TENANT MIX AND CUSTOMER FOOTFALL AT SHOPPING MALLS IN LAGOS STATE: A STUDY OF IKEJA CITY MALL

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A DISSERTATION SUBMITTED TO THE SCHOOL OF POST GRADUATE STUDIES IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF THE (MBA) DEGREE IN MARKETING IN THE DEPARTMENT OF BUSINESS MANAGEMENT, COLLEGE OF MANAGEMENT AND SOCIAL SCIENCES, COVENANT UNIVERSITY, OTA, OGUN STATE, NIGERIA

SEPTEMBER, 2021

ACCEPTANCE

This is to attest that this dissertation is accepted in partial fulfilment of the requirements for the award of the degree of Masters of Business Administration (MBA) in Marketing, in the Department of Business Management, College of Management and Social Sciences, Covenant University, Ota, Nigeria.

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DECLARATION

I, **AYODEJI GBENGA OMOTOLA (06AC03527)** declare that this research work was carried out by me, under the supervision of **Dr. Taiye Borishade,** (Supervisor) of the Department of Business Management, College of Management and Social Sciences, Covenant University, Ota, Ogun State.

I attest that the dissertation has not been presented either wholly or partly submitted for the award of any degree elsewhere. All sources of data and scholarly information used in this project are duly acknowledged.

AYODEJI, GBENGA OMOTOLA ……..

Signature and Date

CERTIFICATION

We certify that this dissertation titled **"TENANT MIX AND CUSTOMER FOOTFALL AT SHOPPING MALLS IN LAGOS STATE: A STUDY OF IKEJA CITY MALL"** is an original work carried out by **AYODEJI GBENGA OMOTOLA (06AC03527)**, in the Department of Business Management, College of Management and social sciences, Covenant University, Ota, Ogun State, Nigeria under the supervision of Dr. Taiye Borishade We have examined and found that this work is acceptable as part of the requirements for the award of the Degree of Masters of Business Administration (MBA) in Marketing.

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(Dean, School of Postgraduate Studies) **Signature and Date**

DEDICATION

I dedicate this study to the Almighty God, for leading me to take this program and guiding me from start to finish. Nothing I did was by myself but the mighty hands of God. Most specifically for His mercies that preceded His favor over me during this research work.

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ABSTRACT

The wave of modern mall development is fast hitting on sub-Saharan Africa and the growing population and economy can attribute this to the rapid growth of the consumer market as influenced. Consumers have a taste for classy retail format that is associated with the emerging shopping malls and these shoppers have expectations and they expect an extraordinary degree of experience that will meet their different needs at once. The goal of every mall is to be able to provide to their shoppers and visitors all they need in the most decent way which in the long run attract more customers, tenants and ultimately increase sales/revenue. It is on this premise that this study made use of the quantitative method to examine the effect of tenant mix and its influence on customer footfall. With the cross-sectional research design, having distributed 385 questionnaires and gotten 358. The Statistical Package for Social Sciences (SPSS) was used to analyse the descriptive data gotten, while the Smart- Partial Least Squares (Smart-PLS) was used to test the hypotheses. The results show that there is a significant relationship between tenant mix and customer footfall. It was recommended amongst others that mall managers should make sure that there are complementary stores in the mall, so that shoppers experiences can be enhanced. They should ensure that the tenant stores in the mall are properly arranged, so that shoppers prefer the mall, and their purchases are made easy and comfortable. Also, that the design of the mall is one that promotes convenience, in addition to good temperature control and beautiful décor, so that the shoppers have increased loyalty to the mall.

Keywords: Agglomeration theory, Customer footfall, Shopping mall, Spatial theory, Tenant mix.