

**EFFECT OF SERVICE ENVIRONMENT AND INTERNAL RESPONSES ON CUSTOMERS
PURCHASING BEHAVIOUR
(A Study of selected shopping malls in Lagos state, Nigeria)**

BY

CHUKWU OBIANUJU MARY-JOAN

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MAY, 2019

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**BEING A MASTERS THESIS SUBMITTED TO THE DEPARTMENT OF
BUSINESSMANAGEMENT, COLLEGE OF BUSINESS AND SOCIAL SCIENCES,
COVENANTUNIVERSITY OTA. IN PARTIAL FULFILMENT OF THE REQUIREMENTS
FOR THEAWARD MASTERS OF BUSINESS ADMINISTRATION (HONOURS). DEGREE IN
MARKETING**

MAY, 2019

CERTIFICATION

It is hereby certified that this research project written by CHUKWU OBIANUJU MARY-JOAN (08AG06752) was supervised by me and submitted to the Department of Business Management of the College of Development Studies, Covenant University, Ota.

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DECLARATION

I hereby declare that this project report is based on a study undertaken by me, **CHUKWU OBAINUJU MARY-JOAN 08AG06752** of the Department of Business Management, Covenant University College of Development Studies under the guidance of Dr. Olaleke Ogunnaike. There was no other project study for the grant of a degree. This study project's concepts and opinions are results of my studies. Where other investigators' thoughts and opinions were articulated, they were recognized deliberately and accordingly.

CHUKWU OBIANUJU MARY-JOAN

.....

Signature and Date

ACCEPTANCE

This is to verify that this dissertation is accepted in partial fulfilment of the requirement of the award of a Master's Degree (MBA) in Marketing in the department of Business Management, College of Business and Social Sciences, Covenant University.

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DEDICATION

This research is dedicated to God Almighty the Source of all Knowledge, the Author and the Finisher of my Faith. I dedicate this also to my Family, they were my strong pillars through this Journey.

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ABSTRACT

With a constant up rise competition arising in our world today, every business has to deliberately have a competitive advantage over similar businesses in order to remain relevant in the market. Service environment is a man-made and non-natural condition created by the seller where a service is provided. The problem of service environment and the internal responses of a customer should be a major concern to organisations as this affects their ability to purchase. The basic target of this research was to assess effects of service environment and internal responses on customers purchasing behaviour in shopping malls. The indicators of service environment which was the independent variable were: ambient condition, spatial layout/functionality, signs, symbols and artefacts. The dependent variable which was consumer purchasing behaviour had two indicators, they are; approach behaviour and social interaction. The mediating variable which was internal responses of the customer had three indicators, they are; cognitive response, Emotional response, physiological response. An aggregate of 370 questionnaires were distributed and 272 were properly completed and retrieved. The descriptive method of analysing the study was adopted. The hypothesis was tested using hierarchical multiple regression. From data retrieved through the use of questionnaire research instrument, results were drawn and data analysed using SPSS. The results showed that good ambient condition has a significance on approach behaviour of customers with a Sig.=.000 and β = .335, all of the variables were significant even when there was an introduction of a mediating variable with the hypothesis tested which states that emotional responses of the customer mediates the effect of service environment on social interaction between employee and customers with a Sig.= .000 and β = .272. The quality of a product also influences the likelihood of customers to recommend to others. It was recommended that management should ensure that the standard created as with Sensory branding should be sustained and this can happen by ensuring that their staff have the music playing, the bright lights on etc.

Also management should ensure proper communication of these factors such as sign, symbols to the staff through trainings so as to avoid them lowering the standard.

Keywords: Customer purchasing behaviour, service environment, ambient condition, approach behaviour, social interaction, cognitive response.

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