

Factors Underlying the Success of Megamalls Over Small Shop Retailing in Ibadan Metropolis

OLAWALE YINUSA OLONADE, DAUDA ADEREMI BUSARI, MATTHEW E. EGHAREVBA, TAYO O. GEORGE, CHRISTIANA OLUFUNKE ADETUNDE
Department of Sociology, Covenant University, Ota, NIGERIA

Orcid id: <http://orcid.org/0000-0002-0325-4001>

Abstract: - Megamalls reflect the social and cultural environment, and have to a large extent, imbibed modernity attributes. It pursues the status of 'global product' and is mainly global. Often, individuals visit the megamall to search for various items at various times of the day, week, or year. Megamalls offer a secluded and easy perfect life in a city center. This study aims at understanding the underlying factors responsible for the success of mega shopping malls over small scale retail outlets in Ibadan metropolis. The study was anchored on modernization theory; a qualitative and quantitative method was combined to collect data from 222 respondents. Data were analyzed using frequency distribution tables and percentages and content analysis for the qualitative data. Findings show that megamall is increasing in Nigeria, but existing small shops languish in low patronage and sales. Their appearance in the city's structure has attracted people's attention in terms of resemblance in urban centers with social relations in a different organisation that embraces modern life components. It was also found that the essence of megamall originated from the variable choices of people, the growth of residential locations, household income increased, increased acquaintance to different lifestyles, improved consumer aspirations, double-income families, conducive and serene environment. Also, safety and a secure environment, an exhibition of ostentatious lifestyles, friendly customer care services, and one-stop shopping are the major factors underlying megamalls' success over small shops in the Ibadan metropolis. Ultimately, this study shows that megamalls are subsuming small shops retailing every standard and measure with every tool and strategy at their disposal. Therefore, it was recommended that there is a need for more megamalls as it provides people with convenient purchasing, beautifying the environment, and booming the economy without neglecting adequate grants, loans, and other necessary supports for small shop retailing systems. This will contribute immensely to society's sustainable development and boost the economy locally.

Keywords: - Development; Lifestyles; Megamalls; Small shop; Retailing; Metropolis.

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1 Introduction

Mega malls are multiplying in Nigeria, but existing small shops seem to be languishing in poverty of low patronage and sales. In this situation, the impact of these megamalls is unquantifiable. Since their appearance in the city's structure, megamalls have attracted people's attention [1]. In Ibadan precisely, mega malls are still evolving, and the impact is being felt by all and sundry, most especially existing shop owners. The advent of mega shopping malls in Ibadan city has had a severe impact on small retail businesses. Retail business is the source of survival to the urban center's

considerable sections as they contribute income generation and employment opportunities. However, when such business opportunities are faced with pressures to close down due to increased competition from mega shopping malls, many businesses would be lost, which has a massive implication to industry and society. Mega shopping malls are large-scale corporate entities with huge capital, workforce, and other infrastructural facilities [2]. On the other hand, insufficient financing, inadequate literacy, absence of expertise, and lack of current tools in small-scale retail enterprises lead to the

weakness and non-competitive strengths with more prominent and more significant malls in the Ibadan metropolis.

It is imperative to understand the impact of mega shopping malls in Ibadan and other areas of Nigeria on small businesses based on small shop retailers' responses. Some decades ago, consumers purchased their groceries at public market squares or street shops. However, today, customers would instead go to malls even when the options are available in buying from street shop owners. In Ibadan, most notably, average earners prefer to visit mega malls or organized corporate retailers like Shoprite, Foodco, Cocoa mall, Heritage mall, amongst others, to purchase groceries and other items. [3] affirmed that megamall styles have a lot of extra features to entice customers. They opined that when customers want to try new products to purchase, they change to get needed items. As many studies put it, these may lead to a possible shrinkage of sales volume from small street shops. Consumers are the major and the ultimate beneficiaries of an organized retail boom as it presents them with the choice of a diverse selection of goods, both in terms of quality and price [4]. Megamalls are initiating various measures such as tracking consumer behavior, consumer loyalty programs, and personalized customer services to lure the consumers who, before now, buy from existing shops.

Even though the small shops' retailing system contributes immensely to society's growth and progress area locally and the economy, studies has it that megamalls are subsuming small shop retailing. They are increasing in Ibadan and, by extension, in Nigeria, while existing small shops languish in want of low patronage and sales [5]. This paper contributes to literature, data, and discussion on the factors underlying megamalls' success over small shop retailing in the Ibadan metropolis.

2 Problem Formulation

A megamall is a place that perennially reconstitutes identity and social relationships through different shopping habits [4]. It is a quasi-public space that connects people by inducing such social behaviors in a social context, enabling various practices; not all of

them are related to purchasing goods in some way [5]. There are different factors responsible for the increasing patronage in megamalls by urban dwellers, but nowadays, people visit malls for two reasons; fantasies and a meeting place for sociability with many opportunities for public contact. While street life is exciting, it also has some disadvantages. Moreover, most sub-cultures of age, gender, or class of amusement society feel several mental wellbeing pathways since the mall is where these paths intersect [5].

Similarly, [6] asserts that India's retail sector is being remodeled to accommodate new styles such as discount stores, specialty stores, supermarkets, and hypermarkets. Significant driving factors focused on high social-economic class customers incessant shopping in mega shopping malls includes urban life, increased household incomes, double-income families, increasing exposure to different lifestyles, increased aspirations of consumers, the convenience of one-stop shopping, health consciousness. [1] carried out a study, and findings show that small businesses' sales will likely worsen and that incomes will continue to decline as mega malls expand. In another study [7], Anuradha concluded that mega malls' dominance has implications for the producers, wholesalers, and other dealers in the supply chain who face a lack of alternative marketing/retail outlets monopolies. This represents an in-balance sector wherein both mega malls and small shops retail coexist and significantly increase. The majority of small business owners polled said they would rather stay in business and compete than leave [8]. However, megamalls' growth raises severe urban environmental issues in densely populated, rapidly urbanizing countries such as India.

[3] according to their research 'Effect of supermarkets on small retailers in Indian Suburbs,' it was found that the shopping mall's impact on small retailers' sales performance is alarming. The study shows that 62 percent of small retailers said their sales have decreased, while only 12 percent said they have increased. At the same time, farmers can significantly benefit from the direct sales alternatives to mega malls. This is tantamount to profit realization for farmers selling directly to mega malls. The

concern of a shopping mall's impact on a consumer survey, a coordinated retail entry has boosted overall consumer spending. It has also been discovered that consumers spend more and save less with megamalls while small shops save more. The survey revealed that small shop buying is relatively more beneficial to the less well-off consumers or lower-income consumers as it conserves their money.

Other drivers of increasing patronage in megamall are definitely due to the improved infrastructural facilities, commercial cum economic oriented development within and around the mega mall, and the social life cum economic activities it provides. People tend to move to the shopping arena to enhance their quality of life, primarily recreations and cheap purchases [1]. The growth of megamalls is due to westernization, relaxation, tourism, availability, and standard of social, physical infrastructure, and networking prospects to meet people [9]. Mega malls act as nodes in which people are sprawling in to get value for their income. They are not only physical locations but also gathering places that provide opportunities for social interaction. It provides an environment with social relationships in a new structure that local and mini-stores, roadside tuck shops, or kiosks cannot afford. In contrast to the urban environment, mega malls advertise that "come and shop, and then you will have a chance to have social interactions"; thus, to have social relations, the first premise is consumption in shopping malls [10].

[11] observed that the interior pedestrian space is another prime attraction. Spatial organizers are designing and investing these spaces with a public character and social purpose. Mega malls act as the primary attraction or component that keeps the buyers for a period that is enough to see all the shopping malls offer. The environment therein is of great importance too. Successful malls provide a controlled environment in their interiors. It gives buyers a comfortable interior to freely assess an optimal atmosphere for a window or real-life shopping. Ventilation and lighting are exceptional phenomena in the planning and designing of the megamall. Mega malls can be seen as theatres, where the events in the mall unfold are the main show, which is enhanced by the interior spaces'

liveliness, making them more tolerant and socially inviting. This eliminates the notion that the megamalls' activities are "screened off and restricted to certain acceptable commercial/cultural forums" [12].

Another factor professed by [13] submits that it is undeniable that the urban realm cannot offer purified environments as megamalls do. Mega malls either reflect or embrace the cultural and social environment and the elements of modern life [4]. It pursues the status of 'global product' and is primarily global. Mega malls provide an urban center with a kind of isolated and comfortable perfect world [5]. This development puts open market centers and modern world-shopping malls in direct competition. Megamalls become a convenient 'lifestyle choice,' bringing together desirable consumption elements in a single, safe, and understandable location. [4]. Megamall describes and promotes itself as an "alternative" to the free market. On gender and shopping, [14]; [15] examined the correlation between gender and shopping malls, and their study showed no significant difference between gender and shopping. Nonetheless, they discovered that men went to malls more frequently than women. Conversely, in their research, [16; 4] found that the female-to-male shopping mall usage ratio is 2:1, implying that shopping malls are more appealing to females than males.

2.1 Theoretical Underpinning

Modernization theory serves as an explanatory framework for this article. The theory provides a relevant theoretical base for this study. Modernization theory is adopted because it best explains and captures the context of consumption patterns and the underlying factors for megamalls' success over small shops Retailing in Ibadan Metropolis. The modernization process refers to a changing practice from an orthodox era to contemporary civilization. It came up from Max Weber's (1864-1920) works, a German Sociologist, and a paradigm shift propounded by Talcott Parsons (1920-1979). As noted by [4], The theory takes a fresh look at some of a country's internal factors and mechanisms. It seeks to explain society's evolution and development by identifying social factors contributing to societal growth. As noted

by [17], cities' growth is a product of modernization that led to industrialization's rapid process.

Modernization is the ultimate rationalization process that views economic conditions heavily determined by society's social, cultural, and political values. The modernization theory emphasizes change, internal dynamics while referring to cultural and social structures and new technologies' adaption. It portrays that traditional societies will progress or develop as they embrace specific modern ideas. The opinion of modernization theorists' states that modernity is more vibrant and more powerful and that their citizens have more freedom to a more satisfactory lifestyle. Hence, modernization is synonymous with development and social wellbeing.

Modernization theory depicts innovation through technologies and novel ideas to attain the height of the modern world. According to the theory, as the world becomes more relaxed and social-oriented, it is inevitable that a wave of buying and selling occurs in a well-organized, conducive, and friendly setting [4]. Because of people's jobs and the scarcity of time, it is more convenient to shop, socialize, and relax in an open area. People are acclimatized to society's environment, making them feel comfortable and at home, encouraging them to buy goods at low prices. People are also seizing this opportunity and transforming the fortunate into opportunities for themselves and their families. Modernization has made humans see reasons to adapt to things and time, rather than toeing traditional cultures. According to [4], anything can be purchased or found in a mega mall. Unlike typical displays of products or local stores that do not include serenity and freedom to relate and relax, people flock to these centers on weekends and special holidays to unwind, celebrate, connect, meet people, and share business or relationship connections. Even in the olden days, goods were lined up along the roadside with symbols or price tags, and consumers choose their pay without haggling. However, Modernization theory critics argue that the adoption of modernization has endangered the lives, properties, and dignity of many laborers due to

over-reliance on technology and new ways of doing things. Ancient buildings, town planning policies have been changed, and public places are captured in the name of building mighty edifices (megamalls, fast food centers, and eateries) for buying consumables. Many societies' net effects are consequently seen in substituting primitive poverty for a more modern misery. However, education, social relationships, business viability, improvements in living standards, physical infrastructure, and economic opportunity are the gains, despite the noticeable woes of modernisation.

2.2 Methodology

The study area is the Ibadan metropolis, which comprises five Local government areas. Because of the rise in mega shopping malls in the Ibadan metropolis and the increased patronage of megamalls over retail shops in Ibadan, Ibadan was chosen for this study. Retail shop owners, megamall customers, and megamall managers in the Ibadan metropolis were selected as the study's target population to assess consumption patterns and megamalls' success over small shop retailing in the Ibadan metropolis. The study's target population were retail shop owners, megamall clients, and megamall managers in the Ibadan metropolis. Quantitative data was gathered using 216 copies of questionnaires distributed to active megamall users (who must have used the megamalls for at least the previous 12 months). While qualitative data was gathered using 6 IDIs (in-depth interviews) conducted with megamall operators in the managerial cadre of the selected shopping malls in Ibadan. A simple random probability sampling technique was used to pick 216 respondents for quantitative data in different megamalls. The quantitative data were analyzed using frequency distribution tables and percentages of the Statistical Package for Social Sciences. On the other hand, the qualitative data were analyzed through content analysis to support the quantitative result. All the ethical issues of anonymity, benevolence malfeasance were taken into consideration.

3 Problem Solution

Table 1. Showing Respondents Socio-demographic Features

Variables	Frequency	Percentage
Age		
15-24	83	38.4
25-34	101	46.8
35-44	18	8.3
45-54	8	3.7
55 and above	6	2.8
Total	216	100
Gender		
Male	120	55.6
Female	98	44.4
Total	216	100
Educational Qualification		
Primary	3	1.4
Secondary	16	7.4
Tertiary	173	80.1
Others	23	11.1
Total	216	100
Respondent's monthly income		
Less than #20,000	42	19.4
#20,000-40,000	70	32.4
#41,000-60,000	33	15.3
#61,000-80,000	21	9.7
#81,000-above	50	23.2
Total	216	100

Source: Authors' Fieldwork, 2018.

The socio-demographic characteristics of the respondents are presented in Table 1 below. The table indicates that a more significant proportion of the respondents, 46.8%, are between 25 and 34. This means that 85.2 percent of shopping mall consumers are under 35, suggesting that teenager and the young adults are the primary megamall users because they want to revel in the moment's glitz and glamour. Senior citizens may choose to shop in small stores rather than megamalls because they may consider such outings a waste of time, energy, and money. They would challenge the logic of visiting a mall, which could be a long-distance away, rather than buying what they require in the convenience store next door.

On the other hand, youths see megamall shopping as an adventure, a place to catch up with friends, a place to sightsee, and a place to

date. In terms of gender, the majority of respondents (55.6%) are male. The results were consistent with Kuruvilla and Ranjan (2009), who reported that men visited malls more than women. At the same time, it contradicted Dholakai, Pedersen, and Hikmet's (1995) claims that the ratio of women to men using shopping centers is 2:1, implying that shopping malls cater to women more than men. During this research, it was observed that most people in shopping malls were usually in groups of two (male and female) who were just hanging out and having a good time. The majority of megamall customers go there to have fun. The majority of respondents (80.1 percent) fell into the tertiary level of education, ranked highest. This result supports the notion that megamalls are an essential part of the modernization process, with formal education/western

education geared toward them. A higher percentage of respondents (32.4 percent) receive #20,000-#40,000 every month, indicating a higher rate of megamall consumers are not

wealthy. This may be explained by some youths being students or unemployed graduates, apprentices, or self-employed.

Table 2. The response of respondents on their experiences in the malls

Response	Frequency	Percentage
Below Satisfaction	2	1
Not too satisfactory	26	12
Highly satisfactory	188	87
Total	216	100

Source: Authors' Fieldwork, 2018.

The study aimed to learn about the megamall's users' experiences. Respondents graded their megamall encounters based on previous outings and visits to megamalls. The views of the respondents on what they think about malls are presented in Table 2. The overwhelming

majority of respondents (87%) shared satisfaction with their shopping experiences. This happiness may be explained by most consumers going to shopping malls to have fun and meet new people and shopping.

Table 3. Amount respondents spend on each visit to the mall

Amount spent on each visit	Frequency	Percentage
Less than #5,000	99	45.8
#5000-#10,000	82	38
#11,000-#15,000	31	14.4
#16,000-#20,000	2	0.9
#21,000 and above	2	0.9
Total	216	100

Source: Authors' Fieldwork, 2018.

Table 3 above shows the amount respondents spent on each visit to the mall. A higher percentage of respondents (45.8%) spend less than #5,000 per visit to the mall. By implication, the respondent at least purchases items from the mall on each visit. This could also mean that most people visiting the mall do not even purchase items from the mall on each visit. This could also mean that most people visiting the mall do not even spend money but a glance, hang out, window shop, or meet other people. This is also an indication of mall influence on

the lifestyles of urban dwellers. When respondents were asked whether they think malls, products, goods, or services are more expensive than regular shops or markets, most respondents (56.1%) said no. This implies that the price tag of items in the mall is not very expensive, and people may not visit or prefer to go to the local market or store. Moreover, aside from the cheap price tag, people have an ulterior motive for visiting the mall, such as sightseeing, fun-catching, a meeting point for people, etc. All these increase people's patronage of megamalls.

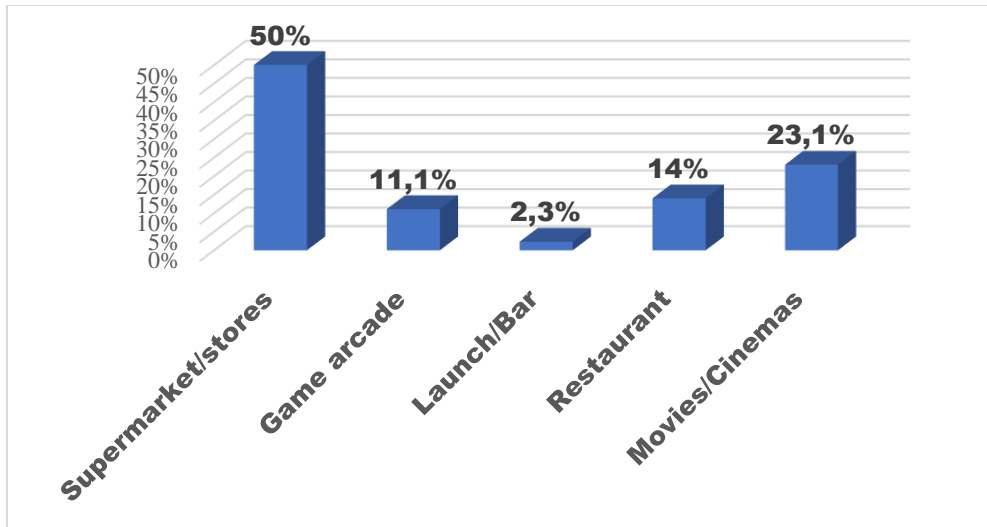


Fig. 1: Percentage response to the section that interest respondent

Source: Authors' Fieldwork, 2018.

Figure 1 below shows the percentage response to the section that interests the respondents. The majority (50%) of the respondents indicated that the supermarket/store section interests them the most. This implies that respondents visit the supermarkets/store section more than other areas in the mall. Again, the need to 'feel among' becomes evident here. With many various supermarkets and provisions stores in town, people still find their way to the mall to buy items as petty as toothpaste, bread, and all sorts of other things that can easily be purchased at their next-door provision stores. Because of the need to feel among and exhibit the ostentatious urban lifestyle, people troop to the malls almost every time to get their daily needs. However, various reasons are being given, ranging from

the quality of goods sold in the malls, conducive environment, friendly customer services, amongst other factors, why people troop to the malls daily. The above further buttresses the fact that megamalls greatly influence the lifestyle of people in the city. When asked the days they go to the megamalls more, most (69%) said they go mainly on weekends, especially Saturdays and Sundays, 10% opined to go every weekday to buy launch, dinner, or bread for breakfast. 21% opined that they visit malls whenever they need to purchase something from the mall irrespective of the day. This further shows that some people depend on the malls for all their groceries and other objects, and these sets of people have discontinued using the local retail shops.

Table 4. Ways shopping malls influence respondents' consumption pattern

Influence of mall on consumption pattern	Frequency	Percentage
Getting almost all you need in a single place	32	14.8
They provide quality and affordable goods at your doorstep	83	38.4
Opportunity to hang out/have fun	53	24.5
Opportunity to meet different people from different places	31	14.4
It serves as a recreational center	17	7.9
Total	216	100

Source: Authors' Fieldwork, 2018.

Table 4 shows how shopping malls influence respondents' consumption patterns. The findings indicate that a more significant percentage of respondents (38.4%) believe that shopping malls influence their purchasing patterns because they offer high-quality, low-cost products right at their doorstep. Malls also affect consumption habits by providing opportunities to have fun/hang out, meet new people from different locations, act as a recreational hub, and get almost everything one needs in one place. By inference, respondents place high importance on their time and shopping experience during each trip to the mall. Megamalls have indeed influenced the lifestyle and consumption patterns of urban dwellers to a considerable extent. It helps them to flaunt their hedonistic and opulent lifestyles.

The above assertion connotes that since customers can buy several and different items in a single shop, it goes a long way to influence their consumption pattern. Most times, customers buy things they did not even plan for in the first place because they saw such items, and it was appealing to them. The above findings in tandem with the assertions of Shanmuganada in his 2016 study, Shanmuganada asserted that the impact of mega shopping malls on the small retail business sector and consumption pattern is increasing. The implication of megamalls over small-scale business was also ascertained. Here are some of the responses gathered. One of the respondents interviewed had this to say:

Market women who are small-scale businesses do buy goods in bulk and sell at retail prices. So, in a way, we are even helping their businesses by bringing goods they can buy at wholesale prices closer to them. It also depends on the variety; we sell Indian indigenous food here which is not found in other shops, and so most of our customers are the Indians who prefer their food. So, I think the effect is more positive than negative.

Another respondent had this to say:

I will not say it has implications for small-scale businesses. The only thing is that it will help everyone to set a standard. It will help small scale to sit up. Everybody has their target customers, and the fact that you do not have money to start big does not mean you cannot still do some things in your little way. People who may not afford mall services can still patronize the small shops if they improve their services. Malls will help the small shop to think outside the box as a result of the healthy competition.

Another respondent sees the competition in another perspective as he has this to say:

Everybody is out to make money. The competition is high, and I think it is healthy anyway. Small scale businesses will still serve as alternatives to those who think goods in the mall are expensive, and even due to some malls' distance to places where people live, small businesses will still be patronized. Shopping in the mall is more like an adventurous thing; people save and plan to visit the mall. Some come weekends, some end of the months, while some come daily; so for those who come on weekends or monthly, what if some of their goods get finished urgently? They will get it from the small shops for that moment until they can come to the mall and restock.

This implies that megamalls are a plus to small-scale businesses. This is because megamalls bring goods closer to the people, which retail shops cannot import. Some retail shops then buy from the malls and resell to the people. Hence, some respondents view the implication of malls over retail shops as more positive than negative. Moreover, the above assertion implies that this competition between megamalls and retail shops will help them re-strategize and think outside the box to retain their customers and get new customers. Similarly, respondents see the implication of the influx of megamalls on small retail shops as healthy competition and see them as a source of alternative shopping as they see both as complementary to each other.

4 Conclusion

Megamall has flourished in the Ibadan metropolis and other urban centers in Nigeria over small retail shops due to some factors. This includes a conducive and serene environment, safe and secured malls, genuine/original yet affordable commodities, friendly customer care services, and an exhibition of ostentatious lifestyle, amongst other factors. Megamalls offer environments resembling urban centers with social relations in a new structure that embraces modern life components. People want to live the urban ambiance in a more controlled, purified, and safe environment. Also, they seek a platform for fun-catching, an arena to exchange business contacts, a place for getting all needed items, and lots more. Malls provide an isolated and comfortable utopian world. Hence, this development creates competition between the local store marketers and contemporary world-megamalls.

More so, the urbanization of residential locations, double-income families, increased household income, growing exposure to different lifestyles, the convenience of one-stop shopping, health consciousness, and consumers' increased aspiration are the main motivating factors changing the people's consumption patterns as well as lifestyles [6]. Megamalls are universal, utilizing values in the environment because they do not offer any sign belonging to a society's cultural identity. This made people relate and share a business idea without ruling out funs and shopping at the same place at the same time. Given this study's findings, it could be concluded that there is a leap or change in people's personalities in terms of urban living. Megamalls have influence people's lifestyles and shopping patterns. It has created a public space that brings people together to form some sort of behavior in a social context and even for various reasons. They save massively and resort to buying in bulk as against retailing. People device means to cut extra spending by shopping to purchase commodities in cheap and affordable outlets. It is crystal clear that megamalls are subsuming small shops retailing every standard and measure with every tool and strategy at their disposal.

There is need for more megamalls as they provide people with convenient purchasing, beautifying the environment, and booming the economy. The involvement of local market traders in the running of a market is another significant component. Hence, adequate grants, loans, and other necessary support should be given to small store owners/ petty traders to contribute immensely to their area's growth and development, the economy, and comfortable life. Many patrons commented on the lack of policy; the government should formulate programs to mediate between shoppers and megamall companies. There should be a quality assurance agency from the government to ensure proper monitoring and supervision of megamalls to ensure that they comply with stipulated rules and regulations regarding the quality of goods display for sales and services rendered.

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Contribution of Individual Authors to the Creation of a Scientific Article (Ghostwriting Policy)

Olonade Olawale drafted the manuscript and analyzed the data

Dauda Busari edited the paper and organized the manuscript

Tayo George and Christiana Adetunde updated the literature

Matthew Egharevba proofread the paper

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