two relative concepts although they are distinct. Service quality is an indication of customer satisfaction.
- Shopping mall management should pay particular attention to the manner in which the service is delivered, as this will directly influence the perception of customers' evaluation of satisfaction or dissatisfaction. A satisfied customer will surely express his or her experience via positive word-of-mouth (PWOM) to others about their good experiences.
- Organisations should develop long-standing relationships with their customers on the basis of information that are related with their perception.
- Both shopping and retail outlet management should engage their respective staff in periodical training on service quality attributes such courtesy, politeness good mannerism as well as the security personnel's needs to be train according to prevailing security concerns and couple with the service quality that matches.

5.3.7 Customer expectation

The findings in the study revealed that the shopping mall customers are not satisfied with Ngaka Modiri Molema shopping mall services and they are likely to use negative word-of-mouth (NWOM) about all the shopping malls. Customers considered good service when

perceptions meet or surpass customer expectations. On the other hand, where customer perceptions towards services are short of expectation, then the service is considered poor. However, service quality is significance from evaluation of their pre- purchase expectations with aftermath experience after actual shopping experience. Therefore, the following the recommendation arises from the study.

- Shopping mall management should understand and re-design the application of the various attributes of service quality relative to shopping mall visitors' expectations.
- Shopping mall management needs to add value to the services rendered, this will motivate other customers to use PWOM to convey their experience about their service to friends and loved ones.
- Shopping mall management and their team should endeavour to give service quality attributes the utmost of attention. This is because it has been revealed in this study that perceived service quality expressively enhanced shoppers' satisfaction.

5.4 Implications of Findings

This study also has several implications. The findings in this study have substantial theoretical and managerial implications which are drawn in the following segments.

5.4.1 Theoretical implications

Firstly, the findings of this study richly contributed to the body of knowledge and augment prevailing theoretical literature of various scholars on customer satisfaction and utilisation of shopping malls. The study used literature properly, especially that focus on consumers' satisfaction and utilisation of shopping mall in Ngaka Modiri Molema region, South Africa. The result of the study specify that it is important to apply service quality dimensions to shopping malls attributes in satisfying different customers of shopping mall. This study has offered a platform to educate, enlighten, and understand the perception of shopping mall visitors Ngaka Modiri Molema region, South Africa. In addition, this study further serves as clarion call for both shopping mall and retail outlets stores management in understanding the perceptions of shopping mall visitors. That is, contrarily to the manner in which these customers have been severed and treated by both shopping mall and retail management.

The finding of this study have enormously contributed to literature on shopping mall and consumers' satisfaction. Hitherto, limited studies existed that adopted consumers' satisfaction and utilisation of shopping malls in Ngaka Modiri Molema region, South Africa. The present

study contributes its quota to literature. It highlights the significance of safety and security, and service quality and long hours of operation of shopping mall in to order meet consumers satisfactions and utilisation of shopping malls. This will automatically earn a shopping mall a competitive advantage over its rivals within the same locality or environs. In addition, the confirmation from this study identified the perception of shoppers in Ngaka Modiri Molema region towards shopping mall. In like manner, it contributes to literature by providing a better understanding of factors influencing, attracting and determine selection of shopping over another other in Ngaka Modiri Molema region.

Furthermore, findings in this study showed that the concept of 'one-sto-shop behaviour which is related to convenience with shopping mall visitors found to be more favourable and serve as novel tool that influence shopping visitors' satisfaction. In a standard mall, the concept of 'one-stop-shop' has a much higher degree of influence on different shopping mall visitors' in terms meeting their diverse want and preferences provided by the shopping mall. This concept of one stop shop can also be integrated among existing major factors that draw people to shopping mall in further study.

More so, the findings of this study has largely contributed to literature relative to shopping mall, the conceptual link between perception and satisfaction identified in in Figure 2.4 open an avenue to researchers and academics engaged in the study of customer satisfaction of shopping mall. This has also pinpointed how customer satisfaction promotes positive word-of-mouth (PWOM) among shoppers which further attracts traffic to shopping mall that engage in such practices.

Lastly, while the findings in this study are not entirely new to the body of knowledge but relatively similar to prior studies, the findings could reassure researchers and scholars better understanding of South African shopping mall behaviour, particularly people of Ngaka Modiri Molema region. This study provides insightful understanding regarding customer satisfaction towards shopping mall, some challenges for future research remain.

5.4.2 Practical and managerial implications

From a practical and managerial perspective, the outcomes in this study make a noteworthy impact on the management of shopping malls and retailers in Ngaka Modiri Molema region. The finding in this study have several managerial implications as well. The research findings

are important to various stakeholders especially investors, shopping mall practitioners and advertising agencies in understanding the impact of satisfying or meeting consumers' expectations.

This study has important implications to shopping mall practitioners to assess the overall clean and architectural design and aesthetic appeal of the shopping mall. That is, the practitioners in this sector need to pay attention to this subject matter in order to improve customer satisfaction which will yield repeats purchase, traffic and assure return on investment (ROI). A pleasurable and hygienic atmosphere does wonders for the retail outlets in terms of profitability as it has been found to influence customer satisfaction.

The study further revealed that shopping mall visitors are impulsively captivated to a sanitary environment, and are more likely to purchase items from a store that is well-kept with aesthetic structure with unpolluted atmosphere. Dirty or messy shopping portions of the mall can shorten window shopping duration and discourage shoppers from discovering what the retail outlets offers. In addition, there is tendency that shoppers would more likely spend hours in shopping mall that extended its business hours and have provisions for diverse activities apart from shopping only.

However, planning and structuring standard shopping mall has implication in that business practitioners and mall managers can explore results of this study to arrange the retail outlets in sectional form that will attract shoppers to the shopping mall. It is also relevant for managers to be aware of the perception that consumers have on different shopping mall as seen in this study, as well as of their level of satisfaction. The findings of this study can bring leads for future managerial decisions, and most significantly to both shopping mall and retail outlets management in Ngaka Modiri Molema region and South Africa at large.

Architectural structure showcased the shopping mall as a platform for fantasy. On the other hand, malls designed with world class architectural design provide a facelift to many downtown regions, such a mall will forever be a place specifically designed to convince and induce shopping visitors to spend more money. Presently, shopping malls are experiencing another revolution, as online shopping mall challenges the orthodox shopping mall activities and role in both municipalities and metropolis. This ultimately leads to more and more city lively happenings such as studios, cooperate office, financial services, cinema, restaurants',

recreation centre, business centre, gym centre, clinics and medicine stores and more. Many more of these afore-mentioned are being embedded in to this modern shopping malls (one stop shop). Thus, make the shopping mall attains a new look of public space.

However, people visit to shopping malls do not only go there for purchasing of goods but also to have fun, leisure, entertainment, enjoy eco-natural atmosphere and appreciate architectural design of the shopping malls. Based on the design and eco-natural environment, the architectural design and the vegetation environments has the prospect of becoming a place of attraction, tourist centre for the businesspeople of shopping mall, given its potential effect on visiting and shopping intentions. This findings of the study showed that organisations and management of shopping mall can integrate the findings to improve on customers' satisfaction as well as to increase shoppers' loyalty.

Most often social life commences after knock off from work for many busy workers, therefore there is no enough time for relaxation and to have fun. In view of this, people prefer to settle down at shopping mall that extended its business hours of operation and have lots of activities. Many people prefer to spend their leisure period at shopping malls nowadays. However, shopping mall that extends it hours of operation seems to be favourite place for many to spend their leisure time. It is apparent that spending time in shopping centres has become a culture in Ngaka Modiri Molema region and perhaps in South Africa at large. It is desirable if shopping malls can plan their time judiciously to make more profit rather than wasting time or been idle.

Furthermore, it is vital for shopping mall management to have different section for different activities within the shopping mall in order to attract more traffic. Modern shopping malls offer many activities besides buying of products; shoppers tend to enjoy roaming around different markets and purchase whatever they like. For example, after the university semester examinations, students are known to spend most of their precious time at shopping malls watching movies, engaging in window shopping, relaxation centre, platform for meeting opposite gender friends, first point of contact with strangers and fast foods. Besides, with the inclusion of open places and parks, many families gather at a large shopping mall to enjoy their holidays.

To sum up, these implications could contribute to managers and retailers so that they have the knowledge of how to improve and distinguish themselves, by having the best offer and situation

on the retail and shopping mall industry. Management should take all possible steps on the ground to facilitate and enhance customer interactions with these antecedents of satisfaction. It requires a kind of business marketing strategy which fosters communication and interaction among various sub-systems of the retail and shopping mall management.

5.5 Limitations and suggestions for future research

The following discussions are based on the limitations of this study as well as the suggestions for future research in studies of this nature.

5.5.1 Limitations

There are some limitations to the study which alongside with the findings that should be considered before any possible transfer of findings to similar or comparative situations can be honed into.

As a qualitative study based on two relatively small convenience samples, the results of this study cannot be generalised to a wider population. However, it could possibly be transferred to other similar contexts where there could be the need to expand the results of this study.

Furthermore, this study data collection is mainly from major shopping malls and exclusively shoppers in Ngaka Modiri Molema region

Like any other empirical exercise, this study also suffers from some limitations. One of the limitations of this study is that it has failed to look into the probable influences of demographic factors on the relationship between shopping mall and customer satisfaction. Another interesting notion found in this study is that the shopping mall is not a private place rather a public place that need to be manage efficiently and effectively to meet standard of public use

5.5.2 Suggestions for future research

A further study could be conducted to quantitatively test the result of this study for triangulation reasons. This is largely because this study was exploratory and descriptive, and its aim was not to generalise the findings, but rather to get an in-depth understanding of consumer perceptions regarding the utilisation of shopping malls in the Ngaka Modiri Molema District Municipality.

This study is also basically focussed in just one country, South Africa. It is recommended that further research should carry out a comparative study by comparing customers' satisfaction in

South Africa and other countries or different provinces within South Africa in order to identify factors that attract people to shopping mall. Fourthly, the study explores an in-depth semi structured interview approach as well cross-sectional time frame. Further research should progress in triangulation research and longitudinal studies that are framed over some time for comparative perceptions and their impact over time. Fifthly, the sample used in this study are majorly Black race customers because the Ngaka Modiri Molema is density populated by black people. This limits the transferability of results from the study to the wider population of White, Coloured and Indians. Further research regarding the sample of the population would quite interesting using different set of sample, for example, adults and different race quite different from 'Black Race' such as Indian, Afrikaans, Coloured and White race.

Lastly, this study made use of a small sample size of 20 (twenty participants) selected from four shopping mall in Ngaka Modiri Molema, South Africa. Based on factors that facilitate customers' satisfaction of shopping mall through qualitative approach. It is recommended that further research should engage in mixed research approach which will foster larger samples across the North-West provinces and South Africa at large is required to generalise these findings.

However, despite these limitations, this study provides relevant information to the body of knowledge about the customer satisfaction of and utilisation of shopping mall and their attraction influences.

5.6 Concluding remarks

The main objective of this study was to investigate consumer satisfaction and utilisation of shopping mall. This study revealed that cleanliness and architectural structure of a shopping malls is a significant motivating factor that drives people to patronize in shopping malls. The mall also serves as fundamental factors that attract people to a public place.

This study established that the success of the shopping mall relies in the optimal actualisation of customer satisfaction and meeting consumers' expectations. Although there is need to integrate service quality with other shopping mall motive values (hedonic and utilitarian values), but still it must be refined with the involvement of other shopping mall elements. Being the first of its kind, this study makes a valuable contribution to the existing knowledge as related to the shopping mall in Ngaka Modiri Molema region in South Africa.

The study revealed cleanliness and architectural structure of the mall, shopping mall convenience, extended hours of operation of the shopping mall, sectionalisation of the mall, safety and security, service quality and customer expectation as determinant factor for customer satisfaction and utilisation of shopping.

Lastly, in this study all the research questions have been offered possible answers. The qualitative analysis had proven that the customer satisfaction and utilisation of shopping mall were attained through Atlas-ti statistical and thematic analysis. The qualitative results from each shopping mall studied were quite differing from one other. Moreover, the use of the Atlas-ti is proven as a good fit to the sample data population. Finally, the findings in this study served as a starting point for researchers attempting to understand factors that influence customer satisfaction and utilisation of shopping mall Ngaka Modiri Molema.

This study concludes that people visit shopping malls to satisfy different types of desires ranging from satisfying shopping motive, self-expression, displaying their ego, romantic and social connections. Despite a relatively small sample size, results were conclusive.

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ANNEXURE A

Consent form

“Consumer perception on shopping malls’ satisfaction and utilisation in the Ngaka Modiri Molema region, North West Province, South Africa

Consent to take part in research

I..... voluntarily agree to participate in this research study.

I understand that even if I agree to participate now, I can withdraw at any time or refuse to answer any question without any consequences of any kind.

I have had the purpose and nature of the study explained to me in writing and verbally, and have had the opportunity to ask questions about the study.

I understand that participation involves perception of people in regard to shopping mall satisfaction.

I agree to my interview being audio-recorded / written.

I understand that in any report on the results of this research my identity will remain anonymous and treated confidentially.

I understand that disguised extracts from my interview may be quoted in dissertation, conference presentation, published papers *etc.*

I understand that under freedom of information legislation, I am entitled to access the information I have provided at any time while it is in storage as specified.

I understand that I am free to contact any of the people involved in the research to seek further clarification and information.

I freely give my consent to participate in this research study and have been given a copy of this form for my own information.

Signature of participant and date

Signature of researcher and date

ANNEXURE B

Interview Questionnaire

Invitation to participate in a research survey

Dear Participant,

I am a MBA student at North-West University Business School. My research topic is “The perception of people on shopping malls satisfaction and utilisation in Ngaka Modiri Molema region. The objective of the interview is to investigate the perception of people of Ngaka Modiri Molema region if the shopping malls are meeting their expectation and if they are satisfied with them. Therefore, this impending interviews are intended to be part of the study that will be carried out to study shopping mall performance in the district indicated above. Hence, the researcher will be soliciting your views regarding this project

Please be prepared to provide your honest opinion so as to make this investigation a success. You are further requested to note that the information required solely for academic purposes and will be treated with utmost confidentiality.

Thank you very much for your willingness to participate in the study.

Yours sincerely,

Bakang Gabanakgosi

ANNEXURE C

Questions relating to the research

SECTION A: BIOGRPHICAL QUESTIONS

(Residence)

QUESTION A1

A1.1. Please respond to the following questions by placing an “X” in the appropriate box.

How long have you been staying in the Mafikeng area (i.e. Ngaka Modiri Molema District)?

Less than 1 year		1 – 2 years		2 -3 years	3 – 4yrs		More than 5 years
------------------	--	-------------	--	------------	----------	--	-------------------

(Age)

QUESTION A2

A1.2, Please indicate your age group?

Less than 20 years		21–40 years		41 - 50 years		51 -60 years		61 years and above	
--------------------	--	-------------	--	---------------	--	--------------	--	--------------------	--

(Marital status)

QUESTION A4

Are you married or single?

Married		Single	
---------	--	--------	--

(Size of the family)

QUESTION A5

A5.1 Please indicate the number of children you have?

--

(Level of Education)

QUESTION A6

A5.1 Please indicate your level of education?

Doctorate	
Degree	
Technical	
Professional	
Bachelor	
Diploma	
Below matric	

SECTION B: INTERVIEW QUESTIONS

(Consumer preferences)

QUESTION B.1

B1.1. Which Shopping Mall do you prefer to shop at in the Mafikeng area (that is, Ngaka Modiri Molema District)?

.....
.....

B1.2. Please explain why you have made this choice?

.....
.....

QUESTION B.2

B2.3. Please indicate what is lacking in all shopping malls in the Mafikeng area in terms of customer satisfaction?

.....
.....

(Motive for choice of a shopping mall)

QUESTION B.3

B3.1 Which Shopping Mall attributes attract you to a particular shopping mall in the Ngaka Modiri Molema district?

.....
.....

QUESTION B.4

(Consumer Loyalty)

B3.3 Please indicate why you ALWAYS shop at any particular shopping mall chosen above?

.....
.....

QUESTION B.5

(Consumer perceptions)

B.5.1. Explain how people opinion, view, recommendation and comments influence your place of shopping mall choice?

.....
.....

B.5.2. Explain why you trust the opinion or view of people around you concerning the shopping mall that will meets your need and make you happy?

.....
.....

B.5.3. Share with us your conclusions based on recommendation from people around you?

.....
.....

B.5.4. Please relate to me your personal experience since you visited the recommended shopping mall?

.....
.....
.....

B5, 5. Explain the level of convenience to customers you have perceived at the malls in the Mafikeng area as compared to other provinces in South Africa?

.....
.....

QUESTION B.6

(Consumer Satisfaction)

B.6.1. How can the appearance of the shopping mall influence you to patronize a given store within preferred shopping mall?

.....
.....

B6.2. Can you recommend your preferred shopping mall to your family friends based on your experience at your preferred shopping mall?

.....
.....

B6.3. Could you share with us your own view about the operating hours of the shopping malls in Mafikeng?

.....
.....

B6.4 “*Quality shopping experience, large quantity and variety of product choices, ambience, recreational and entertainment facilities are very important to any shopping mall*”. Please share with me your views on this: statement?

.....
.....

B6.5. Do you agree that shopping in order to interact socially with friends outside their residence and to meet new people is very important and why?

.....
.....

QUESTION B.7
(Customer relations Management)

B7.1

QUESTION B.8
(Service Quality dimensions)

B 8.1. What are the physical characteristics of your preferred shopping mall that are visually appealing you as compared to other shopping mall around in Mafikeng?

.....
.....

B8.2 State seven major attributes that appeals to your continued patronizing stores in a particular shopping mall?

.....
.....

....

B8.3. What is the estimated time you spend in a shopping mall of your choice and why you spend so much time in that shopping mall?

.....
.....

B8.4. Briefly explain what you are expecting to see in a standard shopping mall?

.....
.....

B.8.5. Briefly explain what you are expecting to see in an excellent shopping mall?

.....
.....

B.8.6. Briefly explain see service quality in a shopping mall?

.....

.....

QUESTION B.9

(General Comments)

B9.1. Is there anything you want to comment on regarding shopping malls' satisfaction and utilization in the Ngaka Modiri Molema region (Mafikeng Area)?

.....

.....

.....

Thank you very much. I valued your time for participating in this interview.

ANNEXURE D

Request for Permission to Conduct Research – A letter

Dear.....

My name is Bakang Gabanakgosi, an MBA student at the North West University. The research I wish to conduct for my Masters dissertation involves Shopping malls satisfaction and utilisation in Ngaka Modiri Molema region.

I am hereby seeking your permission to conduct research the precinct of shopping complex. As you are aware, I have provided you with a copy of my research proposal, which includes copies of the data collection and the consent form to be used in the research process, as well as a copy of the approval letter, which I received from the **Institutional Research Ethics Committee (IREC)**.

Should you require If any further information, please do not hesitate to contact me at the following cell phone number: **0837914766** and email address: bakanggabanakgosi@gmail.com.

Thank you in anticipation for your time and considerateness on this matter.

Yours sincerely,

Bakang Gabanakgosi
North-West University

ANNEXURE E

District/Facility Letter Of Support Letter

Date...

Principal Investigator

Address...

RE: PERMISSION TO CONDUCT RESEARCH AT YOUR FACILITY

I have pleasure in informing you that permission has been granted to you to conduct research at our premises on the topic “CUSTOMER SATISFACTION AND UTILISATION OF SHOPPING MALLS IN NGAKA MODIRI MOLEMA REGION, SOUTH AFRICA”.

Please note the following:

- (a) Ensure that you adhere to all the policies, procedures, protocols and guidelines of the Department of Health concerning this research.
- (b) This research will only commence once this office has received approval of your study from your Institutional Research Committee (Institutional Research Ethics Committee (IREC)).
- (c). Ensure that this office is duly informed before you commence your research.
- (d) The Centre will not provide any resources for this research.
- (e) You will be expected to provide feedback on your findings to the Centre Manager

Thanking you.

Sincerely

Facility / Centre Manager's Name...

Signature...

Facility Name...

Date: ...

ANNEXURE B

ANNEXURE B1.P1

- 1.interview :
2. Atlas ti Transcript
3. Intevuee: Ajay
4. Interwiwer : Bakang Gabanakgosi
5. Date : May 2019
6. Venue : North West Mall
- 7.Openning
- 8.Q1. How long have you been staying in the Mafikeng area?
- 9.P1 NW: More than 5 years
- 10.Q2. Please indicate your age
- 11.P1 NW:21-40 years
- 12.Q3. Are you married
- 13.P1 NW: Single
- 14.Q4. Please indicate the number of children you have
- 15.P1 NW:2
- 16.Q5. Please indicate your level of education
- 17.P1 NW: Diploma
18. SECTION B: Interview questions
- 19.Q6. Which shopping mall do you prefer to shop at in the Mafikeng area
- 20.P1 NW: North west mall
- 21.Q7. Please explain why have made this choice
- 22.P1 NW: Because it has many shops that I want
- 23.Q8. Please indicate what is lacking in all shopping malls in the 24.Mafikeng area in terms of customer satisfaction
- 25.P1 NW: It doesn't have enough parking
- 26.Q9. Which shopping mall attributes attract you to a particular shopping 27.mall in the 28.Ngaka Modiri Molema district
- 29.P1 NW: Nothing attract me because it is untidy
- 30.Q10. Please indicate why you always shop at any particular shopping 31.mall chosen above
- 32.P1 NW: It convenient to shopping fast

33.Q11.Explain how people opinion, view, recommendation and 34.comments influence your place of shopping mall choice

35.P1 NW: Bad influence because they will tell how small the mall is and 36.with no seats inside the mall

37.Q12.Explain why you trust the opinion or view of people around you 38.concerning the shopping mall that will meets your need and make you 39.happy

40.P1 NW: Will tell you where there's specials or quality of the products

41.Q13.Share with us your conclusions based on recommendation from 42.people around you

43.P1 NW: Some people will tell you about things that are unnecessary

42.Q14.Please relate to me your personal experience since you visited 43.recommended shopping mall

44.P1 NW: Shop quickly, move from one shop to other in a small period of 45.time

46.Q15.Explain the level of convenience to customers you have 47.perceived at the malls in the Mafikeng area as compared to other 48.provinces in South Africa

49.P1 NW: It is convenient in terms of shopping fast

50.Q16.How can the appearance of the shopping mall influence you to 51.patronize a given store within preferred shopping mall

52.P1 NW: It make shopping to become quicker

53.Q17.Can you recommend your preferred shopping mall to your family 54.friends based on your experience at your preferred shopping mall

55.P1 NW: Yes, because cashiers there are helpful

56.Q18.Could you share with us your own view about the operating hours 57.of the shopping malls in Mafikeng

58.P1 NW: Operating hours are not good because when you arrive late 59.and want to grab something, it is closed

60.Q19." Quality shopping experience, large quantity and variety of 61.product choices, ambience, recreational and entertainment facilities are 62.very important to any shopping mall". Please share with me your views 63.on this: statement

64.P1 NW: It lacks cinema, no jumping castle for kids

65.Q20.Do you agree that shopping in order to interact socially with friends 66.outside their residence and to meet new people is very important and 67.why

68.P1 NW: Yes, I can make new friends there and take pictures

69.Q21.What are the physical characteristics of your preferred shopping 70.mall that are visually appealing you as compared to other shopping 71.mall around in Mafikeng

72.P1 NW: Megacity, it has chairs, recreational, gym, cinema and toilets 73.are unpaid

74.Q22.State seven major attributes that appeals to your continued 75.patronizing stores in a particular shopping mall

76.P1 NW: Cinema, recreational facilities, entertainment facilities, 77.restaurants, music shop, gym and parks

78.Q23.What is the estimated time you spend in a shopping mall of your 79.choice and why you spend so much time in that shopping mall

80.P1 NW: Two hours it is too small

81.Q24.Briefly explain what you are expecting to see in a standard 82.shopping mall

83.P1 NW: Restaurants

84.Q25.Briefly explain what you are expecting to see in an excellent 85.shopping mall?

86.P1 NW: Performing stage

87.Q26.Briefly explain see service quality in a shopping mall

88.P1 NW: Normal service with good helpful cashier

89.Q27.Is there anything you want to comment on regarding shopping 90.malls satisfaction and utilization in the Ngaka Modiri Molema region 91.(Mafikeng Area)

92.P1 NW: The closing time is inconvenient, it's not clean and we need 93.seats

ANNEXURE B2.P2

- 1.interview
2. Atlas ti Transcript
3. Intevuee: Rashid
4. Interviwer: Bakang Gabanakgosi
5. Date : May 2019
6. Venue : North West Mall

7. Opening

8.Q1. How long have you been staying in the Mafikeng area?

9.P2 NW: More than 5 years

10.Q2. Please indicate your age?

11.P2 NW:21-40 years

12.Q3. Are you married?

13.P2 NW: Single

14.Q4. Please indicate the number of children you have?

15.P2 NW:1

16.Q5. Please indicate your level of education?

17.P2: Matric

18.SECTION B: Interview questions

19.Q6. Which shopping mall do you prefer to shop at in the Mafikeng 20.area?

21.P2 NW: North west mall

22.Q7. Please explain why have made this choice?

23.P2 NW: Because it has shops that I like and a parking on top

24.Q8. Please indicate what is lacking in all shopping malls in the 25.Mafikeng area in terms of customer satisfaction?

26.P2 NW: Chairs inside the mall, so that you can rest for minutes

27.Q9. Which shopping mall attributes attract you to a particular shopping 28.mall in the Ngaka Modiri Molema district?

29.P2 NW: Mega city shopping mall

30.Q10. Please indicate why you always shop at any particular shopping 31.mall chosen above?

32.P2 NW: It is big has enough space, it is hot crowded

33.It has enough shops, transport available any time

33.Q11.Explain how people opinion, view, recommendation and 34.comments influence your place of shopping mall choice?

35.P2 NW: Quality of the products, affordability of items

36.Q12.Explain why you trust the opinion or view of people around you 37.concerning the shopping mall that will meets your need and make you 38.happy?

39.P2 NW: Because I am comfortable walking in the mall and I can afford 40.the prices

41.Q13.Share with us your conclusions based on recommendation from 42.people around you?

43.P2 NW: Because I am comfortable walking in the mall and I can afford 44.the prices

45.Q14.Please relate to me your personal experience since you visited 46.recommended shopping mall?

47. I have experienced drowsiness in the mall especially on month-end 48.because of space

49.Q15.Explain the level of convenience to customers you have 50.perceived at the malls in the Mafikeng area as compared to other 51.provinces in South Africa?

52.P2 NW: They are convenience not all of them because it is near to our 53.area

54.Q16.How can the appearance of the shopping mall influence you to 55.patronize a given store within preferred shopping mall?

56.P2 NW: Because it is beautiful and can shop easily

57.Q17.Can you recommend your preferred shopping mall to your family 58.friends based on your experience at your preferred shopping mall?

59.P2 NW: yes

60.Q18.Could you share with us your own view about the operating hours 61.of the shopping malls in Mafikeng?

62.P2 NW: Shopping malls in Mafikeng lack operating hours because it is 63.not operating twenty four hours

64.Q19.” Quality shopping experience, large quantity and variety of 65.product choices, ambience, recreational and entertainment facilities are 66.very important to any shopping mall”. Please share with me your views 67.on this: statement?

68.P1 NW: It lacks cinema, no jumping castle for kids

69.Q20.Do you agree that shopping in order to interact socially with friends 70.outside their residence and to meet new people is very important and 71.why?

72.P2 NW: Because you develop new ideas when you interact with new 73.people when socialising

74.Q21.What are the physical characteristics of your preferred shopping 75.mall that are visually appealing you as compared to other shopping 76.mall around in Mafikeng?

77.P2 NW:parking area,cinema,toilet service,chairs inside the mall

78.Q22.State seven major attributes that appeals to your continued 79.patronizing stores in a particular shopping mall?

80.P2 NW:Resturants,shops of choices,entertainment facilities 81.,cinema,toilet,music shop

82.Q23.What is the estimated time you spend in a shopping mall of your 83.choice and why you spend so much time in that shopping mall?

84.P2 NW: up to six hours because of transport it operate in time

85.Q24.Briefly explain what you are expecting to see in a standard 86.shopping mall?

87.P2 NW: No wifi in the shops

88.Q25.Briefly explain what you are expecting to see in an excellent 89.shopping mall?

90.P2 NW: Quality shops

91.Q26.Briefly explain see service quality in a shopping mall?

92.P2 NW: Normal service with good cashiers

93.Q27.Is there anything you want to comment on regarding shopping 94.malls satisfaction and utilization in the Ngaka Modiri Molema region 95.(Mafikeng Area)?

96.P2 NW:Its dirty,smelling horrible

ANNEXURE B3.P3

1.interview

2. Atlas ti Transcript

3. Intevieewe: Atul

4. Interviwer:Bakang Gabanakgosi

5. Date : May 2019

6. Venue : North West Mall

7. Openning

8.Q1. How long have you been staying in the Mafikeng area?

9.P3 NW: More than 5 years

10.Q2. Please indicate your age?

11.P3 NW:41-50 years

12.Q3. Are you married?

13.P3 NW: Single

14.Q4. Please indicate the number of children you have?

15.P3 NW:2

16.Q5. Please indicate your level of education?

17.P3 NW: Technical

18.SECTION B: Interview questions

19.Q6. Which shopping mall do you prefer to shop at in the Mafikeng 20.area?

21.P3 NW: North west mall

22.Q7. Please explain why have made this choice?

23.P3 NW: Because it has many shop that I shop at

24.Q8. Please indicate what is lacking in all shopping malls in the 25.Mafikeng area in terms of customer satisfaction?

26.P3 NW: It doesn't have enough shops and parking for cars

27.Q9. Which shopping mall attributes attract you to a particular shopping 28.mall in the Ngaka Modiri Molema district?

29.P3 NW: Nothing to attract me in that mall because there is no internet, 30.no packing, it is dirty

31.Q10. Please indicate why you always shop at any particular shopping 32.mall chosen above?

33.P3 NW: Shops are closer to each other and it is easy to one-line 34.shopping

35.Q11.Explain how people opinion, view, recommendation and 36.comments influence your place of shopping mall choice?

37.P3 NW: Products we buy there off quality also services are fine

38.Q12.Explain why you trust the opinion or view of people around you 39.concerning the shopping mall that will meets your need and make you 40.happy?

41.P3 NW: Because their customers and they like that products

42.Q13.Share with us your conclusions based on recommendation from 43.people around you?

44.P3 NW: Is a standard shopping mall

45.Q14.Please relate to me your personal experience since you visited 46.recommended shopping mall?

47.P3 NW: Sometimes is slow and long que and their delaying to help 48.customers

49.Q15.Explain the level of convenience to customersyou have 50.perceived at the malls in the Mafikeng area as compared to other 51.provinces in South Africa?

52.P3 NW: Is closer to the rank and closer to where I stay so I can safe 53.time

54.Q16.How can the appearance of the shopping mall influence you to 55.patronize a given store within preferred shopping mall?

56.P3 NW: no because sometimes there are thieves around the mall 57.because of lots of selling people around the mall

58.Q17.Can you recommend your preferred shopping mall to your family 59.friends based on your experience at your preferred shopping mall?

60.P3 NW: no because sometimes there are thieves around the mall 61.because of lots of selling people around the mall

62.Q18.Could you share with us your own view about the operating hours 63.of the shopping malls in Mafikeng?

64.P3 NW: I think is fine cause the close late so that we can do shopping 65.after hours

66.Q19.” Quality shopping experience, large quantity and variety of 67.product choices, ambience, recreational and entertainment facilities are 68.very important to any shopping mall”. Please share with me your views 69.on this: statement?

70.P3 NW: No facilities for entertainment so that we do not spend lot of 71.time in the mall especially when you have children because nothing 72.entertains them

73.Q20.Do you agree that shopping in order to interact socially with friends 74.outside their residence and to meet new people is very important and 75.why?

76.P3 NW:No because this mall don't have entertainment facilities so we 77.cant socialise when you do shopping

78.Q21.What are the physical characteristics of your preferred shopping 79.mall that are visually appealing you as compared to other shopping 80.mall around in Mafikeng?

81.P3 NW:If the mall is divide into sections e.g kids,adults,café etc it will 82.be easier to shop

83.Q22.State seven major attributes that appeals to your continued 84.patronizing stores in a particular shopping mall?

85.P3 NW:nothing

86.Q23.What is the estimated time you spend in a shopping mall of your 87.choice and why you spend so much time in that shopping mall?

88.P3 NW:plus minus three hours because of long queuse.poor services 89.and sometimes offline

90.Q24.Briefly explain what you are expecting to see in a standard 91.shopping mall?

92.P3 NW:Recreational facilities,parking,toilets,childs entertainment

93.Q25.Briefly explain what you are expecting to see in an excellent 94.shopping mall?

95.P3 NW:Wifi,internet,recreational facilities,parking lots,security in the 96.mall and the parking lot

97.Q26.Briefly explain see service quality in a shopping mall?

98.P3 NW: Lacking of faster services we stand in the que for so long 99,sometimes eft go offline when suppose to pay

100.Q27.Is there anything you want to comment on regarding shopping 101.malls satisfaction and utilization in the Ngaka Modiri Molema region 102.(Mafikeng Area)?

103.P3 NW:They supposed to make sure that there is no hawkers next to 104.the mall always be clean must have security to protect time,customers 105.from the thieves and packing 90must be closer

ANNEXURE B4.P4

1.interview

2. Atlas ti Transcript

3. Intevieewe: Prinsloo

4. Interviwer: Bakang Gabanakgosi

5. Date : May 2019

6. Venue : North West Mall

7. Openning

8.Q1. How long have you been staying in the Mafikeng area?

9.P4 NW: More than 5 years

10.Q2. Please indicate your age?

11.P4 NW:21-40 years

12.Q3. Are you married?

13.P4 NW: Married

14.Q4. Please indicate the number of children you have?

15.P4 NW:0

16.Q5. Please indicate your level of education?

17.P4 NW: Matric

18.SECTION B: Interview questions

19.Q6. Which shopping mall do you prefer to shop at in the Mafikeng 20.area?

21.P4 NW: North west mall

22.Q7. Please explain why have made this choice?

23.P4 NW: The mall is basically closer to where I get taxis to and from 24.home

25.Q8. Please indicate what is lacking in all shopping malls in the 26.Mafikeng area in terms of customer satisfaction?

27.P4 NW: I wouldn't say that there's something lacking but if they could 28.fix the infrastructure I would be happy

29.Q9. Which shopping mall attributes attract you to a particular shopping 30.mall in the Ngaka Modiri Molema district?

31.P4 NW: I am able to make multiple shopping In one area

32.Q10. Please indicate why you always shop at any particular shopping 33.mall chosen above?

34.P4 NW: I get to meet a lot of people, I am able to socialise and network

35.Q11.Explain how people opinion, view, recommendation and 36.comments influence your place of shopping mall choice?

38.P4 NW: Their opinions discourage me in a way that they will be saying 39.the mall is of an old building

40.Q12.Explain why you trust the opinion or view of people around you 41.concerning the shopping mall that will meets your need and make you 42.happy?

43.P4 NW: If only they could renovate the building of the mall. That would 44.make me very happy

45.Q13.Share with us your conclusions based on recommendation from 46.people around you?

47.P4 NW: The mall is useful because it consists of different shops, you 48.don't walk a distance to get what you need

49.Q14.Please relate to me your personal experience since you visited 50.recommended shopping mall?

51.P4 NW:I personally have no complains about the mall.I just want to see 52.more improvement

53.Q15.Explain the level of convenience to customersyou have 54.perceived at the malls in the Mafikeng area as compared to other 55.provinces in South Africa?

56.P4 NW:I would say the malls in Mafikeng are under previlages 57.compared to other provinces in SA that I have been to

58.Q16.How can the appearance of the shopping mall influence you to 59.patronize a given store within preferred shopping mall?

60.P3 NW: There is no influence because people surrounded mall selling 61.so it is dirty and no space to pass because of stalls around the mall

62.Q17.Can you recommend your preferred shopping mall to your family 63.friends based on your experience at your preferred shopping mall?

64.P4 NW: yes,I would because of the closeness of the mall to the taxi 65.rank

66.Q18.Could you share with us your own view about the operating hours 67.of the shopping malls in Mafikeng?

68.P4 NW:Yes,it is very important. Some people go through a lot but when 69.you are out and about people can put a smile on your face

70.Q19.” Quality shopping experience, large quantity and variety of 71.product choices, ambience, recreational and entertainment facilities are 72.very important to any shopping mall”. Please share with me your views 73.on this: statement?

74.P4 NW:The mall doesn't have recreational and entertainment facilities 75.that's what's annoying because children don't have a place to play

76.Q20.Do you agree that shopping in order to interact socially with friends 77.outside their residence and to meet new people is very important and 78.why?

79.P4 NW:Yes,it is very important. Some people go through a lot but when 80.you are out and about people can put a smile on your face

81.Q21.What are the physical characteristics of your preferred shopping 82.mall that are visually appealing you as compared to other shopping 83.mall around in Mafikeng?

84.P4 NW:Beside the fact that it is near my taxi rank,none

85.Q22.State seven major attributes that appeals to your continued 86.patronizing stores in a particular shopping mall?

87.P4 NW:nothing really.This mall doesn't have appealing attributes,it is 88.basically boring

89.Q23.What is the estimated time you spend in a shopping mall of your 90.choice and why you spend so much time in that shopping mall?

91.P4 NW:Approximately 4 hours.Theres nothing to keep me here besides 92.shoppong

93.Q24.Briefly explain what you are expecting to see in a standard 94.shopping mall?

95.P4 NW:Recreational areas(cinemas to be exact)

96.Free wifi

97.Q25.Briefly explain what you are expecting to see in an excellent 98.shopping mall?

99.P4 NW:Mini cars transporting older people from one place to another 100.as some are unable to walk distances

101.Q26.Briefly explain see service quality in a shopping mall?

102.P4 NW: They treat their sutomers fairly and theres also security

103.Q27.Is there anything you want to comment on regarding shopping 104.malls satisfaction and utilization in the Ngaka Modiri Molema region 105.(Mafikeng Area)?

106.P4 NW:Yes,there should be more entertainment as there is non 107.according to me.A lot has to be done in order to attract people

ANNEXURE B5.P5

1.interview

2. Atlas ti Transcript

3. Intevuee: duplessis

4. Interwiwer: Bakang Gabanakgosi

5. Date : May 2019

6. Venue : North West Mall

7. Openning

8.Q1. How long have you been staying in the Mafikeng area?

9.P5 NW: More than 5 years

10.Q2. Please indicate your age?

11.P5 NW:21-40 years

12.Q3. Are you married?

13.P5 NW: Single

14.Q4. Please indicate the number of children you have?

15.P5 NW:0

16.Q5. Please indicate your level of education?

17.P5 NW: Honours

18.SECTION B: Interview questions

19.Q6. Which shopping mall do you prefer to shop at in the Mafikeng 20.area?

21.P5 NW: North west mall

22.Q7. Please explain why have made this choice?

23.P5 NW: This mall has most shops that I normally use and it is near 24.everything, it is in the centre of a town

25.Q8. Please indicate what is lacking in all shopping malls in the 26.Mafikeng area in terms of customer satisfaction?

27.P5 RNW:More internet, more spaces to sit and network with others, 28.more wifi and restaurants

29.Q9. Which shopping mall attributes attract you to a particular shopping 30.mall in the Ngaka Modiri Molema district?

31.P5 NW: One shopping stall, the location of the mall is accommodative 32.to everyone and nearby taxi ranks

33.more wifi and restaurants

34.Q10. Please indicate why you always shop at any particular shopping 35.mall chosen above?

36.P5 NW:It has shops which I normally use most of the time

37.Q11.Explain how people opinion, view, recommendation and 38.comments influence your place of shopping mall choice?

39.P5 RNW: The shops in this mall are close to each other and they are 40.shops which are affordable and used by many

41.Q12.Explain why you trust the opinion or view of people around you 42.concerning the shopping mall that will meets your need and make you 43.happy?

44.P5 NW: Because when you enter that particular mall, you leave with 45.everything you need, not having to go around town looking for the other 45.things

46.Q13.Share with us your conclusions based on recommendation from 47.people around you?

48.P5 NW: People love this mall because it is near everything

49.Q14.Please relate to me your personal experience since you visited 50.recommended shopping mall?

51.P5 NW:I always visit this mall whenever I come to town because it has 52.most shops that I need

53.Q15.Explain the level of convenience to consumers you have 54.perceived at the malls in the Mafikeng area as compared to other 55.provinces in South Africa?

56.P5 NW:It is user friendly for adults,it does not have stairs or 57.complicated building one cannot get lost in this mall

58.Q16.How can the appearance of the shopping mall influence you to 59.patronize a given store within preferred shopping mall?

60.P5 NW:It has board outside which shows you how many shops are 61there inside the mall

62.Q17.Can you recommend your preferred shopping mall to your family 63.friends based on your experience at your preferred shopping mall?

64.P5 NW:yes I can share recommendations of my preferred shopping 65.mall

66.Q18.Could you share with us your own view about the operating hours 67.of the shopping malls in Mafikeng?

68.P5 NW:I would be very good for the hours of the mall to be increased 69.because it closes fast

70.Q19.” Quality shopping experience, large quantity and variety of 71.product choices, ambience, recreational and entertainment facilities are 72.very important to any shopping mall”. Please share with me your views 73.on this: statement?

74.P5 NW:It is very important as it is a form of distress to others and 75.others get a chance to see others and network

76.Q20.Do you agree that shopping in order to interact socially with friends 77.outside their residence and to meet new people is very important and 78.why?

79.P5 NW:The building of infrastructure of the mall and the tidiness of the 80.surrounding as well as safety

81.Q21.What are the physical characteristics of your preferred shopping 82.mall that are visually appealing you as compared to other shopping 83.mall around in Mafikeng?

84.P5 NW:The building of infrastructure of the mall and the tidiness of the 85.surrounding as well as safety

86.Q22.State seven major attributes that appeals to your continued 87.patronizing stores in a particular shopping mall?

88.P5 NW:The infrastructure of the building

89.The parking lot around the mall

90.The safety around the area

91.The recreational facilities

92.The entertainment facilities

93.The time that you can spend there until late

94.The tidiness of the building

95.Q23.What is the estimated time you spend in a shopping mall of your 96.choice and why you spend so much time in that shopping mall?

97.P5 RNW:5 hours because it has all the entertainment facilities and 98.more shops to visit and time of closing is late

99.Q24.Briefly explain what you are expecting to see in a standard 100.shopping mall?

101.P5 NW:So that I can be able to go to the mall for refreshing and 102.networking with other people

103.Q25.Briefly explain what you are expecting to see in an excellent 104.shopping mall?
 105.P5 NW:So that I can spend of my free time at the mall to reconnect 106.and refresh and also do all the shopping I need
 107.Q26.Briefly explain see service quality in a shopping mall?
 108.P5 NW:The services in the shopping mall differs from one shop to the 109.other,other have poor service quality
 110.Q27.Is there anything you want to comment on regarding shopping 111.malls satisfaction and utilization in the Ngaka Modiri Molema region 112.(Mafikeng Area)?
 113.P5 NW:These malls needs more entertainment facilities and also the 114.shops need to be increased in order to make shopping easier and the 115.internet should be available too

ANNEXURE B6. P6

1.interview
 2. Atlas ti Transcript
 3. Intevieewe
 4. Interviwere
 5. Date : May 2019
 6. Venue : Megacity
 7. Openning
 8.Q1. How long have you been staying in the Mafikeng area?
 9.P6 MC:2-3 years
 10.Q2. Please indicate your age?
 11.P6 MC:41-50 years
 12.Q3. Are you married?
 13.P6 MC: Married
 14.Q4. Please indicate the number of children you have?
 15.P6 MC:4
 16.Q5. Please indicate your level of education?
 17.P6 MC: Masters
 18.SECTION B: Interview questions
 19.Q6. Which shopping mall do you prefer to shop at in the Mafikeng 20.area?
 21.P6 MC: Megacity
 22.Q7. Please explain why have made this choice?

23.P6 MC: The ease of attention to consumers and stock varieties

24.Q8. Please indicate what is lacking in all shopping malls in the 25.Mafikeng area in terms of customer satisfaction?

26.P6 MC: Customer relationship

27.Q9. Which shopping mall attributes attract you to a particular shopping 28.mall in the Ngaka Modiri Molema district?

29.P6 MC: Location

30.Q10. Please indicate why you always shop at any particular shopping 31.mall chosen above?

32.P6 MC: Proximity to my residence

33.Q11.Explain how people opinion, view, recommendation and 34.comments influence your place of shopping mall choice?

35.P6 MC: People satisfactory

36.Q12.Explain why you trust the opinion or view of people around you 37.concerning the shopping mall that will meets your need and make you 38.happy?

39.P6 MC: Satisfactory services rendered

40.Q13.Share with us your conclusions based on recommendation from 41.people around you?

42.P6 MC: They are well pleased with the services rendered

43.Q14.Please relate to me your personal experience since you visited 44.recommended shopping mall?

45.P6 MC: It has always been amazing

46.Q15.Explain the level of convenience to consumers you have 47.perceived at the malls in the Mafikeng area as compared to other 48.provinces in South Africa?

49.P6 MC: Satisfactory

50.Q16.How can the appearance of the shopping mall influence you to 51.patronize a given store within preferred shopping mall?

52.P6 MC: Location and price of materials

53.Q17.Can you recommend your preferred shopping mall to your family 54.friends based on your experience at your preferred shopping mall?

55.P6 MC: yes

56.Q18.Could you share with us your own view about the operating hours 57.of the shopping malls in Mafikeng?

58.P6 MC: The shopping hours are good

59.Q19.” Quality shopping experience, large quantity and variety of 60.product choices, ambience, recreational and entertainment facilities are 61.very important to any shopping mall”. Please share with me your views 62.on this: statement?

63.P6 MC: It is good for the customer and brings attraction

64.Q20.Do you agree that shopping in order to interact socially with friends 65.outside their residence and to meet new people is very important and 66.why?

67.P6 MC: Yes, to relax and shine experinecs together

68.Q21.What are the physical characteristics of your preferred shopping 69.mall that are visually appealing you as compared to other shopping 70.mall around in Mafikeng?

71.P6 MC: The mall structural building and the environment of location

72.Q22.State seven major attributes that appeals to your continued 73.patronizing stores in a particular shopping mall?

74.P6 MC: Pricing, nearness to home, stock varieties, choice of different 75.stores

76.Q23.What is the estimated time you spend in a shopping mall of your 77.choice and why you spend so much time in that shopping mall?

78.P6 MC: One hour moving around different stores within the mall

79.Q24.Briefly explain what you are expecting to see in a standard 80.shopping mall?

81.P6 MC: stock varieties of global quality and adequate security

82.Q25.Briefly explain what you are expecting to see in an excellent 83.shopping mall?

84.P6 MC: Stock variety, order lines and adequate amenties and 85.securities

86.Q26.Briefly explain see service quality in a shopping mall?

87.P6 MC: The quality of the service area really good

88.Q27.Is there anything you want to comment on regarding shopping 89.malls satisfaction and utilization in the Ngaka Modiri Molema region 90.(Mafikeng Area)?

91.P6 MC: Satisfactory

ANNEXURE B7.P7

- 1.interview
2. Atlas ti Transcript
3. Inteviewee: Ronnie
4. Interwiwer: Bakang Gabanakgosi
5. Date : May 2019

6. Venue : Megacity
7. Opening
- 8.Q1. How long have you been staying in the Mafikeng area?
- 9.P7 MC:More than 5 years
- 10.Q2. Please indicate your age?
- 11.P7 MC:21-40 years
- 12.Q3. Are you married?
- 13.P7 MC:Single
- 14.Q4. Please indicate the number of children you have?
- 15.P7 MC:1
- 16.Q5. Please indicate your level of education?
- 17.P7 MC: Masters
- 18.SECTION B: Interview questions
- 19.Q6. Which shopping mall do you prefer to shop at in the Mafikeng 20.area?
- 21.P7 MC: Megacity
- 22.Q7. Please explain why have made this choice?
- 23.P7 MC: All most of the shops are there
- 24.Q8. Please indicate what is lacking in all shopping malls in the 25.Mafikeng area in terms of customer satisfaction?
- 26.P7 MC: Customer service in other stores is poor
- 27.Q9. Which shopping mall attributes attract you to a particular shopping 28.mall in the Ngaka Modiri Molema district?
- 29.P7 MC: Safety parking, availability of brands and products
- 30.Q10. Please indicate why you always shop at any particular shopping 31.mall chosen above?
- 32.P7 MC: It is nearer my home
- 33.Q11.Explain how people opinion, view, recommendation and 34.comments influence your place of shopping mall choice?
- 35.P7 MC: Their concerns are similar to mine
- 36.Q12.Explain why you trust the opinion or view of people around you 37.concerning the shopping mall that will meets your need and make you 38.happy?
- 39.P7 MC: Their concerns are similar to mine

40.Q13.Share with us your conclusions based on recommendation from 41.people around you?

42.P7 MC: I normally do not listen or take other peoples opinions because 43.we are different, do not enjoy same things

44.Q14.Please relate to me your personal experience since you visited 45.recommended shopping mall?

46.P7 MC: They shops close early which doesn't accommodate us 47.working and knocking out late

48.Q15.Explain the level of convenience to consumers you have 49.perceived at the malls in the Mafikeng area as compared to other 50.provinces in South Africa?

51.P7 MC: The people are friendly with assistance

52.Q16.How can the appearance of the shopping mall influence you to 53.patronize a given store within preferred shopping mall?

54.P7 MC: Its cleanliness, price for goods

55.Q17.Can you recommend your preferred shopping mall to your family 56.friends based on your experience at your preferred shopping mall?

57.P7 MC: yes

58.Q18.Could you share with us your own view about the operating hours 59.of the shopping malls in Mafikeng?

60.P7 MC: The operating hours are limited, however they are suitable

61.Q19." Quality shopping experience, large quantity and variety of 62.product choices, ambience, recreational and entertainment facilities are 63.very important to any shopping mall". Please share with me your views 64.on this: statement?

65.P7 MC: There is little entertainment and there is no place to relax and 66.eat besides restaurants

67.Q20.Do you agree that shopping in order to interact socially with friends 68.outside their residence and to meet new people is very important and 69.why?

70.P7 MC: Yes, we get to learn different styles from one another

71.Q21.What are the physical characteristics of your preferred shopping 72.mall that are visually appealing you as compared to other shopping 73.mall around in Mafikeng?

74.P7 MC: The pyshical appearance, the stores are not basd

75.Q22.State seven major attributes that appeals to your continued 76.patronizing stores in a particular shopping mall?

77.P7 MC: Variety of shops, pricing, parking lots

78.Q23.What is the estimated time you spend in a shopping mall of your 79.choice and why you spend so much time in that shopping mall?

80.P7 MC: Not more than 3 hours, it depends on the reason for vositation

81.Q24.Briefly explain what you are expecting to see in a standard 82.shopping mall?

83.P7 MC: more shops in variety

84.Q25.Briefly explain what you are expecting to see in an excellent 85.shopping mall?

86.P7 MC: parking lots, security tightness, cleanliness

87.Q26.Briefly explain see service quality in a shopping mall?

88.P7 MC: People who knows they working with others should be friendly

89.Q27.Is there anything you want to comment on regarding shopping 90.malls satisfaction and utilization in the Ngaka Modiri Molema region 91.(Mafikeng Area)?

92.P8 MC:No

ANNEXURE B8. P8

1.interview

2. Atlas ti Transcript

3. Intevieewe

4. Interviwer

5. Date : May 2019

6. Venue : Megacity

7. Openning

8.Q1. How long have you been staying in the Mafikeng area?

9.P8 MC: More than 5 years

10.Q2. Please indicate your age?

11.P8 MC:21-40 years

12.Q3. Are you married?

13P8 MC: Single

14.Q4. Please indicate the number of children you have?

15.P8 MC: 3

16.Q5. Please indicate your level of education?

17.P8 MC: Bachelor

18.SECTION B: Interview questions

19.Q6. Which shopping mall do you prefer to shop at in the Mafikeng 20.area?

21.P8 MC: Megacity

22.Q7. Please explain why have made this choice?

23.P8 MC: Its closer to where I reside

24.Q8. Please indicate what is lacking in all shopping malls in the 25.Mafikeng area in terms of customer satisfaction?

26.P8 MC: Entertainment facilities

27.Q9. Which shopping mall attributes attract you to a particular shopping 28.mall in the Ngaka Modiri Molema district?

29.P8 MC: Game centre, casino, wifi, recreational facilities

30.Q10. Please indicate why you always shop at any particular shopping 31.mall chosen above?

32.P8 MC: I don't have a choice, it is the closest to my place

33.Q11.Explain how people opinion, view, recommendation and 34.comments influence your place of shopping mall choice?

35.P8 MC: It has had a positive impact, because most favour this mall

36.Q12.Explain why you trust the opinion or view of people around you 37.concerning the shopping mall that will meets your need and make you 38.happy?

39.P8 MC: Because they have lived in Mafikeng more than I have

40.Q13.Share with us your conclusions based on recommendation from 41.people around you?

42.P8 MC: People would like megacity to be upgraded

43.Q14.Please relate to me your personal experience since you visited 44.recommended shopping mall?

45.P8 MC: It is great but needed to be upgraded

46.Q15.Explain the level of convenience to consumers you have 47.perceived at the malls in the Mafikeng area as compared to other 48.provinces in South Africa?

49.P8 MC: Malls in Mafikeng are leaking a lot of thing as to malls in other 50.provinces

51.Q16.How can the appearance of the shopping mall influence you to 52.patronize a given store within preferred shopping mall?

53.P8 MC: If the mall is not attractive and doesn't have a scale parking

54.Q17.Can you recommend your preferred shopping mall to your family 55.friends based on your experience at your preferred shopping mall?

56.P8 MC: If the mall is not attractive and doesn't have a scale parking

57.Q18.Could you share with us your own view about the operating hours 58.of the shopping malls in Mafikeng?

59.P8 MC: They close too early

60.Q19." Quality shopping experience, large quantity and variety of 61.product choices, ambience, recreational and entertainment facilities are 62.very important to any shopping mall". Please share with me your views 63.on this: statement?

64.P8 MC: There are very important to a mall, because one must get 65.entertainment when using a mall

66.Q20.Do you agree that shopping in order to interact socially with friends 67.outside their residence and to meet new people is very important and 68.why?

69.P8 MC: Yes so you can hp in a open environment

70.Q21.What are the physical characteristics of your preferred shopping 71.mall that are visually appealing you as compared to other shopping 72.mall around in Mafikeng?

73.P8 MC: It is bigger than other shopping malls

74.Q22.State seven major attributes that appeals to your continued 75.patronizing stores in a particular shopping mall?

76.P8 MC: P8 MC: Cleanness of the mall itself

77.Clean toilet

78.Open parking

79.Have all banks

80.Q23.What is the estimated time you spend in a shopping mall of your 81.choice and why you spend so much time in that shopping mall?

82.P8 MC: Not more than 30 minutes, because there is nothing to do after 83.buying what you need

84.Q24.Briefly explain what you are expecting to see in a standard 85.shopping mall?

86.P8 MC: entertainment facilities

87.Q25.Briefly explain what you are expecting to see in an excellent 88.shopping mall?

89.P8 MC: Recreational facilities

90.Q26.Briefly explain see service quality in a shopping mall?

91.P8 MC: Always cleaning and toilets that hygiene

92.Q27.Is there anything you want to comment on regarding shopping 93.malls satisfaction and utilization in the Ngaka Modiri Molema region 94.(Mafikeng Area)?

ANNEXURE B9.P9

- 1.interview
2. Atlas ti Transcript
3. Inteviewee
4. Interviwer
5. Date : May 2019
6. Venue : Megacity
7. Openning
- 8.Q1. How long have you been staying in the Mafikeng area?
- 9.P9 MC: More than 5 years
- 10.Q2. Please indicate your age?
- 11.P9 MC:21-40 years
- 12.Q3. Are you married?
- 13.P9 MC:Single
- 14.Q4. Please indicate the number of children you have?
- 15.P9 MC:1
- 16.Q5. Please indicate your level of education?
- 17.P9 MC: Below matric
- 18.SECTION B: Interview questions
- 19.Q6. Which shopping mall do you prefer to shop at in the Mafikeng 20.area?
- 21.P9 MC: Megacity
- 22.Q7. Please explain why have made this choice?
- 23.P9 MC: I use the shopping mall for holding meeting as it is closer to 24.transport and is central to the mall
- 25.Q8. Please indicate what is lacking in all shopping malls in the 26.Mafikeng area in terms of customer satisfaction?
- 27.P9 MC: Poor advertisement, poor services to cutomers, the mall is dirty
- 28.Q9. Which shopping mall attributes attract you to a particular shopping 29.mall in the Ngaka Modiri Molema district?
- 30.P9 MC: Nothing attracting in Ngaka Modiri Molema as it lacks 31.entertainment facilities

32.Q10. Please indicate why you always shop at any particular shopping 33.mall chosen above?

34.P9 MC: Because most of my meetings are held in megacity

35.Q11.Explain how people opinion, view, recommendation and 36.comments influence your place of shopping mall choice?

37.P9 MC: Only meetings

38.Q12.Explain why you trust the opinion or view of people around you 39.concerning the shopping mall that will meets your need and make you 40.happy?

41.P9 MC: nothing much

42.Q13.Share with us your conclusions based on recommendation from 43.people around you?

44.P9 MC: nothing

45.Q14.Please relate to me your personal experience since you visited 46.recommended shopping mall?

47.P9 MC: I have never assessed the mall as it does not have 48.entertainment

49.Q15.Explain the level of convenience to consumers you have 50.perceived at the malls in the Mafikeng area as compared to other 51.provinces in South Africa?

52.P9 MC: It is only convenient during the day and at night is closed early

53.Q16.How can the appearance of the shopping mall influence you to 54.patronize a given store within preferred shopping mall?

55.P9 MC: Entertainment, cinemas, Mmabatho palms

56.Q17.Can you recommend your preferred shopping mall to your family 57.friends based on your experience at your preferred shopping mall?

58.P9 MC: no

59.Q18.Could you share with us your own view about the operating hours 60.of the shopping malls in Mafikeng?

61.P9 MC: It is chosing early and sometimes people have work late

62.Q19.” Quality shopping experience, large quantity and variety of 63.product choices, ambience, recreational and entertainment facilities are 64.very important to any shopping mall”. Please share with me your views 65.on this: statement?

66.P9 MC: True, in megacity we have more except the cinema

67.Q20.Do you agree that shopping in order to interact socially with friends 68.outside their residence and to meet new people is very important and 69.why?

70.P9 MC: True, It helps in terms of networking

71.Q21.What are the physical characteristics of your preferred shopping 72.mall that are visually appealing you as compared to other shopping 73.mall around in Mafikeng?

74.P9 MC: Good infrastructure, recreational facilities services

75.Q22.State seven major attributes that appeals to your continued 76.patronizing stores in a particular shopping mall?

77.P9 MC: none

78.Q23.What is the estimated time you spend in a shopping mall of your 79.choice and why you spend so much time in that shopping mall?

80.P9 MC:3 hours, because I look for opportunities

81.Q24.Briefly explain what you are expecting to see in a standard 82.shopping mall?

83.P9 MC: Safety, wifi . service quality, cleaniless

84.Q25.Briefly explain what you are expecting to see in an excellent 85.shopping mall?

86.P9 MC: Big shops with brands, all the banks

87.Q26.Briefly explain see service quality in a shopping mall?

88.P9 MC: Poor service quality, no privacy, security.

89.Q27.Is there anything you want to comment on regarding shopping 90.malls satisfaction and utilization in the Ngaka Modiri Molema region 91.(Mafikeng Area)?

92.P9 MC: They need to upgrade their standard

ANNEXURE B10.P10

1.interview

2. Atlas ti Transcript

3. Intevieewe: Lot

4. Interviwer: Bakang Gabanakgosi

5. Date : May 2019

6. Venue : Megacity

7. Openning

8.Q1. How long have you been staying in the Mafikeng area?

9.P10 MC:2-3 years

10.Q2. Please indicate your age?

11.P10 MC:21-40 years

12.Q3. Are you married?

13.P10 MC:Married

14.Q4. Please indicate the number of children you have?

15.P10 MC:none

16.Q5. Please indicate your level of education?

17.P10 MC:Honours

18.SECTION B: Interview questions

19.Q6. Which shopping mall do you prefer to shop at in the Mafikeng 20.area?

21.P10 MC: Megacity

22.Q7. Please explain why have made this choice?

23.P10 MC: It is nearby

24.Q8. Please indicate what is lacking in all shopping malls in the 25.Mafikeng area in terms of customer satisfaction?

26.P10 MC:Entertainment

27.Q9. Which shopping mall attributes attract you to a particular shopping 28.mall in the Ngaka Modiri Molema district?

29.P10 MC: Megacity

30.Q10. Please indicate why you always shop at any particular shopping 31.mall chosen above?

32.P10 MC: It is nearby

33.Q11.Explain how people opinion, view, recommendation and 34.comments influence your place of shopping mall choice?

35.P10 MC: I do not rely on peoples opinion for shopping mall choice

36.Q12.Explain why you trust the opinion or view of people around you 37.concerning the shopping mall that will meets your need and make you 38.happy?

39.P10 MC: I use my views

40.Q13.Share with us your conclusions based on recommendation from 41.people around you?

42.P10 MC: I do not use people recommendation to choose the shopping 43.mall

44.Q14.Please relate to me your personal experience since you visited 45.recommended shopping mall?

46.P10 MC: It is user friendly and workers there are of good help

47.Q15.Explain the level of convenience to consumers you have 48.perceived at the malls in the Mafikeng area as compared to other 49.provinces in South Africa?

50.P10 MC: It is nearby

51.Q16.How can the appearance of the shopping mall influence you to 52.patronize a given store within preferred shopping mall?

53.P10 MC: Entertainment, cinemas and recreational areas

54.Q17.Can you recommend your preferred shopping mall to your family 55.friends based on your experience at your preferred shopping mall?

56.P10 MC: no

57.Q18.Could you share with us your own view about the operating hours 58.of the shopping malls in Mafikeng?

59.P10 MC: It closes too early and most people need access to mall late 60.after knocking off from work

61.Q19.” Quality shopping experience, large quantity and variety of 62.product choices, ambience, recreational and entertainment facilities are 63.very important to any shopping mall”. Please share with me your views 64.on this: statement?

65.P10 MC: It is indeed important and entertainment is what is needed in 66.Mafikeng malls

67.Q20.Do you agree that shopping in order to interact socially with friends 68.outside their residence and to meet new people is very important and 69.why?

70.P10 MC: Yes, social engagement is important

71.Q21.What are the physical characteristics of your preferred shopping 72.mall that are visually appealing you as compared to other shopping 73.mall around in Mafikeng?

74.P10 MC: Resturants, entertainment facilities

75.Q22.State seven major attributes that appeals to your continued 76.patronizing stores in a particular shopping mall?

77.P10 MC: Reasonable prices, good music in the shops, beautiful clothes

78.Q23.What is the estimated time you spend in a shopping mall of your 79.choice and why you spend so much time in that shopping mall?

80.P10 MC:2 hours at most, busy doing shopping moving from one shop 81.to the other takes time

82.Q24.Briefly explain what you are expecting to see in a standard 83.shopping mall?

84.P10 MC:Clothing shops,Resturant and entertainment facilities

85.Q25.Briefly explain what you are expecting to see in an excellent 86.shopping mall?

87.P10 MC: Variety of product and quality product

88.Q26.Briefly explain see service quality in a shopping mall?

89.P10 MC: Worker at till should always be friendly towards the customers 90.when they assisting them

91.Q27.Is there anything you want to comment on regarding shopping 92.malls satisfaction and utilization in the Ngaka Modiri Molema region 93.(Mafikeng Area)?

94.P10 MC:Extend shopping hours

95.Hire more people for productive customer service and for quicker help 96.to be rendered to customer

ANNEXURE B11.P11

1.interview

2. Atlas ti Transcript

3. Intevieewe

4. Interviwer

5. Date : May 2019

6. Venue : Mafikeng mall

7. Openning

8.Q1. How long have you been staying in the Mafikeng area

9.P11 MM:1-2 years

10.Q2. Please indicate your age

11.P11 MM:21-40 years

12.Q3. Are you married

13.P11 MM:single

14.Q4. Please indicate the number of children you have

15.P11 MM:n/a

16.Q5. Please indicate your level of education

17.P11 MM:Matric

18.SECTION B: Interview questions

19.Q6. Which shopping mall do you prefer to shop at in the Mafikeng 20.area?

21.P11 MM:Mafikeng mall

22.Q7. Please explain why have made this choice?

23.P11 MM: The chances of me getting the stuff that I want to buy are

24.Q8. Please indicate what is lacking in all shopping malls in the 25.Mafikeng area in terms of customer satisfaction?

26.P11 MM: Quality training for employees

27.Q9. Which shopping mall attributes attract you to a particular shopping 28.mall in the Ngaka Modiri Molema district?

29.P11 MM:Having a wide range of choices

30.Q10. Please indicate why you always shop at any particular shopping 31.mall chosen above?

32.P11 MM:Services that are rendered are of high quality

33.Q11.Explain how people opinion, view, recommendation and 34.comments influence your place of shopping mall choice?

35.P11 MM: Positive perspectives about a shopping mall obviously 36.attracts me as a customer

37.Q12.Explain why you trust the opinion or view of people around you 38.concerning the shopping mall that will meets your need and make you 39.happy?

40.P11 MM: One would not talk good about a place for no reason

41.Q13.Share with us your conclusions based on recommendation from 42.people around you?

43.P11 MM:I am satisfied with what I have experienced thus far

44.Q14.Please relate to me your personal experience since you visited 45.recommended shopping mall?

46.P11 MM:I have never had an alteration with the retailers and when one 47.needs help at a certain shop one is attended to at a blink of an eye

48.Q15.Explain the level of convenience to consumers you have 49.perceived at the malls in the Mafikeng area as compared to other 50.provinces in South Africa?

51.P11 MM:I would give it a five out of ten

52.Q16.How can the appearance of the shopping mall influence you to 53.patronize a given store within preferred shopping mall?

54.P11 MM: Cleaniness is next to godliness so as place that is tidy and 55.proper constructed would influence me to visit a mall

56.Q17.Can you recommend your preferred shopping mall to your family 57.friends based on your experience at your preferred shopping mall?

58.P11 MM:yes

59.Q18.Could you share with us your own view about the operating hours 60.of the shopping malls in Mafikeng?

61.P11 MM: Shopping malls around Mafikeng operate during the day only 62.and this is a disadvantage to many people

63.Q19.” Quality shopping experience, large quantity and variety of 64.product choices, ambience, recreational and entertainment facilities are 65.very important to any shopping mall”. Please share with me your views 66.on this: statement?

67.P11 MM:I fairly agree with this statement

68.Q20.Do you agree that shopping in order to interact socially with friends 69.outside their residence and to meet new people is very important and 70.why?

71.P11 MM: Yes some people prefers to be indoors most of the time so 72.going out for shopping is a way of them interacting with other people

73.Q21.What are the physical characteristics of your preferred shopping 74.mall that are visually appealing you as compared to other shopping 75.mall around in Mafikeng?

76.P11 MM: Buildings of high standard e.g a mall that has several floors

77.Q22.State seven major attributes that appeals to your continued 78.patronizing stores in a particular shopping mall?

79.P11 MM: playing area for kids

80.Q23.What is the estimated time you spend in a shopping mall of your 81.choice and why you spend so much time in that shopping mall?

82.P11 MM: I would not specify the duration because it depends on what I 83.will

84.Q24.Briefly explain what you are expecting to see in a standard 85.shopping mall?

86.P11 MM: A parking lot that can accommodate everyone visiting the 87.mall

88..Q25.Briefly explain what you are expecting to see in an excellent 89.shopping mall?

90.P11 MM: Shops that can cater for all people disabled people included

91.Q26.Briefly explain see service quality in a shopping mall?

92.P11 MM:The quality of the service should be out of this world

93.Q27.Is there anything you want to comment on regarding shopping 94.malls satisfaction and utilization in the Ngaka Modiri Molema region 95.(Mafikeng Area)?

96.P11 MM:At this point I do not have comments

ANNEXURE B12.P12

1.interview

2. Atlas ti Transcript
3. Interviewee
4. Interviewer
5. Date : May 2019
6. Venue : Mafikeng mall
7. Opening
- 8.Q1. How long have you been staying in the Mafikeng area?
- 9.P12 MM:3-4 years
- 10.Q2. Please indicate your age?
- 11.P12 MM:21-40 years
- 12.Q3. Are you married?
- 13.P12 MM:single
- 14.Q4. Please indicate the number of children you have?
- 15.P12 MM:0
- 16.Q5. Please indicate your level of education?
- 17.P12 MM:Matric
- 18.SECTION B: Interview questions
- 19.Q6. Which shopping mall do you prefer to shop at in the Mafikeng 20.area?
- 21.P12 MM:Mafikeng mall
- 22.Q7. Please explain why have made this choice?
- 23.P12 MM:Because it has many shops
- 24.Q8. Please indicate what is lacking in all shopping malls in the 25.Mafikeng area in terms of customer satisfaction?
- 26.P12 MM:There is not enough cashier to help customers and this result 27.to stand more than expected time
- 28.Q9. Which shopping mall attributes attract you to a particular shopping 29.mall in the Ngaka Modiri Molema district ?
- 30.P12 MM:Buildings and the cleaners of the mall
- 31.Q10. Please indicate why you always shop at any particular shopping 32.mall chosen above?
- 33.P12 MM:Because it has more shops(alternatives }that has what usually 34.go for shopping
- 35.Q11.Explain how people opinion, view, recommendation and 36.comments influence your place of shopping mall choice?

37.P12 MM:The mall is clean and in the other side they complain with 38. stand more time in line. They must be more cashiers that have to be 39. hired

40.Q12.Explain why you trust the opinion or view of people around you 41.concerning the shopping mall that will meet your need and make you 42.happy?

43.P12 MM: I hate stand more than expected time in lines and on the 44.other hand they close their shop early

45.Q13.Share with us your conclusions based on recommendation from 46.people around you?

47.P12 MM:The management have to hire more cashiers and keep the 48.town clean at all times

49.Q14.Please relate to me your personal experience since you visited 50.recommended shopping mall?

51.P12 MM:I have realised that there is no enough banks and other things 52.need to be done there e.g securities

53.Q15.Explain the level of convenience to consumers you have 54.perceived at the malls in the Mafikeng area as compared to other 55.provinces in South Africa?

56.P12 MM: Mafikeng malls does not have enough shops

57.Q16.How can the appearance of the shopping mall influence you to 58.patronize a given store within preferred shopping mall?

59.P12 MM: Cleaniness is very important because one needs to buy in a 60.clean mall and clean mall attract customers

61.Q17.Can you recommend your preferred shopping mall to your family 62.friends based on your experience at your preferred shopping mall?

63..P12 MM:yes,but there are other things that need to be rectified

64..Q18.Could you share with us your own view about the operating hours 65.of the shopping malls in Mafikeng?

66.P12 MM:

67.Q19.” Quality shopping experience, large quantity and variety of 68.product choices, ambience, recreational and entertainment facilities are 69.very important to any shopping mall”. Please share with me your views 70.on this: statement?

71.P12 MM: That mall must have other alternatives shops, theatres and be 72.closer to recreational facilities

73.Q20.Do you agree that shopping in order to interact socially with friends 74.outside their residence and to meet new people is very important and 75.why?

76.P12 MM:Yes because it will attract many customers to the mall

77.Q21.What are the physical characteristics of your preferred shopping 78.mall that are visually appealing you as compared to other shopping 79.mall around in Mafikeng?

80.P12 MM: Buildings are still in good condition and it has a parking lot

81.Q22.State seven major attributes that appeals to your continued 82.patronizing stores in a particular shopping mall?

83.P12 MM: cleanliness, parking lot, what shops provide to 84.people,security,banks,near rank

85..Q23.What is the estimated time you spend in a shopping mall of your 86.choice and why you spend so much time in that shopping mall?

87.P12 MM:30 minutes, because there is no enough cashiers to help me

88.Q24.Briefly explain what you are expecting to see in a standard 89.shopping mall?

90.P12 MM:More banks,cleaness and the safety of the mall

91.Q25.Briefly explain what you are expecting to see in an excellent 92.shopping mall?

93.P12 MM: More banks, cleaness in the mall and safety and more 94.alternative shops at the mall

95.Q26.Briefly explain see service quality in a shopping mall?

96.P12 MM: Friendly and approachable workers and not spend more time 97.at the mall

98.Q27.Is there anything you want to comment on regarding shopping 99.malls satisfaction and utilization in the Ngaka Modiri Molema region 100.(Mafikeng Area)?

101.P12 MM:Many banks are needed in the mall ,safety and it must be 102.kept clean at all times

ANNEXURE B13.P13

- 1.interview
2. Atlas ti Transcript
3. Inteviewee
4. Interviwer
5. Date : May 2019
6. Venue : Mafikeng mall
7. Openning

8.Q1. How long have you been staying in the Mafikeng area?
9.P13 MM:3-4 years

10.Q2. Please indicate your age?
11.P13 MM:21-40 years

12.Q3. Are you married?
13.P13 MM:single

14.Q4. Please indicate the number of children you have?
15.P13 MM:none

16.Q5. Please indicate your level of education?
17.P13 MM:Honours

18.SECTION B: Interview questions

19.Q6. Which shopping mall do you prefer to shop at in the Mafikeng 20.area?
21.P13 MM:Mafikeng mall

22.Q7. Please explain why have made this choice?
23.P13 MM:There are lots of different shops

24.Q8. Please indicate what is lacking in all shopping malls in the 25.Mafikeng area in terms of customer satisfaction?
26.P13 MM:Having the security to go through our bags and search it like 27.nobody business

28.Q9. Which shopping mall attributes attract you to a particular shopping 29.mall in the Ngaka Modiri Molema district?
30.P13 MM:Mr price,the price are affordable and the clothes look beautiful

31.Q10. Please indicate why you always shop at any particular shopping 32.mall chosen above?
33.P13 MM:They have reasonable and quality of clothes are the best

34.Q11.Explain how people opinion, view, recommendation and 35.comments influence your place of shopping mall choice?
36.P13 MM: Having people taking about how is the quality of the clothes 37.or undermining the shops

38.Q12.Explain why you trust the opinion or view of people around you 39.concerning the shopping mall that will meets your need and make you 40.happy?
41.P13 MM: Getting the likes that I dress well is what motivates more to 42.continue buying clothes

43.Q13.Share with us your conclusions based on recommendation from 44.people around you?

45.P13 MM:Always complimenting my dressing styles and want to buy at 46.the same shops

47.Q14.Please relate to me your personal experience since you visited 48.recommended shopping mall?

49.P13 MM:The hospitality is great of the services they provide is also 50.good

51.Q15.Explain the level of convenience to consumers you have 52.perceived at the malls in the Mafikeng area as compared to other 53.provinces in South Africa?

54.P13 MM: The result are friendly,the prices are also more affordable and 55.reasonable

56.Q1.6.How can the appearance of the shopping mall influence you to 57.patronize a given store within preferred shopping mall?

58.P13 MM:they show advertisement,prices are quality

59.Q17.Can you recommend your preferred shopping mall to your family 60.friends based on your experience at your preferred shopping mall?

61.P13 MM:yes,anyone can get the clothes of their choise,different size 62.and prices are given

63.Q18.Could you share with us your own view about the operating hours 64.of the shopping malls in Mafikeng?

65.P13 MM:I think the working hours at Saturday and Sunday should be 66.extended to 17:30

67.Q19.” Quality shopping experience, large quantity and variety of 68.product choices, ambience, recreational and entertainment facilities are 69.very important to any shopping mall”. Please share with me your views 70.on this: statement?

71.P13 MM:you can ask for service to staff members if you cannot get 73.what you are looking for,you can choose any product

73.Q20.Do you agree that shopping in order to interact socially with friends 74.outside their residence and to meet new people is very important and 75.why?

76.P13 MM:It is important so that you can bring more customers

77.Q21.What are the physical characteristics of your preferred shopping 78.mall that are visually appealing you as compared to other shopping 79.mall around in Mafikeng?

80.P13 MM:dressing smart and beautiful

81.Q22.State seven major attributes that appeals to your continued 82.patronizing stores in a particular shopping mall?

83.P13 MM: prices,service,weekend schedule,music 84.entertainment.advertising strategy,clothes,attitudes towards customers

85.Q23.What is the estimated time you spend in a shopping mall of your 86.choice and why you spend so much time in that shopping mall?

87.P13 MM:about 3 hours,when I shop mi make sure I get satisfied

88.Q24.Briefly explain what you are expecting to see in a standard 89.shopping mall?

100.P13 MM: Bring the size for people of different size in clothing and 101.shoes

102.Q25.Briefly explain what you are expecting to see in an excellent 103.shopping mall?

104.P13 MM: The security to respect our bags and have more of services

105.Q26.Briefly explain see service quality in a shopping mall?

106.P13 MM:treating the customers with respect and value their time

107.Q27.Is there anything you want to comment on regarding shopping 108.malls satisfaction and utilization in the Ngaka Modiri Molema region 109.(Mafikeng Area)?

110.P13 MM:People on the tills must work in hand with customers and 111.show them respect and must also work on their speed to save the 112.customers time

ANNEXURE B14.P14

1.interview

2. Atlas ti Transcript

3. Intevieewe

4. Interviwer

5. Date : May 2019

6. Venue : Mafikeng mall

7. Openning

8.Q1. How long have you been staying in the Mafikeng area?

9.P14 MM:3-4 years

10.Q2. Please indicate your age?

11.P14 MM:less than 20 years

12.Q3. Are you married?

13.P14 MM:single

14.Q4. Please indicate the number of children you have?

15.P14 MM:n/a

16.Q5. Please indicate your level of education?

17.P14 MM:Matric

18.SECTION B: Interview questions

19.Q6. Which shopping mall do you prefer to shop at in the Mafikeng 20.area?

21.P14 MM:Mafikeng mall

22.Q7. Please explain why have made this choice?

23.P14 MM:Closer to home

24.Q8. Please indicate what is lacking in all shopping malls in the 25.Mafikeng area in terms of customer satisfaction?

26.P14 MM:They don't exactly have the widest range like bigger town

27.Q9. Which shopping mall attributes attract you to a particular shopping 28.mall in the Ngaka Modiri Molema district ?

29.P14 MM:How clean it is,prices and staff readiness

30.Q10. Please indicate why you always shop at any particular shopping 31.mall chosen above?

32.P14 MM:It is closer to my home than any other mall

33.Q11.Explain how people opinion, view, recommendation and 34.comments influence your place of shopping mall choice?

35.P14 MM:People opinion on mall have a huge impact because if the 36.mall has a bad rating I simply avoid it

37.Q12.Explain why you trust the opinion or view of people around you 38.concerning the shopping mall that will meets your need and make you 39.happy?

40.P14 MM: I trust their opinion because we have similar consumer need

41.Q13.Share with us your conclusions based on recommendation from 42.people around you?

43.P14 MM:People buy where they receive the best service

44.Q14.Please relate to me your personal experience since you visited 45.recommended shopping mall?

46.P14 MM:It has not been to bad I recommend staying dear during month 47.end

48.Q15.Explain the level of convenience to consumers you have 49.perceived at the malls in the Mafikeng area as compared to other 50.provinces in South Africa?

51.P14 MM: The range on high demand products aren't as big as other 52.provinces

53.Q16.How can the appearance of the shopping mall influence you to 54.patronize a given store within preferred shopping mall?

55.P14 MM:If the store is untidy it deters me because that usually means a 56.lack of helpful staff

57.Q17.Can you recommend your preferred shopping mall to your family 58.friends based on your experience at your preferred shopping mall?

59.P14 MM:yes I can

60.Q18.Could you share with us your own view about the operating hours 61.of the shopping malls in Mafikeng?

62.P14 MM:Trade hours of stores are excellent

63.Q19.” Quality shopping experience, large quantity and variety of 64.product choices, ambience, recreational and entertainment facilities are 65.very important to any shopping mall”. Please share with me your views 66.on this: statement?

67.P14 MM:It is true because as the old saying goes ‘the more the merrier’

68.Q20.Do you agree that shopping in order to interact socially with friends 69.outside their residence and to meet new people is very important and 70.why?

71.P14 MM:yes because malls provide a safe place in public to meet

72.Q21.What are the physical characteristics of your preferred shopping 73.mall that are visually appealing you as compared to other shopping 74.mall around in Mafikeng?

75.P14 MM:The size is perfect,it is well decorated and contains no 76.structural design

77.Q22.State seven major attributes that appeals to your continued 78.patronizing stores in a particular shopping mall?

79.P14 MM: Staff friendliness, store neatness, atmosphere, range of 80.products, prices,location and rating

81.Q23.What is the estimated time you spend in a shopping mall of your 82.choice and why you spend so much time in that shopping mall?

83.P14 MM:2 hours depending on my schedule

84.Q24.Briefly explain what you are expecting to see in a standard 85.shopping mall?

86.P14 MM:Great variety of stores and recreational activities

87.Q25.Briefly explain what you are expecting to see in an excellent 88.shopping mall?

89.P14 MM: A huge selection of stores and recreational activities

90.Q26.Briefly explain see service quality in a shopping mall?

91.P14 MM:good prices and friendly staffs

92.Q27.Is there anything you want to comment on regarding shopping 93.malls satisfaction and utilization in the Ngaka Modiri Molema region 94.(Mafikeng Area)?

ANNEXURE B15.P15

- 1.interview
2. Atlas ti Transcript
3. Intevuee
4. Interviwer
5. Date : May 2019
6. Venue : Mafikeng mall
7. Openning
- 8.Q1. How long have you been staying in the Mafikeng area?
- 9.P15 MM:3-4 years
- 10.Q2. Please indicate your age?
- 11.P15 MM:21-40 years
- 12.Q3. Are you married?
- 13.P15 MM:single
- 14.Q4. Please indicate the number of children you have?
- 15.P15 MM:none
- 16.Q5. Please indicate your level of education?
- 17.P15 MM:Matric
- 18.SECTION B: Interview questions
- 19.Q6. Which shopping mall do you prefer to shop at in the Mafikeng 20.area?
- 21.P15 MM:Mafikeng mall
- 22.Q7. Please explain why have made this choice?
- 23.P15 MM:It is cool and peacefull
- 24.Q8. Please indicate what is lacking in all shopping malls in the 25.Mafikeng area in terms of customer satisfaction?
- 26.P15 MM:More shops and entertainment shops
- 27.Q9. Which shopping mall attributes attract you to a particular shopping 28.mall in the Ngaka Modiri Molema district?
- 29.P15 MM:Shops
- 30.Q10. Please indicate why you always shop at any particular shopping 31.mall chosen above?

32.P15 MM: There are more clothing shops whereby a person can do 33.more shopping

34.Q11.Explain how people opinion, view, recommendation and 35.comments influence your place of shopping mall choice?

36.P15 MM:The encourage me to do more shopping

37.Q12.Explain why you trust the opinion or view of people around you 38.concerning the shopping mall that will meets your need and make you 39.happy?

40.P15 MM: I have been there after they have shown me the area

41.Q13.Share with us your conclusions based on recommendation from 42.people around you?

43.P15 MM: I have been there after they have shown me the area

44.Q14.Please relate to me your personal experience since you visited 45.recommended shopping mall?

46.P15 MM: The mall is real and a person should be open minded when it 47.come to shopping

48.Q15.Explain the level of convenience to consumers you have 49.perceived at the malls in the Mafikeng area as compared to other 50.provinces in South Africa?

51.P15 MM: It has lots of clothing shops and it gives me space to shop

52.Q16.How can the appearance of the shopping mall influence you to 54.patronize a given store within preferred shopping mall?

55.P15 MM:It is open and free a person can shop without getting bored

56.Q17.Can you recommend your preferred shopping mall to your family 57.friends based on your experience at your preferred shopping mall?

58.P15 MM:yes I will encourage them to visit the mall

59.Q18.Could you share with us your own view about the operating hours 60.of the shopping malls in Mafikeng?

61.P15 MM:The operating hours are perfect because it favours every 62.human being

63.Q19.” Quality shopping experience, large quantity and variety of 64.product choices, ambience, recreational and entertainment facilities are 65.very important to any shopping mall”. Please share with me your views 66.on this: statement?

67.P15 MM:At Mafikeng mall recreational and entertainment are so 68.interesting

69.Q20.Do you agree that shopping in order to interact socially with friends 70.outside their residence and to meet new people is very important and 71.why?

72..P15 MM:yes ia gree because it has a free space where a person can 73.have fun with friends

74.Q21.What are the physical characteristics of your preferred shopping 75.mall that are visually appealing you as compared to other shopping 76.mall around in Mafikeng?

77.P15 MM:Mafikeng mall has more clothing shops unlike other malls

78.Q22.State seven major attributes that appeals to your continued 79.patronizing stores in a particular shopping mall?

80.P15 MM: Banks,shops,building,parking lot

81.Q23.What is the estimated time you spend in a shopping mall of your 82choice and why you spend so much time in that shopping mall?

83.P15 MM:3 hours because it is peaceful and I enjoy entering different 84.shops

85.Q24.Briefly explain what you are expecting to see in a standard 86.shopping mall?

87.P15 MM: Affordable shops that can accommodate us

88.Q25.Briefly explain what you are expecting to see in an excellent 89.shopping mall?

90.P15 MM: New shops from other countries

91.Q26.Briefly explain see service quality in a shopping mall?

92.P15 MM:The services is great and a person could wish to come back

93.Q27.Is there anything you want to comment on regarding shopping 94.malls satisfaction and utilization in the Ngaka Modiri Molema region 95.(Mafikeng Area)?

96.P15 MM: The services should remain the same because it favours 97.everyone

ANNEXURE B16.P16

1.interview

2. Atlas ti Transcript

3. Intevieewe

4. Interviwer

5. Date : May 2019

6. Venue : The crossing mall

7. Openning

8.Q1. How long have you been staying in the Mafikeng area?

9.P16 TC:More than 5 years

10.Q2. Please indicate your age?

11.P16 TC:21-40 years

12.Q3. Are you married?

13.P16 TC:Single

14.Q4. Please indicate the number of children you have?

15.P16 TC:0

16.Q5. Please indicate your level of education?

17.P16 TC:Matric

18.SECTION B: Interview questions

19.Q6. Which shopping mall do you prefer to shop at in the Mafikeng 20.area?

21.P16 TC:The crossing mall

22.Q7. Please explain why have made this choice?

23.P16 TC:Matric

24.Q8. Please indicate what is lacking in all shopping malls in the 25.Mafikeng area in terms of customer satisfaction?

26.P16 TC:Quality training for the employees

27.Q9. Which shopping mall attributes attract you to a particular shopping 28.mall in the Ngaka Modiri Molema district?

29.P16 TC:The crossing mall

30.Q10. Please indicate why you always shop at any particular shopping 31.mall chosen above?

32.P16 TC:Pay lesss price,a walking distance from campus to the crossing 33.mall

34.Q11.Explain how people opinion, view, recommendation and 35.comments influence your place of shopping mall choice?

36.P16 TC:Many have said that the crossing mall has a lot of shopping 37.spres,you can go there to celebrate your events

38.Q12.Explain why you trust the opinion or view of people around you 39.concerning the shopping mall that will meets your need and make you 40.happy?

41.P16 TC: I have went to relax there with my family and all where 42.satisfied with the service provisions

43.Q13.Share with us your conclusions based on recommendation from 44.people around you?

45.P16 TC:The crossing mall centre must have a base parking and 46.cinema

47.Q14.Please relate to me your personal experience since you visited 48.recommended shopping mall?

49.P16 TC:I have went to spur and I had to pay a lot of cash and tip

50.Q15.Explain the level of convenience to consumers you have 51.perceived at the malls in the Mafikeng area as compared to other 52.provinces in South Africa?

53.P16 TC:I have went to spur and I had to pay a lot of cash and tip

54.Q16.How can the appearance of the shopping mall influence you to 55.patronize a given store within preferred shopping mall?

56.P16 TC:

57.Q17.Can you recommend your preferred shopping mall to your family 58.friends based on your experience at your preferred shopping mall?

59.P16 TC:yes

60.Q18.Could you share with us your own view about the operating hours 61.of the shopping malls in Mafikeng?

62.P16 TC:They are not so bad,PnP closes a 8pm and sportscentre at 63.7pm

64.Q19.” Quality shopping experience, large quantity and variety of 65.product choices, ambience, recreational and entertainment facilities are 66.very important to any shopping mall”. Please share with me your views 67.on this: statement?

68.P16 TC:Yes,wimpy has playing area for kids, also spur

69.Q20.Do you agree that shopping in order to interact socially with friends 70.outside their residence and to meet new people is very important and 71.why?

72.P16 TC:Yes I do agree,you get to meet new people and get a chance 73.to know better in all open space

74.Q21.What are the physical characteristics of your preferred shopping 75.mall that are visually appealing you as compared to other shopping 76.mall around in Mafikeng?

77.P16TC:The high buildinga, Ph network cafe

78.Q22.State seven major attributes that appeals to your continued 79.patronizing stores in a particular shopping mall

80.P16 TC:

81.Q23.What is the estimated time you spend in a shopping mall of your 82.choice and why you spend so much time in that shopping mall?

83.P16 TC: less than 3 hours, because if I do not spend 3 hours in the 84.shopping mall I am going to run low on my budget

85.Q24.Briefly explain what you are expecting to see in a standard 86.shopping mall?

87.P16 TC: Adult products

88.Q25. Briefly explain what you are expecting to see in an excellent shopping mall?
90.P16 TC: Better organized shelves
91.Q26. Briefly explain service quality in a shopping mall?
92.P16 TC: very good
93.Q27. Is there anything you want to comment on regarding shopping malls' satisfaction and utilization in the Ngaka Modiri Molema region (Mafikeng Area)?
96.P16 TC: no

ANNEXURE B17.P17

1. interview
2. Atlas ti Transcript
3. Interviewee
4. Interviewer
5. Date : May 2019
6. Venue : The crossing mall
7. Opening
8.Q1. How long have you been staying in the Mafikeng area?
9.P17 TC:
10.Q2. Please indicate your age?
11.P17 TC:
12.Q3. Are you married?
13.P17 TC:
14.Q4. Please indicate the number of children you have?
15.P17 TC:
16.Q5. Please indicate your level of education?
17.P17 TC: Degree
18. SECTION B: Interview questions
19.Q6. Which shopping mall do you prefer to shop at in the Mafikeng area?
21.P17 TC: The crossing mall
22.Q7. Please explain why you have made this choice?
23.P17 TC: Because one of the shops I prefer is right there
24.Q8. Please indicate what is lacking in all shopping malls in the Mafikeng area in terms of customer satisfaction?

26.P17 TC: Shops are not grouped together accordingly so it makes it 27.harder to move from 1 shop to another when you have found what you 28.want no covered parking for cars
29.Q9. Which shopping mall attributes attract you to a particular shopping 30.mall in the Ngaka Modiri Molema district?

31.P17 TC:nothing

32.Q10. Please indicate why you always shop at any particular shopping 33.mall chosen above?

34.P17 TC:Because I don't have much of choices regarding other mall I 35.can go to

36.Q11.Explain how people opinion, view, recommendation and 37.comments influence your place of shopping mall choice?

38.P17 TC:I don't use peoples opinions because our prefernces are 39.different

40.Q12.Explain why you trust the opinion or view of people around you 41.concerning the shopping mall that will meets your need and make you 42.happy?

43.P17 TC: I do not trust

44.Q13.Share with us your conclusions based on recommendation from 45.people around you?

46.P17 TC:No conclusions as I use my own opinion

47.Q14.Please relate to me your personal experience since you visited 48.recommended shopping mall?

49.P17 TC: The speed humps should have been minimal, parking space 50.should be covered, controlled acces so that when you are shopping we 51.can shop by our own pace knowing our care are secure

52.Q15.Explain the level of convenience to consumers you have 53.perceived at the malls in the Mafikeng area as compared to other 54.provinces in South Africa?

55.P17 TC: not convenient

56.Q16.How can the appearance of the shopping mall influence you to 57.patronize a given store within preferred shopping mall?

58.P17 TC: I don't have to pay for toilets ,I can go from one shop to 59.another with ease becous of the escallators, more clothing shops should 60.be included

61.Q17.Can you recommend your preferred shopping mall to your family 62.friends based on your experience at your preferred shopping mall?

63.P17 TC:yes only because there is no much ophans

64.Q18.Could you share with us your own view about the operating hours 65.of the shopping malls in Mafikeng?

66.P17 TC:Acceptable

67.Q19.” Quality shopping experience, large quantity and variety of 68.product choices, ambience, recreational and entertainment facilities are 69.very important to any shopping mall”. Please share with me your views 70.on this: statement?

71.P17 TC: Agree ,because you don’t only have to settle for a product 72.because there will 65.be more options

73..Q20.Do you agree that shopping in order to interact socially with 74.friends outside their residence and to meet new people is very 75.important and why?

76.P17 TC:Yes,because different people go to the mall everyday

77.Q21.What are the physical characteristics of your preferred shopping 78.mall that are visually appealing you as compared to other shopping 79.mall around in Mafikeng?

80.P17 TC:Shops close late

81.Q22.State seven major attributes that appeals to your continued 82.patronizing stores in a particular shopping mall?

83..P17 TC: Toy stores, cinemas, good packing space, enough rest 84.rooms, more shopping choices, banks at the same spot

85.Q23.What is the estimated time you spend in a shopping mall of your 86.choice and why you spend so much time in that shopping mall?

87.P17 TC:

88.Q24.Briefly explain what you are expecting to see in a standard 89.shopping mall?

90.P17 TC:Toilets that are free

91.Q25.Briefly explain what you are expecting to see in an excellent 92.shopping mall?

93.P17 TC: More stock that can accommodate enough people and 94.different brands of clothing

95.Q26.Briefly explain see service quality in a shopping mall?

96.P17 TC:Staff that can assist you not looking like they don’t want to

97.Q27.Is there anything you want to comment on regarding shopping 98.malls satisfaction and utilization in the Ngaka Modiri Molema region 99.(Mafikeng Area)?

100.P17 TC: Atms should at least be increased in number

ANNEXURE B18.P18

- 1.interview
2. Atlas ti Transcript
3. Inteviewee
4. Interviwer
5. Date : May 2019
6. Venue : The crossing mall
7. Opening
- 8.Q1. How long have you been staying in the Mafikeng area?
- 9.P18 TC:More than 5 years
- 10.Q2. Please indicate your age?
- 11.P18 TC:21-40 years
- 12.Q3. Are you married?
- 13.P18 TC:Single
- 14.Q4. Please indicate the number of children you have?
- 15.P18 TC:0
- 16.Q5. Please indicate your level of education?
- 17.P18 TC:Doctorate
- 18.SECTION B: Interview questions
- 19.Q6. Which shopping mall do you prefer to shop at in the Mafikeng 20.area?
- 21.P18 TC:The crossing mall
- 22.Q7. Please explain why have made this choice?
- 23.P18 TC:Given we are in Mafikeng it has a bit of variety as compared to 24.other shopping centres
- 25.Q8. Please indicate what is lacking in all shopping malls in the 26.Mafikeng area in terms of customer satisfaction?
- 27.P18 TC:Variety in shops
- 28.Q9. Which shopping mall attributes attract you to a particular shopping 29.mall in the Ngaka Modiri Molema district ?
- 30.P18 TC:The crossing has wollies in which both food and clothes

31.Q10. Please indicate why you always shop at any particular shopping 32.mall chosen
31.above?

33.P18 TC:There are few shops,recreational facilities enabling me to have 34.a one stop

35.Q11.Explain how people opinion, view, recommendation and 36.comments influence your
place of shopping mall choice?

37.P18 TC:It plays a major influence as a young person trends are very 38.important

39.Q12.Explain why you trust the opinion or view of people around you 40.concerning the
shopping mall that will meets your need and make you 41.happy?

42.P18 TC: It also equate to value for money, you would want to go to a 43.place which
comes highly recommended

44.Q13.Share with us your conclusions based on recommendation from 45.people around
you?

46.P18 TC:People around Mafikeng my age in most cases go out when 47.they do their
clothing shopping

48.Q14.Please relate to me your personal experience since you visited 49.recommended
shopping mall?

50.P18 TC:Cleaniness play part ,most recommended malls are clean,safe 51.and have a
variety of choice

52.Q15.Explain the level of convenience to consumers you have 53.perceived at the malls in
the Mafikeng area as compared to other 54.provinces in South Africa?

55.P18 TC: Malls in other provinces such as joburg(guateng) are big and 56.trendy

57.Q16.How can the appearance of the shopping mall influence you to 58.patronize a given
store within preferred shopping mall?

60.P18 TC: Appearance is very important,we buy what is appealing to the 61.ey

62.Q17.Can you recommend your preferred shopping mall to your family 63.friends based on
your experience at your preferred shopping mall?

64.P18 TC:menlyn

65.Q18.Could you share with us your own view about the operating hours 66.of the shopping
malls in Mafikeng?

67.P18 TC:operating hours are very discouraging and closes early

68.Q19.” Quality shopping experience, large quantity and variety of 69.product
choices,ambience, recreational and entertainment facilities are 70.very important to any
shopping mall”. Please share with me your views 71.on this: statement?

72.P18 TC:These are the things that make you spend more money

73.Q20.Do you agree that shopping in order to interact socially with friends 74.outside their residence and to meet new people is very important and 75.why?

76.P18 TC:It serves as form of leisure

77.Q21.What are the physical characteristics of your preferred shopping 78.mall that are visually appealing you as compared to other shopping 79.mall around in Mafikeng?

80.P18 TC:Infrastructure,resource availability and eye-appealing stock

81.Q22.State seven major attributes that appeals to your continued 82.patronizing stores in a particular shopping mall?

83.P18 TC: more gym, internet and wifi and more restaurants

84.Q23.What is the estimated time you spend in a shopping mall of your 85.choice and why you spend so much time in that shopping mall?

86.P18 TC:4 hours,shopping and eating

87.Q24.Briefly explain what you are expecting to see in a standard 88.shopping mall?

89.P18 TC:long operating hours,vibey shops

90.Q25.Briefly explain what you are expecting to see in an excellent 91.shopping mall?

92.P18 TC: Security tight, longer hours and appealing age group

93.Q26.Briefly explain see service quality in a shopping mall?

94.P18 TC:Present/visible security personnels

95.Q27.Is there anything you want to comment on regarding shopping 96.malls satisfaction and utilization in the Ngaka Modiri Molema region 97.(Mafikeng Area)?

98.P18 TC: Longer hours, more trendy shops

ANNEXURE B19.P19

1.interview

2. Atlas ti Transcript

3. Inteviewee

4. Interviwer

5. Date : May 2019

6. Venue : The crossing mall

7. Openning

8.Q1. How long have you been staying in the Mafikeng area?

9.P19 TC:More than 5 years

10.Q2. Please indicate your age?
 11.P19 TC:21-40 years

12.Q3. Are you married?
 13.P19 TC:Single

14.Q4. Please indicate the number of children you have?
 15.P19 TC:1

16.Q5. Please indicate your level of education?
 17.P19 TC:Matric

18.SECTION B: Interview questions

19.Q6. Which shopping mall do you prefer to shop at in the Mafikeng 20.area?
 21.P19 TC:The crossing mall

22.Q7. Please explain why have made this choice?
 23.P19 TC:Because it has many shops that I love

24.Q8. Please indicate what is lacking in all shopping malls in the 25.Mafikeng area in terms of customer satisfaction?
 26.P19 TC:Cinemas,infrastructural areas

27.Q9. Which shopping mall attributes attract you to a particular shopping 28.mall in the Ngaka Modiri Molema district?
 29.P19 TC:Clothing shops,resturants,the customer service is very good 30.and clean

31.Q10. Please indicate why you always shop at any particular shopping 32.mall chosen above?
 33.P19 TC:It has many shops and it is very clean

34.Q11.Explain how people opinion, view, recommendation and 35.comments influence your place of shopping mall choice?
 36.P19 TC:A lot of people knew it the same way I do and they also prefer 37.it

38.Q12.Explain why you trust the opinion or view of people around you 39.concerning the shopping mall that will meets your need and make you 40.happy?
 41.P19 TC: Because I believe that they are right and fully agree with me

42.Q13.Share with us your conclusions based on recommendation from 43.people around you?
 44.P19 TC:I can conclude that they are happy that is why they recommend 45.the mall

46.Q14.Please relate to me your personal experience since you visited 47.recommended shopping mall?

48.P19 TC:My experience is a very positive one,I am always satisfied 49.when I leave the mall

50.Q15.Explain the level of convenience to consumers you have 51.perceived at the malls in the Mafikeng area as compared to other 53.provinces in South Africa?

54.P19 TC: Customers are hardly happy this side because of the change 55.in prices and the 48.services to

56.Q16.How can the appearance of the shopping mall influence you to 57.patronize a given store within preferred shopping mall?

58.P19 TC: The cleanliness of the shop,the way in which things are packed 59.in shops

60.Q17.Can you recommend your preferred shopping mall to your family 61.friends based on your experience at your preferred shopping mall?

62.P19 TC:yes

63.Q18.Could you share with us your own view about the operating hours 64.of the shopping malls in Mafikeng?

65.P19 TC:

66.Q19.” Quality shopping experience, large quantity and variety of 67.product choices, ambience, recreational and entertainment facilities are 68.very important to any shopping mall”. Please share with me your views 69.on this: statement?

70.P19 TC:Yes they are important because they attract a lot of customers

71.Q20.Do you agree that shopping in order to interact socially with friends 72.outside their residence and to meet new people is very important and 73.why?

74.P19 TC:Yes,because you get to experience certain things as an 75.individual and learn from other

76.Q21.What are the physical characteristics of your preferred shopping 77.mall that are visually appealing you as compared to other shopping 78.mall around in Mafikeng?

79.P19 TC:The size of the shop,cleaniness and the way in which things 80.are packed

81.Q22.State seven major attributes that appeals to your continued 82.patronizing stores in a particular shopping mall?

83.P19 TC: Customer service,prices,quality products, quantity products

84..Q23.What is the estimated time you spend in a shopping mall of your 85.choice and why you spend so much time in that shopping mall?

86.P19 TC:close to 2 hourrs because I always know what I am looking for 87.and which shops to go to

88.Q24.Briefly explain what you are expecting to see in a standard 89.shopping mall?
 90..P19 TC:Cinemas and recreational areas where people can get 91.together
 92.Q25.Briefly explain what you are expecting to see in an excellent 93.shopping mall?
 94.P19 TC: I expect to see shops that accommodate everyone and also 95.good customer service
 96.Q26.Briefly explain see service quality in a shopping mall?
 97.P19 TC:See quality means products that are quality supplies that 98.accommodate everyone and shops
 99.Q27.Is there anything you want to comment on regarding shopping 100.malls satisfaction and utilization in the Ngaka Modiri Molema region 101.(Mafikeng Area)?
 102.P19 TC:Yes I think we need more of recreational areas because I 103believe that there are a lot of shops that accommodate everyone

ANNEXURE B20.P20

1.interview
 2. Atlas ti Transcript
 3. Inteviewee
 4. Interviwer
 5. Date : May 2019
 6. Venue : The crossing mall
 7. Openning
 8.Q1. How long have you been staying in the Mafikeng area?
 9.P20 TC:More than 5 years
 10.Q2. Please indicate your age?
 11.P20 TC:21-40 years
 12.Q3. Are you married?
 13.P20 TC:Single
 14.Q4. Please indicate the number of children you have?
 15.P20 TC:None
 16.Q5. Please indicate your level of education?
 17.P20 TC:Honours
 18.SECTION B: Interview questions
 19.Q6. Which shopping mall do you prefer to shop at in the Mafikeng 20.area?

21.P20 TC:The crossing mall

22.Q7. Please explain why have made this choice?

23.P20 TC:Because the shops close after 19:00,which is the time I am 24.free for doing shopping especially grocery

25.Q8. Please indicate what is lacking in all shopping malls in the 26.Mafikeng area in terms of customer satisfaction?

26.P20 TC:More shops of different brands,more recreational stuff things 28.like cinemas

29.Q9. Which shopping mall attributes attract you to a particular shopping 30.mall in the Ngaka Modiri Molema district ?

31.20TC:

32.Q10. Please indicate why you always shop at any particular shopping mall chosen 31.above?

33.P20 TC:The crossing mall closes late in the evening,the only mall in mahikeng

34.Q11.Explain how people opinion, view, recommendation and 35.comments influence your place of shopping mall choice?

36.P20 TC:When the highlight the short coming of other malls,like short stuffed shops

37.Q12.Explain why you trust the opinion or view of people around you 38.concerning the shopping mall that will meets your need and make you 39.happy?

40.P20 TC: I doubt trust peoples opinions, I can only free to do groceries 41.at 8

42.Q13.Share with us your conclusions based on recommendation from 43.people around you?

44.P20 TC:

45.Q14.Please relate to me your personal experience since you visited 46.recommended shopping mall?

47.P20 TC:Besides lack of other shops, the crossing has not yet 48.dissapointed

49.Q15.Explain the level of convenience to consumers you have 50.perceived at the malls in 46.the Mafikeng area as compared to other 51.provinces in South Africa?

52.P20 TC:Mafikeng malls are low class as composed to other malls

53.Q16.How can the appearance of the shopping mall influence you to 54.patronize a given store within preferred shopping mall?

55.P20 TC:The appearance of a mall on to outside attract are disattraction 56.on to enter a given shop

57.Q17.Can you recommend your preferred shopping mall to your family 58.friends based on your experience at your preferred shopping mall?

59.P20 TC:Yes especially because of times shops close there

60.Q18.Could you share with us your own view about the operating hours 61.of the shopping malls in Mafikeng?

62.P20 TC:Not to convenient

63.Q19.” Quality shopping experience, large quantity and variety of 64.product choices, ambience, recreational and entertainment facilities are 65.very important to any shopping mall”. Please share with me your views 66.on this: statement?

67.P20 TC:Yes they are ignorant, But there is none in mahikeng

68.Q20.Do you agree that shopping in order to interact socially with friends 69.outside their residence and to meet new people is very important and 70.why?

71.P20 TC:I would not say very important but its nice to meet people in 72.malls

73.Q21.What are the physical characteristics of your preferred shopping 74.mall that are visually appealing you as compared to other shopping 75.mall around in Mafikeng?

76.P20 TC:The building

77.Q22.State seven major attributes that appeals to your continued 78.patronizing stores in a particular shopping mall?

79.P20 TC: Shops e.g. Tekkietown

80.Q23.What is the estimated time you spend in a shopping mall of your 81.choice and why you spend so much time in that shopping mall?

82.P20 TC:30 minutes

83.Q24.Briefly explain what you are expecting to see in a standard 84.shopping mall?

85.P20 TC:All services must be available

86.Q25.Briefly explain what you are expecting to see in an excellent 87.shopping mall?

88.P20 TC: Fast serving of customers(Everything if not most important 89.thing, must be available)

90.Q26.Briefly explain see service quality in a shopping mall?

91.P20 TC:The service at the crossing is excellent

92.Q27.Is there anything you want to comment on regarding shopping 93.malls satisfaction and utilization in the Ngaka Modiri Molema region 94.(Mafikeng Area)?

95.P20 TC:No

1.	INTERVIEW
2.	Atlas.ti TRANSCRIPT
3.	INTERVIEWEE: Customers at shopping mall in Mafikeng
4.	INTERVIEWER:
5.	DATE:
6.	VENUE: Shopping malls (North West Mall, Megacity Mall, Mafikeng Mall, The Crossing Mall)
Note* NW = North-West; MC = Megacity Mall; Mafikeng Mall = MM; The Crossing Mall = T	
<p>Q1. How long have you been staying in the Mafikeng area</p> <p>P1 NW: More than 5 years</p> <p>P2 NW: More than 5 years</p> <p>P3 NW: More than 5 years</p> <p>P4 NW: More than 5 years</p> <p>P5 NW: More than 5 years</p> <p>P6 MC:2-3 years</p> <p>P7 MC:More than 5 years</p> <p>P8 MC:More than 5 years</p> <p>P9 MC:More than 5 years</p> <p>P10 MC:2-3 years</p> <p>P11 MM:1-2 years</p> <p>P12 MM:3-4 years</p> <p>P13 MM:3-4 years</p> <p>P14 MM:3-4 years</p> <p>P15 MM:3-4 years</p> <p>P16 TC:More than 5 years</p> <p>P17 TC:</p> <p>P18 TC:More than 5 years</p> <p>P19 TC:More than 5 years</p> <p>P20 TC:More than 5 years</p>	
Q2. Please indicate your age	

P1 NW:21-40 years years

P8 MC:21-40 years

P9 MC:21-40 years

P10 MC:21-40

P2 NW:21-40 years

P3 NW:41-50 years

P4 NW:21-40 years

P5 NW:21-40 years

P6 MC:41-50 years

P7 MC:21-40

years

P11 MM:21-40 years

P12 MM:21-40 years

P13 MM:21-40 years

P14 MM:less than 20 years

P15 MM:21-40 years

P16 TC:21-40 years

P17 TC:

P18 TC:21-40 years

P19 TC:21-40 years

P20 TC:21-40 years

Q3. Are you married

P1 NW: Single

P2 NW: Single

P3 NW: Single

P4 NW: Married

P5 NW: Single

P6 MC: Married

P7 MC:Single

P8 MC:Single

P9 MC:Single

P10 MC:Married

P11 MM:single

P12 MM:single

P13 MM:single

P14 MM:single

P15 MM:single

P16 TC:Single

P17 TC:

P18 TC:Single

P19 TC:Single

P20 TC:Single

Q4. Please indicate the number of children you have

P1 NW:2

P2 NW:1

P3 NW:2

P4 NW:0

P5 NW:0

P6 MC:4

P7 MC:1

P8 MC:3

P9 MC:1

P10 MC:none

P11 MM:n/a

P12 MM:0

P13 MM:none

P14 MM:n/a

P15 MM:none

P16 TC:0

P17 TC:

P18 TC:0

P19 TC:1

P20 TC:None

Q5. Please indicate your level of education

P1 NW: Diploma

P2 NW: Matric

P3 NW: Technical

P4 NW: Matric

P5 NW: Honours

P6 MC: Masters

P7 MC: Masters

P8 MC: Bachelor

P9 MC: Below matric

P10 MC: Honours

P11 MM: Matric

P12 MM: Matric

P13 MM: Honours

P14 MM: Matric

P15 MM: Matric

P16 TC: Matric

P17 TC: Degree

P18 TC: Doctorate

P19 TC: Matric

P20 TC: Honours

SECTION B: Interview questions

Q6. Which shopping mall do you prefer to shop at in the Mafikeng area

P1 NW: North west mall

P2 NW: North west mall

P3 NW: North west mall

P4 NW: North west mall

P5 NW: North west mall

P6 MC: Megacity

P7 MC: Megacity

P8 MC:Megacity
P9 MC:Megacity
P10 MC:Megacity
P11 MM:Mafikeng mall
P12 MM:Mafikeng mall
P13 MM:Mafikeng mall
P14 MM:Mafikeng mall
P15 MM:Mafikeng mall
P16 TC:The crossing mall
P17 TC:The crossing mall
P18 TC:The crossing mall
P19 TC:The crossing mall
P20 TC:The crossing mall

Q7. Please explain why have made this choice

P1 NW: Because it has many shops that I want

P2 NW: Because it has shops that I like and a parking on top

P3 NW: Because it has many shop that I shop at

P4 NW: The mall is basically closer to where I get taxis to and from home

P5 NW: This mall has most shops that I normally use and it is near everything, it is in the centre of a town

P6 MC:The ease of attention to customersand stock varieties

P7 MC:All most of the shops are there

P8 MC:Its closer to where I reside

P9 MC:I use the shopping mall for holding meeting as it is closer to transport and is central to the mall

P10 MC:It is nearby

P11 MM:The chances of me getting the stuff that I want to buy are

P12 MM:Because it has many shops

P13 MM:There are lots of different shops

P14 MM:Closer to home

P15 MM:It is cool and peacefull

P16 TC:Better shopping centres.It has the matrix

P17 TC:Because one of the shops I prefer is right there

P18 TC:Given we are in Mafikeng it has a bit of variety as compared to other shopping centres

P19 TC:Because it has many shops that I love

P20 TC:Because the shops close after 19:00,which is the time I am free for doing shopping especially grocery

Q8. Please indicate what is lacking in all shopping malls in the Mafikeng area in terms of customer satisfaction

P1 NW: It doesn't have enough parking

P2 NW: Chairs inside the mall, so that you can rest for minutes

P3 NW: It doesn't have enough shops and parking for cars

P4 NW: I wouldn't say that there's something lacking but if they could fix the infrastructure I would be happy

P5 RNW:More internet, more spaces to sit and network with others, more wifi and restaurants

P6 MC:Customer relationship

P7 MC:Customer service in other stores is poor

P8 MC:Entertainment facilities

P9 MC:Poor advertisement,poor services to cutomers,the mall is dirty

P10 MC:Entertainment

P11 MM:Quality training for employees

P12 MM:There is not enough cashier to help customers and this result to stand more than expected time

P13 MM:Having the security to go through our bags and search it like nobody business

P14 MM:They don't exactly have the widest range like bigger town

P15 MM:More shops and entertainment shops

P16 TC:Quality training for the employees

P17 TC:Shops are not grouped together accordingly so it makes it harder to move from 1 shop to another when you have found what you want no covered parking for cars

P18 TC:Variety in shops

P19 TC:Cinemas,infrastructural areas

P20 TC:More shops of different brands,more recreational stuff things like cinemas

Q9. Which shopping mall attributes attract you to a particular shopping mall in the Ngaka Modiri Molema district

P1 NW: Nothing attract me because it is untidy

P2 NW: Mega city shopping mall

P3 NW: Nothing to attract me in that mall because there is no internet, no parking, it is dirty

P4 NW: I am able to make multiple shopping In one area

P5 NW: One shopping stall, the location of the mall is accommodative to everyone and nearby taxi ranks

P6 MC:Location

P7 MC:Safety parking,availability of brands and products

P8 MC:Game centre,casino,wifi,recreational facilities

P9 MC:Nothing attracting in Ngaka Modiri Molema as it lacks entertainment facilities

P10 MC:Megacity

P11 MM:Having a wide range of choices

P12 MM:Buildings and the cleaners of the mall

P13 MM:Mr price,the price are affordable and the clothes look beautiful

P14 MM:How clean it is,prices and staff readiness

P15 MM:Shops

P16 TC:The crossing mall

P17 TC:nothing

P18 TC:The crossing has wollies in which both food and clothes

P19 TC:Clothing shops,resturants,the customer service is very good and clean

20TC:

Q10. Please indicate why you always shop at any particular shopping mall chosen above

P1 NW: It convenient to shopping fast

P2 NW: It is big has enough space, it is hot crowded

It has enough shops, transport available any time

P3 NW: Shops are closer to each other and it is easy to one-line shopping

P4 NW: I get to meet a lot of people, I am able to socialise and network

P5 NW:It has shops which I normally use most of the time

P6 MC:Proximity to my residence

P7 MC:It is nearer my home

P8 MC:I don't have a choice,it is the closest to my place

P9 MC:Because most of my meetings are held in megacity

P10 MC:It is nearby

P11 MM:Services that are rendered are of high quality

P12 MM:Because it has more shops(alternatives }that has what usually go for shopping

P13 MM:They have reasonable and quality of clothes are the best

P14 MM:It is closer to my home than any other mall

P15 MM:There are more clothing shops whereby a person can do more shopping

P16 TC:Pay less price,a walking distance from campus to the crossing mall

P17 TC:Because I don't have much of choices regarding other mall I can go to

P18 TC:There are few shops,recreational facilities enabling me to have a one stop

P19 TC:It has many shops and it is very clean

P20 TC:The crossing mall closes late in the evening,the only mall in mahikeng

Q11.Explain how people opinion, view, recommendation and comments influence your place of shopping mall choice

P1 NW: Bad influence because they will tell how small the mall is and with no seats inside the mall

P2 NW: Quality of the products, affordability of items

P3 NW: Products we buy there off quality also services are fine

P4 NW: Their opinions discourage me in a way that they will be saying the mall is of an old building

P5 RNW: The shops in this mall are close to each other and they are shops which are affordable and used by many

P6 MC:People satisfactory

P7 MC:Satisfactory regarding their visit to the shopping mall

P8 MC:It has had a positive impact,because most favour this mall

P9 MC:Only meetings

P10 MC:I do not rely on peoples opinion for shopping mall choice

P11 MM:Positive perspectives about a shopping mall obviously attracts me as a customer

P12 MM:The mall is clean and in the other side they complain with stand more time in line.They must be more cashiers that have to be hired

P13 MM:Having people taking about how is the quality of the clothes or undermining the shops

P14 MM: People opinion on mall have a huge impact because if the mall has a bad rating I simply avoid it

P15 MM: The encourage me to do more shopping

P16 TC: Many have said that the crossing mall has a lot of shopping spres, you can go there to celebrate your events

P17 TC: I don't use peoples opinions because our prefernces are different

P18 TC: It plays a major influence as a young person trends are very important

P19 TC: A lot of people knew it the same way I do and they also prefer it

P20 TC: When the highlight the short coming of other malls, like short stuffed shops

Q12. Explain why you trust the opinion or view of people around you concerning the shopping mall that will meets your need and make you happy

P1 NW: Will tell you where there's specials or quality of the products

P2 NW: Because I am comfortable walking in the mall and I can afford the prices

P3 NW: Because their customers and they like that products

P4 NW: If only they could renovate the building of the mall. That would make me very happy

P5 NW: Because when you enter that particular mall, you leave with everything you need, not having to go around town looking for the other things

P6 MC: Satisfactory services rendered

P7 MC: Their concerns are similar to mine

P8 MC: Because they have lived in Mafikeng more than I have

P9 MC: nothing much

P10 MC: I use my views

P11 MM: One would not talk good about a place for no reason

P12 MM: I hate stand more than expected time in lines and on the other hand they close their shop early

P13 MM: Getting the likes that I dress well is what motivates more to continue buying clothes

P14 MM: I trust their opinion because we have similar consumer need

P15 MM: I have been there after they have shown me the area

P16 TC: I have went to relax there with my family and all where satisfied with the service provisions

P17 TC: I do not trust

P18 TC: It also equate to value for money, you would want to go to a place which comes highly recommended

P19 TC: Because I believe that they are right and fully agree with me

P20 TC: I doubt trust peoples opinions, I can only free to do groceries at 8

Q13.Share with us your conclusions based on recommendation from people around you

P1 NW: Some people will tell you about things that are unnecessary

P2 NW: The malls needs improvement especially shops

P3 NW: Is a standard shopping mall

P4 NW: The mall is useful because it consists of different shops, you don't walk a distance to get what you need

P5 NW: People love this mall because it is near everything

P6 MC:They are well pleased with the services rendered

P7 MC:I normally do not listen or take other peoples opinions because we are different,do not enjoy same things

P8 MC:People would like megacity to be upgraded

P9 MC:nothing

P10 MC:I do not use people recommendation to choose the shopping mall

P11 MM:I am satisfied with what I have experienced thus far

P12 MM:The management have to hire more cashiers and keep the town clean at all times

P13 MM:Always complimenting my dressing styles and want to buy at the same shops

P14 MM:People buy where they receive the best service

P15 MM:They did a great impact because I really enjoy being in the mall

P16 TC:The crossing mall centre must have a base parking and cinema

P17 TC:No conclusions as I use my own opinion

P18 TC:People around Mafikeng my age in most cases go out when they do their clothing shopping

P19 TC:I can conclude that they are happy that is why they recommend the mall

P20 TC:

Q14.Please relate to me your personal experience since you visited recommended shopping mall

P1 NW:Shop quickly,move from one shop to other in a small period of time

P2 NW:I have experienced drowsiness in the mall especially on month-end because of space

P3 NW:Sometimes is slow and long que and their delaying to help customers

P4 NW:I personally have no complains about the mall.I just want to see more improvement

P5 NW:I always visit this mall whenever I come to town because it has most shops that I need

P6 MC:It has always been amazing

P7 MC:They shops close early which doesn't accommodate us working and knocking out late

P8 MC:It is great but needed to be upgraded

P9 MC:I have never assessed the mall as it does not have entertainment

P10 MC:It is user friendly and workers there are of good help

P11 MM:I have never had an alteration with the retailers and when one needs help at a certain shop one is attended to at a blink of an eye

P12 MM:I have realised that there is no enough banks and other things need to be done there e.g securities

P13 MM:The hospitality is great of the services they provide is also good

P14 MM:It has not been to bad I recommend staying dear during month end

P15 MM:The mall is real and a person should be open minded when it come to shopping

P16 TC:I have went to spur and I had to pay a lot of cash and tip

P17 TC:The speed humps should have been minimal,parking space should be covered,controlled acces so that when you are shopping we can shop by our own pace knowing our care are secure

P18 TC:Cleaniness play part ,most recommended malls are clean,safe and have a variety of choice

P19 TC:My experience is a very positive one,I am always satisfied when I leave the mall

P20 TC:Besides lack of other shops, the crossing has not yet dissapointed

Q15.Explain the level of convenience to customersyou have perceived at the malls in the Mafikeng area as compared to other provinces in South Africa

P1 NW:It is convenient in terms of shopping fast

P2 NW:They are convenience not all of them because it is near to our area

P3 NW:Is closer to the rank and closer to where I stay so I can safe time

P4 NW:I would say the malls in Mafikeng are under previlages compared to other provinces in SA that I have been to

P5 NW:It is user friendly for adults,it does not have stairs or complicated building one cannot get lost in this mall

P6 MC:Satisfactory

P7 MC:The people are friendly with assistance

P8 MC:Malls in Mafikeng are leaking a lot of thing as to malls in other provinces

P9 MC:It is only convenient during the day and at night is closed early

P10 MC:It is nearby

P11 MM:I would give it a five out of ten

P12 MM: Mafikeng malls does not have enough shops

P13 MM: The result are friendly,the prices are also more affordable and reasonable

P14 MM: The range on high demand products aren't as big as other provinces

P15 MM: It has lots of clothing shops and it gives me space to shop

P16 TC:

P17 TC: not convenient

P18 TC: Malls in other provinces such as joburg(guateng) are big and trendy

P19 TC: Customers are hardly happy this side because of the change in prices and the services to

P20 TC:Mafikeng malls are low class as composed to other malls

Q16.How can the appearance of the shopping mall influence you to patronize a given store within preferred shopping mall

P1 NW:It make shopping to become quicker

P2 NW:Because it is beautiful and can shop easily

P3 NW:There is no influence because people surrounded mall selling so it is dirty and no space to pass because of stalls around the mall

P4 NW:The appearance matters a lot because if a mall has an old building people wont likely enter the mall because of its appearance

P5 NW:It has board outside which shows you how many shops are there inside the mall

P6 MC:Location and price of materials

P7 MC:Its cleanliness,price for goods

P8 MC:If the mall is not attractive and doesn't have a scale parking

P9 MC:Entertainment,cinemas,Mmabatho palms

P10 MC:Entertainment,cinemas and recreational areas

P11 MM:Cleaniness is next to godliness so as place that is tidy and proper constructed would influence me to visit a mall

P12 MM:Cleaniness is very important because one needs to buy in a clean mall and clean mall attractcustomers

P13 MM:they show advertisement,prices are quality

P14 MM:If the store is untidy it deters me because that usually means a lack of helpful staff

P15 MM:It is open and free a person can shop without getting bored

P16 TC:

P17 TC:I don't have to pay for toilets,I can go from one shop to another with ease cos of the escallators,more clothing shops should be included

P18 TC: Appearance is very important,we buy what is appealing to the eye

P19 TC: The cleaniness of the shop,the way in which things are packed in shops

P20 TC:The appearance of a mall on to outside attract are disattraction on to enter a given shop

Q17.Can you recommend your preferred shopping mall to your family friends based on your experience at your preferred shopping mall

P1 NW:Yes,because cashiers there are helpful

P2 NW:yes

P3 NW:no because sometimes there are thieves around the mall because of lots of selling people around the mall

P4 NW: yes,I would because of the closeness of the mall to the taxi rank

P5 NW:yes I can share recommendations of my preferred shopping mall

P6 MC:yes

P7 MC:yes

P8 MC:yes

P9 MC:no

P10 MC:no

P11 MM:yes

P12 MM:yes,but there are other things that need to be rectified

P13 MM:yes,anyone can get the clothes of their choise,different size and prices are given

P14 MM:yes I can

P15 MM:yes I will encourage them to visit the mall

P16 TC:yes

P17 TC:yes only because there is no much ophans

P18 TC:menlyn

P19 TC:yes

P20 TC:Yes especially because of times shops close there

Q18.Could you share with us your own view about the operating hours of the shopping malls in Mafikeng

P1 NW:Operating hours are not good because when you arrive late and want to grab something, it is closed

P2 NW:Shopping malls in Mafikeng lack operating hours because it is not operating twenty four hours

P3 NW:I think is fine cause the close late so that we can do shopping after hours

P4 NW:I am satisfied with the working hours of the mall,I personally think that they are fair

P5 NW:I would be very good for the hours of the mall to be increased because it closes fast

P6 MC:The shopping hours are good

P7 MC:The operating hours are limited,however they are suitable

P8 MC:They close too early

P9 MC:It is chosing early and sometimes people have work late

P10 MC:It closes too early and most people need access to mall late after knocking off from work

P11 MM:Shopping malls around Mafikeng operate during the day only and this is a disadvantage to many people

P12 MM:

P13 MM:I think the working hours at Saturday and Sunday should be extended to 17:30

P14 MM:Trade hours of stores are excellent

P15 MM:The operating hours are perfect because it favours every human being

P16 TC:They are not so bad,PnP closes a 8pm and sportsence at 7pm

P17 TC:Acceptable

P18 TC:operating hours are very discouraging and closes early

P19 TC:

P20 TC:Not to convenient

Q19.” Quality shopping experience, large quantity and variety of product choices, ambience, recreational and entertainment facilities are very important to any shopping mall”. Please share with me your views on this: statement

P1 NW:It lacks cinema, no jumping castle for kids

P2 NW:No,lack of entertainment facilities in the mall and pool service of recreational

P3 NW:No facilities for entertainment so that we do not spend lot of time in the mall especially when you have children because nothing entertains them

P4 NW:The mall doesn't have recreational and entertainment facilities that's what's annoying because children don't have a place to play

P5 NW:This mall need more recreational and entertainment facilities order to attract more people to visit this mall

P6 MC:It is good for the customer and brings attraction

P7 MC:There is little entertainment and there is no place to relax and eat besides restaurants

P8 MC:There are very important to a mall,because one must get entertainment when using a mall

P9 MC:True,in megacity we have more except the cinema

P10 MC:It is indeed important and entertainment is what is needed in Mafikeng malls

P11 MM:I fairly agree with this statement

P12 MM:That mall must have other alternatives shops, theatres and be closer to recreational facilities

P13 MM:you can ask for service to staff members if you cannot get what you are looking for,you can choose any product

P14 MM:It is true because as the old saying goes 'the more the merrier'

P15 MM:At Mafikeng mall recreational and entertainment are so interesting

P16 TC:Yes,wimpy has playing area for kids, also spur

P17 TC:Agree ,because you don't only have to settle for a product because there will be more options

P18 TC:These are the things that make you spend more money

P19 TC:Yes they are important because they attract a lot of customers

P20 TC:Yes they are ignorant, But there is none in mahikeng

Q20.Do you agree that shopping in order to interact socially with friends outside their residence and to meet new people is very important and why

P1 NW: Yes, I can make new friends there and take pictures

P2 NW: Because you develop new ideas when you interact with new people when socialising

P3 NW: No because this mall don't have entertainment facilities so we cant socialise when you do shopping

P4 NW: Yes, it is very important. Some people go through a lot but when you are out and about people can put a smile on your face

P5 NW: It is very important as it is a form of distress to others and others get a chance to see others and network

P6 MC: Yes, to relax and shine experinecs together

P7 MC: Yes, we get to learn different styles from one another

P8 MC: Yes so you can hp in a open environment

P9 MC: True, It helps in terms of networking

P10 MC: Yes, social engagement is important

P11 MM: Yes some people prefers to be indoors most of the time so going out for shopping is a way of them interacting with other people

P12 MM: Yes because it will attract many customers to the mall

P13 MM: It is important so that you can bring more customers

P14 MM: yes because malls provide a safe place in public to meet

P15 MM: yes ia gree because it has a free space where a person can have fun with friends

P16 TC: Yes I do agree, you get to meet new people and get a chance to know better in all open space

P17 TC: Yes, because different people go to the mall everyday

P18 TC: It serves as form of leisure

P19 TC: Yes, because you get to experience certain things as an individual and learn from other

P20 TC: I would not say very important but its nice to meet people in malls

Q21. What are the physical characteristics of your preferred shopping mall that are visually appealing you as compared to other shopping mall around in Mafikeng

P1 NW: Megacity, it has chairs, recreational, gym, cinema and toilets are unpaid

P2 NW: parking area, cinema, toilet service, chairs inside the mall

P3 NW: If the mall is divide into sections e.g kids, adults, café etc it will be easier to shop

P4 NW: Beside the fact that it is near my taxi rank, none

P5 NW: The building of infrastructure of the mall and the tidiness of the surrounding as well as safety

P6 MC: The mall structural building and the environment of location

P7 MC: The physical appearance, the stores are not bad

P8 MC: It is bigger than other shopping malls

P9 MC: Good infrastructure, recreational facilities services

P10 MC: Restaurants, entertainment facilities

P11 MM: Buildings of high standard e.g. a mall that has several floors

P12 MM: Buildings are still in good condition and it has a parking lot

P13 MM: Dressing smart and beautiful

P14 MM: The size is perfect, it is well decorated and contains no structural design

P15 MM: Mafikeng mall has more clothing shops unlike other malls

P16 TC: The high building, a Ph network cafe

P17 TC: Shops close late

P18 TC: Infrastructure, resource availability and eye-appealing stock

P19 TC: The size of the shop, cleanliness and the way in which things are packed

P20 TC: The building

Q22. State seven major attributes that appeal to your continued patronizing stores in a particular shopping mall

P1 NW: Cinema, recreational facilities, entertainment facilities, restaurants, music shop, gym and parks

P2 NW: Restaurants, shops of choice, entertainment facilities, cinema, toilet, music shop

P3 NW: nothing

P4 NW: nothing really. This mall doesn't have appealing attributes, it is basically boring

P5 NW: The infrastructure of the building

The parking lot around the mall

The safety around the area

The recreational facilities

The entertainment facilities

The time that you can spend there until late

The tidiness of the building

P6 MC:Pricing,nearness to home,stock varieties,choice of different stores

P7 MC:Variety of shops,pricing,parking lots

P8 MC: Cleanness of the mall itself

Clean toilets

Open parking

Have all banks

P9 MC: none

P10 MC: Reasonable prices, good music in the shops, beautiful clothes

P11 MM: playing area for kids

P12 MM: cleanliness, parking lot, what shops provide to people,security,banks,near rank

P13 MM: prices,service,weekend schedule,music entertainment.advertising strategy,clothes,attitudes towards customers

P14 MM: Staff friendliness, store neatness,atmosphere,range of products,prices,location and rating

P15 MM: Banks,shops,building,parking lot

P16 TC:

P17 TC: Toy stores,cinemas,good packing space, enough rest rooms, more shopping choices, banks at the same spot

P18 TC: more gym, internet and wifi and more restaurants

P19 TC: Customer service,prices,quality products, quantity products

P20 TC: Shops e.g. Tekkietown

Q23.What is the estimated time you spend in a shopping mall of your choice and why you spend so much time in that shopping mall

P1 NW:Two hours it is too small

P2 NW:up to six hours because of transport it operate in time

P3 NW:plus minus three hours because of long queuse.poor services and sometimes offline

P4 NW:Approximately 4 hours.Theres nothing to keep me here besides shoppong

P5 RNW:5 hours because it has all the entertainment facilities and more shops to visit and time of closing is late

P6 MC:One hour moving around different stores within the mall

P7 MC:Not more than 3 hours,it depends on the reason for vositation

P8 MC:Not more than 30 minutes,because there is nothing to do after buying what you need

P9 MC:3 hours,because I look for opportunities

P10 MC:2 hours at most,busy doing shopping moving from one shop to the other takes time

P11 MM:I would not specify the duration because it depends on what I will

P12 MM:30 minutes,because there is no enough cashiers to help me

P13 MM:about 3 hours,when I shop mi make sure I get satisfied

P14 MM:2 hours depending on my schedule

P15 MM:3 hours because it is peaceful and I enjoy entering different shops

P16 TC:less than 3 hours,because if I do not spend 3 hours in the shopping mall I am going to run low on my budget

P17 TC:

P18 TC:4 hours,shopping and eating

P19 TC:close to 2 hourrs because I always know what I am looking for and which shops to go to

P20 TC:30 minutes

Q24.Briefly explain what you are expecting to see in a standard shopping mall

P1 NW:Resturants

P2 NW:No wifi in the shops

No enough shops of your choices

P3 NW:Recreational facilities,parking,toilets,childs entertainment

P4 NW:Recreational areas(cinemas to be exact)Free wifi

P5 NW:So that I can be able to go to the mall for refreshing and networking with other people

P6 MC:stock varieties of global quality and adequate security

P7 MC:more shops in variety

P8 MC:entertainment facilities

P9 MC:Safety,wifi .service quality,cleaniless

P10 MC:Clothing shops,Resturant and entertainment facilities

P11 MM:A parking lot that can accommodate everyone visiting the mall

P12 MM:More banks,cleaness and the safety of the mall

P13 MM:Bring the size for people of different size in clothing and shoes

P14 MM:Great variety of stores and recreational activities

P15 MM:Affordable shops that can accommodate us

P16 TC:Adult products

P17 TC:Toilets that are free

P18 TC:long operating hours,vibey shops

P19 TC:Cinemas and recreational areas where people can get together

P20 TC:All services must be available

Q25.Briefly explain what you are expecting to see in an excellent shopping mall?

P1 NW:Performing stage

P2 NW:Quality shops

Wifi everywhere you go

P3 NW:Wifi,internet,recreational facilities,parking lots,security in the mall and the parking lot

P4 NW:Mini cars transporting older people from one place to another as some are unable to walk distances

P5 NW:So that I can spend of my free time at the mall to reconnect and refresh and also do all the shopping I need

P6 MC:Stock variety,order lines and adequate amenities and securities

P7 MC:parking lots,security tightness,cleanliness

P8 MC:Recreational facilities

P9 MC:Big shops with brands,all the banks

P10 MC: Variety of product and quality product

P11 MM: Shops that can cater for all people disabled people included

P12 MM: More banks,cleaness in the mall and safety and more alternative shops at the mall

P13 MM: The security to respect our bags and have more of services

P14 MM: A huge selection of stores and recreational activities

P15 MM: New shops from other countries

P16 TC: Better organized shelves

P17 TC: More stock that can accommodate enough people and different brands of clothing

P18 TC: Security tight, longer hours and appealing age group

P19 TC: I expect to see shops that accommodate everyone and also good customer service

P20 TC: Fast serving of customers(Everything if not most important thing, must be available)

Q26.Briefly explain see service quality in a shopping mall

P1 NW: Normal service with good helpful cashier

P2 NW: Normal service with good cashiers

P3 NW: Lacking of faster services we stand in the que for so long ,sometimes eft go offline when suppose to pay

P4 NW: They treat their sutomers fairly and theres also security

P5 NW: The services in the shopping mall differs from one shop to the other, other have poor service quality

P6 MC: The quality of the service area really good

P7 MC: People who knows they working with others should be friendly

P8 MC: Always cleaning and toilets that hygiene

P9 MC: Poor service quality, no privacy, security.

P10 MC: Worker at till should always be friendly towards the customers when they assisting them

P11 MM: The quality of the service should be out of this world

P12 MM: Friendly and approachable workers and not spend more time at the mall

P13 MM: treating the customers with respect and value their time

P14 MM: good prices and friendly staffs

P15 MM: The services is great and a person could wish to come back

P16 TC: very good

P17 TC: Staff that can assist you not looking like they don't want to

P18 TC: Present/visible security personnels

P19 TC: See quality means products that are quality supplies that accommodate everyone and shops

P20 TC: The service at the crossing is excellent

Q27. Is there anything you want to comment on regarding shopping malls satisfaction and utilization in the Ngaka Modiri Molema region (Mafikeng Area)

P1 NW: The closing time is inconvenient, its not clean and we need seats

P2 NW: Its dirty, smelling horrible

Poor gardening service

It closes early

P3 NW: They supposed to make sure that there is no hawkers next to the mall always be clean must have security to protect time, customers from the thieves and packing must be closer

P4 NW: Yes, there should be more entertainment as there is none according to me. A lot has to be done in order to attract people

P5 NW: These malls need more entertainment facilities and also the shops need to be increased in order to make shopping easier and the internet should be available too

P6 MC: Satisfactory

P7 MC: No

P8 MC: No

P9 MC: They need to upgrade their standard

P10 MC: Extend shopping hours

Hire more people for productive customer service and for quicker help to be rendered to customer

P11 MM: At this point I do not have comments

P12 MM: Many banks are needed in the mall, safety and it must be kept clean at all times

P13 MM: People on the tills must work in hand with customers and show them respect and must also work on their speed to save the customer's time

P14 MM: We need more high end product stores

P15 MM: The services should remain the same because it favours everyone

P16 TC: no

P17 TC: ATMs should at least be increased in number

P18 TC: Longer hours, more trendy shops

P19 TC: Yes I think we need more of recreational areas because I believe that there are a lot of shops that accommodate everyone

P20 TC: No

Q1. How long have you been staying in the Mafikeng area

P3 NW: More than 5 years

P4 NW: More than 5 years

P5 NW: More than 5 years

P6 MC:2-3 years

P7 MC:More than 5 years

P8 MC:More than 5 years

P9 MC:More than 5 years

P10 MC:2-3 years

P11 MM:1-2 years

P12 MM:3-4 years

P13 MM:3-4 years

P14 MM:3-4 years

P15 MM:3-4 years

P16 TC:More than 5 years

P17 TC:

P18 TC:More than 5 years

P19 TC:More than 5 years

P20 TC:More than 5 years

Q2. Please indicate your age

P1 NW:21-40 years

P2 NW:21-40 years

P3 NW:41-50 years

P4 NW:21-40 years

P5 NW:21-40 years

P6 MC:41-50 years

P7 MC:21-40 years

P8 MC:21-40 years

P9 MC:21-40 years

P10 MC:21-40 years

P11 MM:21-40 years

P12 MM:21-40 years

P13 MM:21-40 years

P14 MM:less than 20 years

P15 MM:21-40 years

P16 TC:21-40 years

P17 TC:

P18 TC:21-40 years

P19 TC:21-40 years

P20 TC:21-40 years

Q3. Are you married

P1 NW: Single

P2 NW: Single

P3 NW: Single

P4 NW: Married

P5 NW: Single

P6 MC: Married

P7 MC:Single
P8 MC:Single
P9 MC:Single
P10 MC:Married
P11 MM:single
P12 MM:single
P13 MM:single
P14 MM:single
P15 MM:single
P16 TC:Single
P17 TC:
P18 TC:Single
P19 TC:Single
P20 TC:Single

Q4. Please indicate the number of children you have

P1 NW:2
P2 NW:1
P3 NW:2
P4 NW:0
P5 NW:0
P6 MC:4
P7 MC:1
P8 MC:3
P9 MC:1
P10 MC:none
P11 MM:n/a
P12 MM:0
P13 MM:none
P14 MM:n/a
P15 MM:none
P16 TC:0
P17 TC:
P18 TC:0
P19 TC:1
P20 TC:None

Q5. Please indicate your level of education

P1 NW: Diploma
P2 NW: Matric
P3 NW: Technical
P4 NW: Matric
P5 NW: Honours
P6 MC:Masters
P7 MC:Masters
P8 MC:Bachelor
P9 MC:Below matric
P10 MC:Honours
P11 MM:Matric

P12 MM:Matric
P13 MM:Honours
P14 MM:Matric
P15 MM:Matric
P16 TC:Matric
P17 TC:Degree
P18 TC:Doctorate
P19 TC:Matric
P20 TC:Honours

SECTION B: Interview questions

Q6. Which shopping mall do you prefer to shop at in the Mafikeng area

P1 NW: North west mall
P2 NW: North west mall
P3 NW: North west mall
P4 NW: North west mall
P5 NW: North west mall
P6 MC:Megacity
P7 MC:Megacity
P8 MC:Megacity
P9 MC:Megacity
P10 MC:Megacity
P11 MM:Mafikeng mall
P12 MM:Mafikeng mall
P13 MM:Mafikeng mall
P14 MM:Mafikeng mall
P15 MM:Mafikeng mall
P16 TC:The crossing mall
P17 TC:The crossing mall
P18 TC:The crossing mall
P19 TC:The crossing mall
P20 TC:The crossing mall

Q7. Please explain why have made this choice

P1 NW: Because it has many shops that I want
P2 NW: Because it has shops that I like and a parking on top
P3 NW: Because it has many shop that I shop at
P4 NW: The mall is basically closer to where I get taxis to and from home
P5 NW: This mall has most shops that I normally use and it is near everything, it is in the centre of a town
P6 MC:The ease of attention to consumers and stock varieties
P7 MC:All most of the shops are there
P8 MC:Its closer to where I reside
P9 MC:I use the shopping mall for holding meeting as it is closer to transport and is central to the mall
P10 MC:It is nearby
P11 MM:The chances of me getting the stuff that I want to buy are
P12 MM:Because it has many shops
P13 MM:There are lots of different shops

P14 MM: Closer to home
 P15 MM: It is cool and peaceful
 P16 TC: Better shopping centres. It has the matrix
 P17 TC: Because one of the shops I prefer is right there
 P18 TC: Given we are in Mafikeng it has a bit of variety as compared to other shopping centres
 P19 TC: Because it has many shops that I love
 P20 TC: Because the shops close after 19:00, which is the time I am free for doing shopping especially grocery

Q8. Please indicate what is lacking in all shopping malls in the Mafikeng area in terms of customer satisfaction
 P1 NW: It doesn't have enough parking
 P2 NW: Chairs inside the mall, so that you can rest for minutes
 P3 NW: It doesn't have enough shops and parking for cars
 P4 NW: I wouldn't say that there's something lacking but if they could fix the infrastructure I would be happy
 P5 RNW: More internet, more spaces to sit and network with others, more wifi and restaurants
 P6 MC: Customer relationship
 P7 MC: Customer service in other stores is poor
 P8 MC: Entertainment facilities
 P9 MC: Poor advertisement, poor services to customers, the mall is dirty
 P10 MC: Entertainment
 P11 MM: Quality training for employees
 P12 MM: There is not enough cashier to help customers and this results in more than expected time
 P13 MM: Having the security to go through our bags and search it like nobody business
 P14 MM: They don't exactly have the widest range like bigger towns
 P15 MM: More shops and entertainment shops
 P16 TC: Quality training for the employees
 P17 TC: Shops are not grouped together accordingly so it makes it harder to move from 1 shop to another when you have found what you want no covered parking for cars
 P18 TC: Variety in shops
 P19 TC: Cinemas, infrastructural areas
 P20 TC: More shops of different brands, more recreational stuff things like cinemas

Q9. Which shopping mall attributes attract you to a particular shopping mall in the Ngaka Modiri Molema district
 P1 NW: Nothing attracts me because it is untidy
 P2 NW: Mega city shopping mall
 P3 NW: Nothing to attract me in that mall because there is no internet, no parking, it is dirty
 P4 NW: I am able to make multiple shopping in one area
 P5 NW: One shopping stall, the location of the mall is accommodative to everyone and nearby taxi ranks
 P6 MC: Location
 P7 MC: Safety parking, availability of brands and products
 P8 MC: Game centre, casino, wifi, recreational facilities
 P9 MC: Nothing attracting in Ngaka Modiri Molema as it lacks entertainment facilities

P10 MC: Megacity
 P11 MM: Having a wide range of choices
 P12 MM: Buildings and the cleaners of the mall
 P13 MM: Mr price, the price are affordable and the clothes look beautiful
 P14 MM: How clean it is, prices and staff readiness
 P15 MM: Shops
 P16 TC: The crossing mall
 P17 TC: nothing
 P18 TC: The crossing has wollies in which both food and clothes
 P19 TC: Clothing shops, restaurants, the customer service is very good and clean
 20TC:

Q10. Please indicate why you always shop at any particular shopping mall chosen above

P1 NW: It convenient to shopping fast
 P2 NW: It is big has enough space, it is hot crowded
 It has enough shops, transport available any time
 P3 NW: Shops are closer to each other and it is easy to one-line shopping
 P4 NW: I get to meet a lot of people, I am able to socialise and network
 P5 NW: It has shops which I normally use most of the time
 P6 MC: Proximity to my residence
 P7 MC: It is nearer my home
 P8 MC: I don't have a choice, it is the closest to my place
 P9 MC: Because most of my meetings are held in megacity
 P10 MC: It is nearby
 P11 MM: Services that are rendered are of high quality
 P12 MM: Because it has more shops (alternatives) that has what usually go for shopping
 P13 MM: They have reasonable and quality of clothes are the best
 P14 MM: It is closer to my home than any other mall
 P15 MM: There are more clothing shops whereby a person can do more shopping
 P16 TC: Pay less price, a walking distance from campus to the crossing mall
 P17 TC: Because I don't have much of choices regarding other mall I can go to
 P18 TC: There are few shops, recreational facilities enabling me to have a one stop
 P19 TC: It has many shops and it is very clean
 P20 TC: The crossing mall closes late in the evening, the only mall in mahikeng

Q11. Explain how people opinion, view, recommendation and comments influence your place of shopping mall choice

P1 NW: Bad influence because they will tell how small the mall is and with no seats inside the mall
 P2 NW: Quality of the products, affordability of items
 P3 NW: Products we buy there off quality also services are fine
 P4 NW: Their opinions discourage me in a way that they will be saying the mall is of an old building
 P5 RNW: The shops in this mall are close to each other and they are shops which are affordable and used by many
 P6 MC: People satisfactory
 P7 MC: Satisfactory regarding their visit to the shopping mall
 P8 MC: It has had a positive impact, because most favour this mall

P9 MC: Only meetings
 P10 MC: I do not rely on people's opinion for shopping mall choice
 P11 MM: Positive perspectives about a shopping mall obviously attracts me as a customer
 P12 MM: The mall is clean and in the other side they complain with stand more time in line. They must be more cashiers that have to be hired
 P13 MM: Having people talking about how is the quality of the clothes or undermining the shops
 P14 MM: People opinion on mall have a huge impact because if the mall has a bad rating I simply avoid it
 P15 MM: They encourage me to do more shopping
 P16 TC: Many have said that the shopping mall has a lot of shopping sprees, you can go there to celebrate your events
 P17 TC: I don't use people's opinions because our preferences are different
 P18 TC: It plays a major influence as a young person trends are very important
 P19 TC: A lot of people knew it the same way I do and they also prefer it
 P20 TC: When they highlight the shortcomings of other malls, like short-stuffed shops

Q12. Explain why you trust the opinion or view of people around you concerning the shopping mall that will meet your need and make you happy
 P1 NW: Will tell you where there's specials or quality of the products
 P2 NW: Because I am comfortable walking in the mall and I can afford the prices
 P3 NW: Because their customers and they like that products
 P4 NW: If only they could renovate the building of the mall. That would make me very happy
 P5 NW: Because when you enter that particular mall, you leave with everything you need, not having to go around town looking for the other things
 P6 MC: Satisfactory services rendered
 P7 MC: Their concerns are similar to mine
 P8 MC: Because they have lived in Mafikeng more than I have
 P9 MC: Nothing much
 P10 MC: I use my views
 P11 MM: One would not talk good about a place for no reason
 P12 MM: I hate stand more than expected time in lines and on the other hand they close their shop early
 P13 MM: Getting the likes that I dress well is what motivates more to continue buying clothes
 P14 MM: I trust their opinion because we have similar consumer need
 P15 MM: I have been there after they have shown me the area
 P16 TC: I have went to relax there with my family and all were satisfied with the service provisions
 P17 TC: I do not trust
 P18 TC: It also equate to value for money, you would want to go to a place which comes highly recommended
 P19 TC: Because I believe that they are right and fully agree with me
 P20 TC: I doubt trust people's opinions, I can only free to do groceries at 8

Q13. Share with us your conclusions based on recommendation from people around you
 P1 NW: Some people will tell you about things that are unnecessary
 P2 NW: The malls need improvement especially shops

P3 NW: Is a standard shopping mall
P4 NW: The mall is useful because it consists of different shops, you don't walk a distance to get what you need
P5 NW: People love this mall because it is near everything
P6 MC: They are well pleased with the services rendered
P7 MC: I normally do not listen or take other peoples opinions because we are different, do not enjoy same things
P8 MC: People would like megacity to be upgraded
P9 MC: nothing
P10 MC: I do not use people recommendation to choose the shopping mall
P11 MM: I am satisfied with what I have experienced thus far
P12 MM: The management have to hire more cashiers and keep the town clean at all times
P13 MM: Always complimenting my dressing styles and want to buy at the same shops
P14 MM: People buy where they receive the best service
P15 MM: They did a great impact because I really enjoy being in the mall
P16 TC: The crossing mall centre must have a base parking and cinema
P17 TC: No conclusions as I use my own opinion
P18 TC: People around Mafikeng my age in most cases go out when they do their clothing shopping
P19 TC: I can conclude that they are happy that is why they recommend the mall
P20 TC:

Q14. Please relate to me your personal experience since you visited recommended shopping mall

P1 NW: Shop quickly, move from one shop to other in a small period of time
P2 NW: I have experienced drowsiness in the mall especially on month-end because of space
P3 NW: Sometimes is slow and long que and their delaying to help customers
P4 NW: I personally have no complains about the mall. I just want to see more improvement
P5 NW: I always visit this mall whenever I come to town because it has most shops that I need
P6 MC: It has always been amazing
P7 MC: They shops close early which doesn't accommodate us working and knocking out late
P8 MC: It is great but needed to be upgraded
P9 MC: I have never assessed the mall as it does not have entertainment
P10 MC: It is user friendly and workers there are of good help
P11 MM: I have never had an alteration with the retailers and when one needs help at a certain shop one is attended to at a blink of an eye
P12 MM: I have realised that there is no enough banks and other things need to be done there e.g securities
P13 MM: The hospitality is great of the services they provide is also good
P14 MM: It has not been to bad I recommend staying dear during month end
P15 MM: The mall is real and a person should be open minded when it come to shopping
P16 TC: I have went to spur and I had to pay a lot of cash and tip
P17 TC: The speed humps should have been minimal, parking space should be covered, controlled acces so that when you are shopping we can shop by our own pace knowing our care are secure
P18 TC: Cleaniness play part , most recommended malls are clean, safe and have a variety of choice
P19 TC: My experience is a very positive one, I am always satisfied when I leave the mall

P20 TC: Besides lack of other shops, the crossing has not yet disappointed

Q15. Explain the level of convenience to consumers you have perceived at the malls in the Mafikeng area as compared to other provinces in South Africa

P1 NW: It is convenient in terms of shopping fast

P2 NW: They are convenience not all of them because it is near to our area

P3 NW: Is closer to the rank and closer to where I stay so I can save time

P4 NW: I would say the malls in Mafikeng are underprivileged compared to other provinces in SA that I have been to

P5 NW: It is user friendly for adults, it does not have stairs or complicated building one cannot get lost in this mall

P6 MC: Satisfactory

P7 MC: The people are friendly with assistance

P8 MC: Malls in Mafikeng are lacking a lot of things as to malls in other provinces

P9 MC: It is only convenient during the day and at night is closed early

P10 MC: It is nearby

P11 MM: I would give it a five out of ten

P12 MM: Mafikeng malls do not have enough shops

P13 MM: The results are friendly, the prices are also more affordable and reasonable

P14 MM: The range on high demand products aren't as big as other provinces

P15 MM: It has lots of clothing shops and it gives me space to shop

P16 TC:

P17 TC: not convenient

P18 TC: Malls in other provinces such as Joburg (Gauteng) are big and trendy

P19 TC: Customers are hardly happy this side because of the change in prices and the services to

P20 TC: Mafikeng malls are low class as compared to other malls

Q16. How can the appearance of the shopping mall influence you to patronize a given store within preferred shopping mall

P1 NW: It makes shopping to become quicker

P2 NW: Because it is beautiful and can shop easily

P3 NW: There is no influence because people surrounded mall selling so it is dirty and no space to pass because of stalls around the mall

P4 NW: The appearance matters a lot because if a mall has an old building people won't likely enter the mall because of its appearance

P5 NW: It has boards outside which show you how many shops are there inside the mall

P6 MC: Location and price of materials

P7 MC: Its cleanliness, price for goods

P8 MC: If the mall is not attractive and doesn't have a secure parking

P9 MC: Entertainment, cinemas, Mmabatho palms

P10 MC: Entertainment, cinemas and recreational areas

P11 MM: Cleanliness is next to godliness so as a place that is tidy and properly constructed would influence me to visit a mall

P12 MM: Cleanliness is very important because one needs to buy in a clean mall and clean malls attract customers

P13 MM: They show advertisements, prices are quality

P14 MM: If the store is untidy it deters me because that usually means a lack of helpful staff

P15 MM: It is open and free a person can shop without getting bored

P16 TC:

P17 TC:I don't have to pay for toilets,I can go from one shop to another with ease cos of the escalators,more clothing shops should be included

P18 TC: Appearance is very important,we buy what is appealing to the eye

P19 TC: The cleanliness of the shop,the way in which things are packed in shops

P20 TC:The appearance of a mall on to outside attract are disattraction on to enter a given shop

Q17.Can you recommend your preferred shopping mall to your family friends based on your experience at your preferred shopping mall

P1 NW:Yes,because cashiers there are helpful

P2 NW:yes

P3 NW:no because sometimes there are thieves around the mall because of lots of selling people around the mall

P4 NW: yes,I would because of the closeness of the mall to the taxi rank

P5 NW:yes I can share recommendations of my preferred shopping mall

P6 MC:yes

P7 MC:yes

P8 MC:yes

P9 MC:no

P10 MC:no

P11 MM:yes

P12 MM:yes,but there are other things that need to be rectified

P13 MM:yes,anyone can get the clothes of their choice,different size and prices are given

P14 MM:yes I can

P15 MM:yes I will encourage them to visit the mall

P16 TC:yes

P17 TC:yes only because there is no much ophans

P18 TC:menlyn

P19 TC:yes

P20 TC:Yes especially because of times shops close there

Q18.Could you share with us your own view about the operating hours of the shopping malls in Mafikeng

P1 NW:Operating hours are not good because when you arrive late and want to grab something, it is closed

P2 NW: Shopping malls in Mafikeng lack operating hours because it is not operating twenty four hours

P3 NW:I think is fine cause the close late so that we can do shopping after hours

P4 NW:I am satisfied with the working hours of the mall,I personally think that they are fair

P5 NW:I would be very good for the hours of the mall to be increased because it closes fast

P6 MC:The shopping hours are good

P7 MC:The operating hours are limited,however they are suitable

P8 MC:They close too early

P9 MC:It is chosing early and sometimes people have work late

P10 MC:It closes too early and most people need access to mall late after knocking off from work

P11 MM:Shopping malls around Mafikeng operate during the day only and this is a disadvantage to many people

P12 MM:
P13 MM:I think the working hours at Saturday and Sunday should be extended to 17:30
P14 MM:Trade hours of stores are excellent
P15 MM:The operating hours are perfect because it favours every human being
P16 TC:They are not so bad,PnP closes a 8pm and sportscentre at 7pm
P17 TC:Acceptable
P18 TC:operating hours are very discouraging and closes early
P19 TC:
P20 TC:Not to convenient

Q19." Quality shopping experience, large quantity and variety of product choices, ambience, recreational and entertainment facilities are very important to any shopping mall". Please share with me your views on this: statement

P1 NW:It lacks cinema, no jumping castle for kids
P2 NW:No,lack of entertainment facilities in the mall and pool service of recreational
P3 NW:No facilities for entertainment so that we do not spend lot of time in the mall especially when you have children because nothing entertains them
P4 NW:The mall doesn't have recreational and entertainment facilities that's what's annoying because children don't have a place to play
P5 NW:This mall need more recreational and entertainment facilities order to attract more people to visit this mall
P6 MC:It is good for the customer and brings attraction
P7 MC:There is little entertainment and there is no place to relax and eat besides restaurants
P8 MC:There are very important to a mall,because one must get entertainment when using a mall
P9 MC:True,in megacity we have more except the cinema
P10 MC:It is indeed important and entertainment is what is needed in Mafikeng malls
P11 MM:I fairly agree with this statement
P12 MM:That mall must have other alternatives shops, theatres and be closer to recreational facilities
P13 MM:you can ask for service to staff members if you cannot get what you are looking for,you can choose any product
P14 MM:It is true because as the old saying goes 'the more the merrier'
P15 MM:At Mafikeng mall recreational and entertainment are so interesting
P16 TC:Yes,wimpy has playing area for kids, also spur
P17 TC:Agree ,because you don't only have to settle for a product because there will be more options
P18 TC:These are the things that make you spend more money
P19 TC:Yes they are important because they attract a lot of customers
P20 TC:Yes they are ignorant, But there is none in mahikeng

Q20.Do you agree that shopping in order to interact socially with friends outside their residence and to meet new people is very important and why

P1 NW:Yes,I can make new friends there and take pictures
P2 NW:Because you develop new ideas when you interact with new people when socialising
P3 NW:No because this mall don't have entertainment facilities so we cant socialise when you do shopping
P4 NW:Yes,it is very important. Some people go through a lot but when you are out and about people can put a smile on your face

P5 NW:It is very important as it is a form of distress to others and others get a chance to see others and network

P6 MC:Yes,to relax and shine experinecs together

P7 MC:Yes,we get to learn different styles from one another

P8 MC:Yes so you can hp in a open environment

P9 MC:True,It helps in terms of networking

P10 MC:Yes,social engagement is important

P11 MM:Yes some people prefers to be indoors most of the time so going out for shopping is a way of them interacting with other people

P12 MM:Yes because it will attract many customers to the mall

P13 MM:It is important so that you can bring more customers

P14 MM:yes because malls provide a safe place in public to meet

P15 MM:yes ia gree because it has a free space where a person can have fun with friends

P16 TC:Yes I do agree,you get to meet new people and get a chance to know better in all open space

P17 TC:Yes,because different people go to the mall everyday

P18 TC:It serves as form of leisure

P19 TC:Yes,because you get to experience certain things as an individual and learn from other

P20 TC:I would not say very important but its nice to meet people in malls

Q21.What are the physical characteristics of your preferred shopping mall that are visually appealing you as compared to other shopping mall around in Mafikeng

P1 NW:Megacity,it has chairs,recreational,gym,cinema and toilets are unpaid

P2 NW:parking area,cinema,toilet service,chairs inside the mall

P3 NW:If the mall is divide into sections e.g kids,adults,café etc it will be easier to shop

P4 NW:Beside the fact that it is near my taxi rank,none

P5 NW:The building of infrastructure of the mall and the tidiness of the surrounding as well as safety

P6 MC:The mall structural building and the environment of location

P7 MC:The pyshical appearance,the stores are not basd

P8 MC:It is bigger than other shopping malls

P9 MC:Good infrastructure,recreational facilities services

P10 MC:Resturants,entertainment facilities

P11 MM:Buildings of high standard e.g a mall that has several floors

P12 MM:Buildings are still in good condition and it has a parking lot

P13 MM:dressing smart and beautiful

P14 MM:The size is perfect,it is well decorated and contains no structural design

P15 MM:Mafikeng mall has more clothing shops unlike other malls

P16TC:The high buildinga,Ph network cafe

P17 TC:Shops close late

P18 TC:Infrastructure,resource availability and eye-appealing stock

P19 TC:The size of the shop,cleaniness and the way in which things are packed

P20 TC:The building

Q22.State seven major attributes that appeals to your continued patronizing stores in a particular shopping mall

P1 NW:Cinema,recreational facilities,entertainment facilities,resturants,music shop,gym and parks

P2 NW:Resturants,shops of choices,entertainment facilities ,cinema,toilet,music shop

P3 NW:nothing
P4 NW:nothing really. This mall doesn't have appealing attributes,it is basically boring
P5 NW:The infrastructure of the building
The parking lot around the mall
The safety around the area
The recreational facilities
The entertainment facilities
The time that you can spend there until late
The tidiness of the building
P6 MC:Pricing,nearness to home,stock varieties,choice of different stores
P7 MC:Variety of shops,pricing,parking lots
P8 MC: Cleanness of the mall itself
Clean toilets
Open parking
Have all banks
P9 MC: none
P10 MC: Reasonable prices, good music in the shops, beautiful clothes
P11 MM: playing area for kids
P12 MM: cleanliness, parking lot, what shops provide to people,security,banks,near rank
P13 MM: prices,service,weekend schedule,music entertainment.advertising
strategy,clothes,attitudes towards customers
P14 MM: Staff friendliness, store neatness,atmosphere,range of products,prices,location and
rating
P15 MM: Banks,shops,building,parking lot
P16 TC:
P17 TC: Toy stores,cinemas,good packing space, enough rest rooms, more shopping choices,
banks at the same spot
P18 TC: more gym, internet and wifi and more restaurants
P19 TC: Customer service,prices,quality products, quantity products
P20 TC: Shops e.g. Tekkietown

Q23.What is the estimated time you spend in a shopping mall of your choice and why you
spend so much time in that shopping mall

P1 NW:Two hours it is too small
P2 NW:up to six hours because of transport it operate in time
P3 NW:plus minus three hours because of long queue.poor services and sometimes offline
P4 NW:Approximately 4 hours.Theres nothing to keep me here besides shopping
P5 RNW:5 hours because it has all the entertainment facilities and more shops to visit and
time of closing is late
P6 MC:One hour moving around different stores within the mall
P7 MC:Not more than 3 hours,it depends on the reason for vositation
P8 MC:Not more than 30 minutes,because there is nothing to do after buying what you need
P9 MC:3 hours,because I look for opportunities
P10 MC:2 hours at most,busy doing shopping moving from one shop to the other takes time
P11 MM:I would not specify the duration because it depends on what I will
P12 MM:30 minutes,because there is no enough cashiers to help me
P13 MM:about 3 hours,when I shop mi make sure I get satisfied
P14 MM:2 hours depending on my schedule
P15 MM:3 hours because it is peaceful and I enjoy entering different shops

P16 TC:less than 3 hours,because if I do not spend 3 hours in the shopping mall I am going to run low on my budget

P17 TC:

P18 TC:4 hours,shopping and eating

P19 TC:close to 2 hours because I always know what I am looking for and which shops to go to

P20 TC:30 minutes

Q24.Briefly explain what you are expecting to see in a standard shopping mall

P1 NW:Restaurants

P2 NW:No wifi in the shops

No enough shops of your choices

P3 NW:Recreational facilities,parking,toilets,childs entertainment

P4 NW:Recreational areas(cinemas to be exact)

Free wifi

P5 NW:So that I can be able to go to the mall for refreshing and networking with other people

P6 MC:stock varieties of global quality and adequate security

P7 MC:more shops in variety

P8 MC:entertainment facilities

P9 MC:Safety,wifi .service quality,cleanliness

P10 MC:Clothing shops,Restaurant and entertainment facilities

P11 MM:A parking lot that can accommodate everyone visiting the mall

P12 MM:More banks,cleanliness and the safety of the mall

P13 MM:Bring the size for people of different size in clothing and shoes

P14 MM:Great variety of stores and recreational activities

P15 MM:Affordable shops that can accommodate us

P16 TC:Adult products

P17 TC:Toilets that are free

P18 TC:long operating hours,vibey shops

P19 TC:Cinemas and recreational areas where people can get together

P20 TC:All services must be available

Q25.Briefly explain what you are expecting to see in an excellent shopping mall?

P1 NW: Performing stage

P2 NW:Quality shops

Wifi everywhere you go

P3 NW:Wifi,internet,recreational facilities,parking lots,security in the mall and the parking lot

P4 NW:Mini cars transporting older people from one place to another as some are unable to walk distances

P5 NW:So that I can spend of my free time at the mall to reconnect and refresh and also do all the shopping I need

P6 MC:Stock variety,order lines and adequate amenities and securities

P7 MC:parking lots,security tightness,cleanliness

P8 MC:Recreational facilities

P9 MC:Big shops with brands,all the banks

P10 MC: Variety of product and quality product

P11 MM: Shops that can cater for all people disabled people included

P12 MM: More banks, cleanliness in the mall and safety and more alternative shops at the mall
P13 MM: The security to respect our bags and have more of services
P14 MM: A huge selection of stores and recreational activities
P15 MM: New shops from other countries
P16 TC: Better organized shelves
P17 TC: More stock that can accommodate enough people and different brands of clothing
P18 TC: Security tight, longer hours and appealing age group
P19 TC: I expect to see shops that accommodate everyone and also good customer service
P20 TC: Fast serving of customers (Everything if not most important thing, must be available)

Q26. Briefly explain service quality in a shopping mall

P1 NW: Normal service with good helpful cashier
P2 NW: Normal service with good cashiers
P3 NW: Lacking of faster services we stand in the queue for so long, sometimes even go offline when suppose to pay
P4 NW: They treat their customers fairly and there's also security
P5 NW: The services in the shopping mall differs from one shop to the other, other have poor service quality
P6 MC: The quality of the service area really good
P7 MC: People who know they're working with others should be friendly
P8 MC: Always cleaning and toilets that hygiene
P9 MC: Poor service quality, no privacy, security.
P10 MC: Worker at till should always be friendly towards the customers when they assisting them
P11 MM: The quality of the service should be out of this world
P12 MM: Friendly and approachable workers and not spend more time at the mall
P13 MM: Treating the customers with respect and value their time
P14 MM: Good prices and friendly staffs
P15 MM: The services is great and a person could wish to come back
P16 TC: very good
P17 TC: Staff that can assist you not looking like they don't want to
P18 TC: Present/visible security personnels
P19 TC: See quality means products that are quality supplies that accommodate everyone and shops
P20 TC: The service at the crossing is excellent

Q27. Is there anything you want to comment on regarding shopping malls satisfaction and utilization in the Ngaka Modiri Molema region (Mafikeng Area)

P1 NW: The closing time is inconvenient, it's not clean and we need seats
P2 NW: It's dirty, smelling horrible
Poor gardening service
It closes early
P3 NW: They supposed to make sure that there is no hawkers next to the mall always be clean must have security to protect time, customers from the thieves and parking must be closer
P4 NW: Yes, there should be more entertainment as there is none according to me. A lot has to be done in order to attract people
P5 NW: These malls needs more entertainment facilities and also the shops need to be increased in order to make shopping easier and the internet should be available too
P6 MC: Satisfactory

P7 MC:No

P8 MC:No

P9 MC:They need to upgrade their standard

P10 MC:Extend shopping hours

Hire more people for productive customer service and for quicker help to be rendered to customer

P11 MM:At this point I do not have comments

P12 MM:Many banks are needed in the mall ,safety and it must be kept clean at all times

P13 MM:People on the tills must work in hand with customers and show them respect and must also work on their speed to save the customers time

P14 MM: We need more high end product stores

P15 MM: The services should remain the same because it favours everyone

P16 TC: no

P17 TC: Atms should at least be increased in number

P18 TC: Longer hours, more trendy shops

P19 TC:Yes I think we need more of recreational areas because I believe that there are a lot of shops that accommodate everyone

ANNEXTRE F
Turnitin certificate

**PERCEPTIONS AS DRIVERS OF CUSTOMER SATISFACTION
TOWARDS UTILISATION OF SHOPPING MALLS IN THE
NGAKA MODIRI MOLEMA DISRICT, SOUTH AFRICA**

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TO WHOM IT MAY CONCERN

CERTIFICATE OF EDITING

I, Muchatirugwa Liberty Hove, confirm and certify that I have read and edited the entire dissertation, Customer satisfaction and utilisation of shopping malls in Ngaka Modiri Molema region, South Africa, by Bakang Gabanakoaji, [orcid.org / 0000-0003-0507-8934](https://orcid.org/0000-0003-0507-8934), submitted in fulfilment of the requirements for the degree Master's in Business Administration at the North-West University.

Bakang Gabanakoaji was supervised by Dr. N.G. Molefe of the North-West University.

I hold a PhD in English Language and Literature in English and am qualified to edit such a thesis for cohesion and coherence. The views expressed herein, however, remain those of the researcher/s.

Yours sincerely

Dr ML Hove (PhD, MA, PGDE, PGCE, BA Honours – English)



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18 June 2019

I

Per e-mail

Dear B J Gabanakgosi.

**FEEDBACK POST FACTO: ETHICS APPLICATION 18062019: B J
Gabanakgosi (20968868)(NWU-00647-19-A4) - MBA**

Your ethics application on, *Customer satisfaction and utilisation of shopping malls in Ngaka Modiri Molema Region, South Africa*, that served on the Post Facto meeting of 18 June 2019 refers.

Outcome:

Approved as a minimal risk study. A number **NWU-00647-19-A4** is given for three years of ethics clearance.

Kind regards,

A handwritten signature in black ink, appearing to read 'Jan Meyer'.

Prof Jan Meyer
Chairperson: Post Facto Ethics
FEMS